

# JAMAICA

## *PROFILE*

**MR. BASIL H. SMITH  
DIRECTOR OF TOURISM  
JAMAICA**

Mr. Basil H. Smith is Jamaica's Director of Tourism, a post he has held since November 1, 2006. He served previously as Deputy Director from 1995 -1997.

A highly skilled marketing and communications specialist with a strong background in the tourist industry, Mr. Smith has worked as senior director, communications worldwide at the Bahamas Ministry of Tourism where he was responsible for the creation of its communications strategy and overall financial and administrative management of the Communications Department.

Prior to that appointment he served as Executive Vice President of the Bahamas Hotel Association from 2001-2003, where he coordinated and spearheaded lobbying initiatives on behalf of the hotel sector. Between 1997 and 1999, he was Managing Director of the public relations agency Creative Projects Ltd., during which time he had responsibility for coordinating the consultative stages of Jamaica's Tourism Master Plan.

His wealth of experience spans both the public and private sectors. Among them Partner and Senior Vice President of the Counsellors Ltd., a leading marketing firm in the Bahamas, Special Assistant to the Minister in the Bahamas Ministry of Tourism and first vice president of the Caribbean Society of Hotel Association Executives.

A trained journalist, Mr. Smith is a graduate of the College of Journalism in London.

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