

# JAMAICA

Contact:  
Helen Ames  
1-877-JTB NEWS  
[jtnews@ruderfinn.com](mailto:jtnews@ruderfinn.com)

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## **2008 JAMAICA PRODUCT EXCHANGE (JAPEX) RETURNS TO KINGSTON, APRIL 25 – 27**

### ***Business Forum Showcases Jamaica's Tourism Product for Travel Agents, Tour Operators and Wholesalers***

**KINGSTON, JAMAICA – March 5, 2008** – Jamaica's capital city of Kingston will host the 18<sup>th</sup> annual Jamaica Product Exchange (JAPEX) from April 25 – 27, 2008. This is the first time since 2003 that JAPEX is being held in Kingston, providing an opportunity to highlight the diversity of the city's product, including its business offerings, energetic nightlife, rich history and culture. Jamaica's new Prime Minister, Hon. Bruce Golding, and Tourism Minister, Hon. Edmund Bartlett, will be in attendance.

Sponsored by the Jamaica Tourist Board (JTB) and the Jamaica Hotel and Tourist Association (JHTA), JAPEX offers the ideal forum for leading suppliers of the Jamaica tourism product to meet with travel wholesalers and tour operators from Europe and the Americas in a professionally organized business exchange.

#### ***A Welcome Return***

"We're excited about the return of JAPEX to Kingston, our capital," said Basil Smith, Jamaica's Director of Tourism. "The city is at the heart of Jamaica's continuing efforts to grow and enhance our tourism product. It's a nucleus of activity, with a great diversity of attractions for visitors of all ages. It's also a sophisticated business center, with excellent meeting facilities and superior support for corporate travelers."

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Jamaica's tourism industry has been undergoing a continuous process of growth and improvement, with new and expanded hotels, exciting new attractions, and enhancements from allied product and service providers. Extensive investment in major infrastructural improvements includes a new network of highways linking Jamaica's major towns, plus expansion of both international airports and development of the cruise ship ports.

"JAPEX will provide an ideal opportunity for attendees to see first-hand all the spectacular developments that are making Jamaica an even more desirable tourist destination," said JHTA President Wayne Cummings. "We're looking to JAPEX 2008 in Kingston to strengthen Jamaica's position as a preferred destination for both leisure and business."

In addition to the trade show, JAPEX also offers a variety of social activities, beginning on April 25 with the poolside welcome reception, *Out of Many, One People*, at the Hilton Kingston. This will be followed by a gala extravaganza showcasing cuisine and culture with the *Many Moods of Kingston* event at the Bank of Jamaica auditorium on April 26. Jamaican celebrities will be in attendance, including popular international artists.

For more information on JAPEX or to register, go to [www.jhta.org/japex.htm](http://www.jhta.org/japex.htm).

***About the Jamaica Tourist Board***

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. The JTB was declared the Caribbean's Leading Tourist and Convention Bureau by the World Travel Awards (WTA) for 2006 and 2007, while Jamaica earned the WTA's vote as the World's Leading Cruise Destination, the Caribbean's Leading Destination and the Caribbean's Leading Cruise Destination.

JTB offices are located in Kingston, Montego Bay, Miami, Toronto and London. Representative offices are located in Düsseldorf, Barcelona, Rome, Amsterdam and Tokyo.

For details on upcoming special events, attractions and accommodations in Jamaica go to the Jamaica Tourist Board's Web site at [www.visitjamaica.com](http://www.visitjamaica.com), or call the Jamaica Tourist Board at 1-800-JAMAICA (1-800-526-2422).

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