

# JAMAICA®

**JAMAICA®**  
TOURIST BOARD

**60** *Years*  
1955-2015

## Tourism Exhibition

1955 - 2015



*...sharing the Jamaican Experience.*



# *Anniversary Exhibition*

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1955-1963

# Come to Jamaica

The Jamaica Tourist Board (JTB) was established in 1955 by Tourist Board Law 61 of 1954 ... over 450 years after the famous declaration by Christopher Columbus that Jamaica was the "fairest island that eyes have beheld ..." The JTB came under the aegis of the Ministry of Trade and Industry.

By then, Jamaica had been receiving a steady stream of American and European visitors and it was obvious that the island had the necessary attributes for tourism development. At first, visitors mainly included the wealthy whose primary mode of transportation was by ship. In 1937, on the eve of the Second World War, the total number of visitors to Jamaica soared to 65,269 (54,837 were cruise passengers) from 11,619 in 1926. This increase was credited in part to the arrival of Pan American World Airways (Pan Am) Clipper service in December 1930 which provided Jamaica with the first air link to its major market and paved the way for the average traveller to vacation on the island.







Not the first formal promotional agency to be established in Jamaica, the JTB succeeded the Tourist Trade Development Board, the first “promotional team constituted by government fiat.” The JTB was created to “promote tourism with maximum vigour and effectiveness,” and the goal of the new Board was to double Jamaica’s tourism business in five years. This was achieved in 1960.

Executive offices for the newly created JTB were established in the capital city of Kingston with overseas offices in strategic marketing hubs including New York, Miami, Chicago and Toronto, Canada. The island’s major marketing effort was concentrated in North America, with cruise visitors arriving weekly especially aboard the SS Evangeline out of Miami, Florida and also on the Yarmouth.



The period 1955-63 was an era of rapid growth and change in the industry. Rising incomes and cheaper airfares made it possible for more visitors to come to Jamaica and created an opportunity for the island to place greater emphasis on developing a year round tourist trade. Under Chairman Abe Issa, increased emphasis was placed on marketing and promotion with intensive advertising and publicity campaigns mounted overseas as well as locally. It was the era in which visitors were invited through an aggressive marketing campaign to "discover" the unique qualities of an island which offered a wealth of new and exciting experiences.

At the end of 1960, with a record number of cruise calls to Jamaica (171), the JTB achieved its target with tourist arrivals at 226,945, an increase of 19% over 1959 with estimated earnings of £13,616,700. (When the Jamaican dollar was introduced in 1969, J\$2.00 was the equivalent of £1) Of the 171 cruise calls to the island, 118 went to Kingston, 26 to Montego Bay, 23 to Port Antonio and four to Ocho Rios.

# JAMAICA



*Watching Dorothy McNab dyeing her fabrics can be the most colorful sight you'll see. Until you visit our Red Hills.*

The aggressive overseas marketing campaign continued into the early 1960s, highlights of which included the opening of the London office in 1961 to increase visitor flow from Europe and the subsequent opening of a sales office in 1963; the JTB's opening of its own public relations department in North America and a major promotion with the Gibson Corporation of the USA in 1961 in which 5,000 "sales

# JAMAICA

Ball sports (Cricket, Hockey, and the Big Game) are popular. Lovers of the Beach and the Hills should visit our Red Hills.



# JAMAICA

Hunter Latta, a member of the Jamaican Police Force, is a member of the Jamaica Police Force.



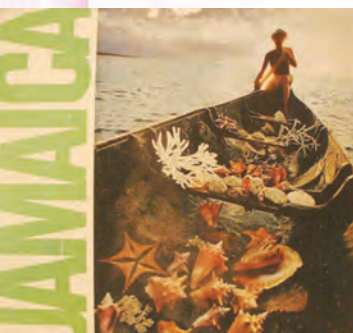




persons” visited Montego Bay over a six-week period. The JTB began to promote the island in Hamburg, Germany and Stockholm, Sweden and there was also a marketing thrust in the South American countries of Peru, Colombia and Venezuela.

To improve its image and visitor arrival statistics which by the end of 1962 had begun to decline (206,838) the Jamaica Tourist Board, under the Government of a newly independent Jamaica (August 6, 1962), was re-organised and the first Director of Tourism, John Pringle, appointed in 1963. These changes “led to a major revision of the island’s entire approach to tourism.”

By the end of 1963, with the welcome of some 202,329 visitors to its shores, Jamaica appeared firmly placed on the world tourism map and advantageously positioned to reap the benefits of “mass tourism”.





