

# JAMAICA

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## **JAMAICA HOSTS EXCLUSIVE VIRTUAL PRODUCT SHOWCASE FOR CANADIAN TRAVEL ADVISORS ON JULY 20**

*Jamaica Tourist Board engages agents across the country this summer with interactive product showcase and two island-inspired contests*



**KINGSTON, JAMAICA – June 16, 2021** – Canadian travel advisors will have the opportunity to hear timely destination updates, connect with travel suppliers and enjoy some unique island fun this summer when the [Jamaica Tourist Board](#) (JTB) hosts its inaugural [Virtual Product Showcase](#) on Tuesday, July 20 from 1 to 3 p.m. ET.

For the first time ever, Canadian retail agents from coast to coast will gather simultaneously for an exclusive one-day-only destination immersion experience from the comfort of their own homes.

Hosted on the Zoom platform, Jamaica's signature Virtual Product Showcase will feature engaging destination presentations from the BDM team and suppliers, and intimate breakout rooms where agents can connect with resort representatives, tour operators, attractions, airlines and ground services. Air Canada Vacations, WestJet, Sunwing Vacations, TravelBrands, Ocean Hotels, Blue Diamond Resorts, Tryall Club, and Transat Tours are among the dozens of suppliers that will be participating in the virtual engagement.

With plenty of games and giveaways on offer, participants will have multiple chances to win complimentary hotel stays, island tours and many more exciting prizes. The JTB's in-market representatives and island-based sales teams will also be on hand to provide attendees with the latest destination news and resources, and share updates on the Jamaica Travel Specialist program.

"We look forward to connecting with our valued travel agent partners this summer for our first-ever Virtual Product Showcase," said Angella Bennett, Regional Director, Canada, Jamaica Tourist Board. "While we wish we could meet in person, this engaging and interactive platform will provide us with a unique opportunity to bring together agents from across the country to participate in an afternoon of destination education, networking, games and incredible prizes."

Travel agents are invited to pre-register for the Jamaica Virtual Product Showcase at [visitjamaica.com/canada/showcase](https://visitjamaica.com/canada/showcase).

This summer, the JTB team will also host two seasonally inspired giveaways to keep Canadian agents dreaming of Jamaica during the warm-weather months:

- **'Nice Up Yu Yaad' photo challenge (open until June 18):** Agents are invited to

get creative and transform their outdoor spaces into a Jamaican oasis. Participants can submit photos of their backyard, balcony or patio decked out in tropical décor to the official contest page at [visitjamaica.com/canada/contest](https://visitjamaica.com/canada/contest). The top three entrants will be selected to receive a Jamaican-themed barbecue prize pack, perfect for summertime entertaining.

- **Jamaica Short Story contest (open until August 15):** Travel advisors are encouraged to take a trip down memory lane and write a short story about their most unforgettable Jamaican memories and experiences for a chance to win one of three cash prizes. Agents can upload their creative and compelling island-inspired short stories (1,000 words or less) at [visitjamaica.com/canada/contest](https://visitjamaica.com/canada/contest).

For more information about Jamaica's ongoing engagement initiatives and giveaways for Canadian travel agents, including the Irie Hour virtual program and Jamaica Training University, go to [visitjamaica.com/canada](https://visitjamaica.com/canada).

#### **About Jamaica Tourist Board**

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. JTB offices are also located in Montego Bay, Miami, Toronto and London. Representative offices are located in Berlin, Barcelona, Rome, Amsterdam, Mumbai, Tokyo and Paris.

This year, the JTB was declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for the thirteenth consecutive year and Jamaica was named the Caribbean's Leading Destination for the fifteenth consecutive year as well as the Caribbean's Best Spa Destination and the Caribbean's Best MICE Destination. As well, Jamaica copped the WTA's World's Leading Wedding Destination, the World's Leading Cruise Destination and the World's Leading Family Destination. Additionally, Jamaica was awarded three gold 2020 Travvy Awards for Best Culinary Destination, Caribbean/ Bahamas; Best Tourism Board Overall and Best Tourism Board, Caribbean/ Bahamas. The Pacific Area Travel Writers Association (PATWA) named Jamaica the 2020 Destination of the Year for Sustainable Tourism. In 2019, TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World. Jamaica is home to some of the world's best accommodations, attractions and service providers that continue to receive prominent global recognition.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Website at [www.visitjamaica.com](https://www.visitjamaica.com) or call the Jamaica Tourist Board at 1-800-JAMAICA (1-800-526-2422). Follow the JTB on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#). View the JTB blog at [www.islandbuzzjamaica.com](https://www.islandbuzzjamaica.com).

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