

JAMAICA

'TOURISM A FI WI BUSINESS'

More than 100 flights each week from Canada this winter

TORONTO, ONT:

THIS FALL and winter season, Canadians will have access to a record-setting 102 non-stop flights per week to Jamaica from Canada.

Highlights of the many new flights include, for the first time, a direct flight from St John's, Newfoundland, by Sunwing Travel Group; the addition of a new gateway out of Thunder Bay, Ontario by WestJet Vacations, Transat Tours Canada and Thomas Cook/Sunquest Vacations; and a variety of expanded service offerings from Air Canada Vacations.

"This is unprecedented and proof that Canadians, in ever-increasing numbers, continue to make Jamaica their destination of choice," said Sandra Scott, regional director Canada, Jamaica Tourist Board.

■ The number of Canadians visiting Jamaica has been steadily increasing for many years, and this year we expect to welcome more than 330,000."

Below is the complete update of flights to Jamaica as offered by tour operators. The seasonal departures will vary in start date from November to early January, with service ending in April. All departures are non-stop to Montego Bay, except where noted.

■ Air Canada Vacations will offer travellers weekly flights from Halifax, Ottawa, Winnipeg and Calgary. They will also continue to offer two flights each week from Montreal. Air Canada will continue to offer daily service from Toronto to Montego Bay in the winter season, but has increased departures to Kingston to five flights per week.

■ Sunwing Travel Group will be offering a non-stop flight from St John's to Montego Bay which will depart every Sunday until April 29, 2012. The newly established non-stop flight from Moncton will continue this year, with flights every Saturday,

starting January 1. Together, they will also be offering seats on five weekly flights from Toronto and, starting in January, they will increase departures from two to three flights per week from Montreal. Seats are available on weekly departures from Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, Ottawa and Halifax.

■ Transat Tours Canada will be offering a total of 19 weekly flights from across Canada to Jamaica. Travellers have access to two weekly flights from Montreal and daily flights from Toronto. The company will also offer once-a-week departures from Vancouver, Edmonton, Regina, Saskatoon, Winnipeg, Thunder Bay, London, Ottawa, Quebec City and Halifax.

■ Thomas Cook/Sunquest Vacations will be increasing departures from Toronto to nine flights per week for the month of December and eight flights per week from January through April. Travellers out of Montreal will be offered the choice of three flights each week, and those in Winnipeg will have two departures each week. Thomas Cook/Sunquest Vacations will continue to sell once-a-week departures from Vancouver, Calgary, Edmonton, Regina, Saskatoon, Thunder Bay, Ottawa, and Halifax.

■ Beginning in November, WestJet Airlines/Vacations will add non-stop service from Thunder Bay. The company will fly 11 times per week from Toronto and three times per week from Ottawa and Montreal. Weekly departures will continue from Edmonton, Saskatoon, Regina and Halifax. Starting in January 2012, WestJet will be offering Canadians a total of 24 flights to Jamaica.

■ Flights from Toronto to Kingston will be provided daily by Caribbean Airlines and five days per week by Air Canada.



JTB's deputy director of tourism, marketing, Sandra Scott (centre), shares in the celebration with the winners of the Experience Jamaica Summer Promotion. The promotion required Jamaican to log on to the Experience Jamaica page and correctly answer questions about places in Jamaica. The winners who received their prizes at the Jamaica Tourist Board's corporate offices were (from left) Mavalyn Cole, second-place winner of a Chukka Caribbean prize trip; Tristessa Branche the first-place winner of a vacation at RIU Hotels & Resorts; Deidre Spencer, fourth-place winner who received a prize from YS Falls; and Veneta Creary who won a Dolphin Cove trip. The promotion, which was only open to Jamaican residents, ran from July 26 to August 31.

Agents praise 'fam-tastic' JTB Mega Fam

JAMAICA FIVE-O, the new Jamaica Tourist Board travel-agent programme, launched its initiatives during September and October by giving 170 travel agents the trip of a lifetime to destination Jamaica. The mega fam activity was also designed to help celebrate Jamaica's 50th year of Independence in 2012.

Agents were given first-hand experience of the exciting new aspects from the destination, as well as highlighting key product development areas, including weddings and honeymoons, luxury and spa, and an overall Jamaican experience demonstrating the diversity of the current attractions and hotels.

To highlight the success of the fams, below is a selection of quotes put forward from travel agents on the back of their experiences:

Ben Mortagh, Virgin Holidays

"This was the first time I've ever been to Jamaica and, to me, Jamaica is no longer just an island, it's a lifestyle and somewhere we all must experience. I will certainly be coming back again and encouraging my clients to do the same."

Mel Hammond, Travel Counsellors

"This was an excellent trip with a packed itinerary, meaning we were able to see so much of the island as well as the hotel product. A highlight for me was certainly the river rafting with Chukka Caribbean, a must for all who visit Jamaica."

Christy Brookes-Parry, Apex Travel

"Jamaica is an absolutely stunning island, offering something for everyone. The trip was fantastic, and even though we worked hard, we also had so much fun. It was extremely well organised – thank you for having me, Jamaica."

Chris Donelon, Lowcost Holidays

"I've been to Jamaica more than 10 times and it just gets better and better every time I come here, always something different to see and experience. This was a great fam trip with a great group of people."

Laura Williams, Thomas Cook

"Jamaica is a wonderful island with the friendliest of

local people – I loved every aspect of this trip. The hotels we stayed in really highlighted the range of accommodation available, and the activities were fantastic."

Neil Chambers, Virgin Holidays

"I've been to Jamaica four times now and I can safely say that this fam was one of the best I have experienced. I have gained a wealth of information from this trip that I will be passing on to my clients."

Lorna Tissior, Mayflower Luxury Travel

"I'm so glad I was given the chance to visit Jamaica, I was so impressed with the beauty of the island and what it has to offer the UK visitor."

Alex Carter, Holidaygenie.com

"This was my first time visiting the Caribbean and I have to say it presented me with more than I expected. I always thought of the Caribbean as a destination with nothing to do apart from getting a tan, but Jamaica was far more than that. I found the people friendly and helpful, and the excursions we were taken on showed me there is so much more to Jamaica than just sun and beach."

Carl Sorrell, Virgin Holidays

"This was a truly brilliant trip and very well organised. The whole group enjoyed the trip from start to finish and I, personally, will be recommending it to my clients. Diving at Rick's Café was the highlight of the week for me."

Neisha Hamon, Thomas Cook

"I really enjoyed the trip and learnt a lot about the destination, which will, of course, help me to sell Jamaica to my clients. The island has wonderful beaches and a wealth of watersports, as well as fantastic food and drink."

Claire Prole, Virgin Holidays

"Jamaica is a wonderful island full of lovely, friendly people. The trip was in-depth, showing us a lot of the island. The White Witch of Rose Hall tour was probably the most memorable part of the trip, but it did scare the wits out of me."