

JTB appoints new regional director for Canada

THE Jamaica Tourist Board (JTB) on Tuesday announced the appointment of Philip Rose to the position of regional director for its operations in Canada.

The appointment will take effect on January 9, 2012, and he will be based in Toronto, Canada.

Rose, who currently serves as district sales manager for the Western and South Western USA, has more than 15 years sales experience in the hospitality industry and will be replacing Sandra Scott as head of JTB Canada.

John Lynch, director of tourism and chairman of the Jamaica Tourist Board, expressed satisfaction with Rose's achievements during his tenure at the JTB.

"Over the years, Philip has demonstrated adeptness at developing new business for Destination Jamaica. Coupled with his infectious enthusiasm and passion for new technologies, we expect that Philip will cement the relationship with our Canadian partners. His sales and marketing expertise and in-depth knowledge of Jamaica and the travel industry make him an excellent choice for the position," said Lynch.

Rose's career in the travel industry began in 1995 as a destination marketing consultant to several small tourism entities. He first joined the Jamaica Tourist Board in 1998 as a sales representative for the mid-west region and was promoted to the post of district sales manager in 2007. Rose spearheaded the JTB's first social media campaign.



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