## *Highlights* 1955~1963

- In May 1957 the JTB opened its own publicity department in Kingston.
- A record number of cruise visitors welcomed to the island in 1959-1960 with over 200 calls made to Kingston, the most popular port; Port Antonio and Montego Bay. Ocho Rios made its debut as a port of call during that period.
- 1960 -New post of General Manager of the North American offices of the JTB created.
- Under the Tourist Board (Amendment Law) of 1960 which became effective April 1, 1961, membership on the Board was reduced “to not more than 15”. The Chairman and Vice-Chairman of the Board “to be appointed by the Minister of Trade and Industry and not elected by the members of the Board.”
- The JTB’s London office opened in 1961.
- The eight- storey Casa Montego Hotel hailed as Jamaica’s first “skyscraper” hotel.
- In 1961 the new “international jet airport” at the Palisadoes, now Norman Manley International Airport opened.
- In 1961 the JTB introduced courtesy police in Kingston, Montego Bay, Ocho Rios and Port Antonio.

1963-1975

## *Come Back to Jamaica*

John Pringle, who was also Chairman of the Board, was appointed Jamaica's first Director of Tourism in June 1963. He was to serve the industry for three years and nine months until his retirement on March 31, 1967. Refusing to allow the JTB to "rest on its accomplishments", his tenure marked a period

of rapid growth and great excitement in tourism. It was a time in which visitor arrival records were set and broken.

In this new era, the JTB's first order of business was to reverse the decline in arrivals by increasing its marketing initiatives and developing a new image for Jamaica. Leading New York advertising firm Doyle, Dane and Bernbach was appointed to spearhead this effort along with public relations







firms Sontheimer & Company, Inc. of New York and Michael Rice & Company of London. The JTB also eliminated the post of General Manager for North America and appointed a Director of Sales with responsibility for the North American and United Kingdom-European offices, a move which was credited with contributing to record tourist arrivals.

An award winning advertising campaign representing “the true and fascinating face of Jamaica” was hailed as the “most talked about” in the travel industry and came to be “recognized by the travel and advertising trades as one of the most effective ever employed to promote a country’s tourism”. Jamaica’s diversity was portrayed in creatively executed advertisements in markets of up to 167 million.



During the period, the JTB's effort also helped to establish Jamaica as "a serious film centre, for both theatrical and commercial productions" such as *A High Wind in Jamaica*, *Father Goose*, *The Confession*, *Red Over Red* and *Oh Dad, Poor Dad*. The film *Our Man Flint*, which gained worldwide success, held its premiere in Jamaica in 1965.

By the end of 1963, the JTB had established a fully functioning photography department as well as a new library reputed to be "the finest in the Caribbean".

With the appointment of E. Stuart Sharpe, former Director of Sales and Promotion at the JTB as Director of Tourism on April 1, 1967, the industry's development in Jamaica entered a new phase with "strategic changes in both administration and policy." The emphasis was now on "planning for future overall development and for the orderly expansion of the industry."



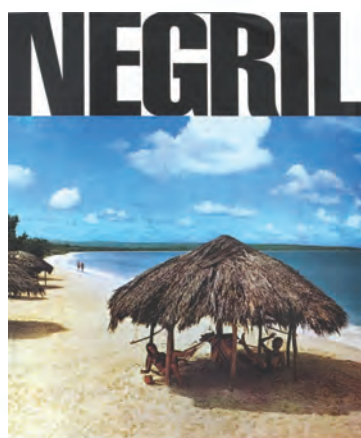




The 1970s heralded changes for Jamaica and increasing challenges for the island's tourist industry. An economic recession in United States of America and the resulting devaluation of the American dollar, curtailed spending in major North American markets. This, coupled with the 1972 General Elections in Jamaica and increasing competition from other destinations, were just some of the hurdles that the JTB encountered.

Once again, the JTB would also change administration. Eric A. Abrahams (Jnr.) who had been acting in the post was confirmed as Director and also appointed Chairman.

By September 1972, "a completely new approach was taken, whereby the major tourism impact was directed at the consumer instead of the travel trade as had been traditional." "Consumer promotions" were tried for the first time in Atlanta



Pack a bag and run away to Negril  
where you'll find 7 miles of deserted beach  
plus rum punch, lobsters and a hammock.



Georgia. The fiscal year 1972/ 1973 was the year in which one of the JTB's most memorable posters featuring "Sintra Berrington" was released, and its subject captured the imagination of the travel market and enticed underwater enthusiasts to explore the beauty of "underwater Jamaica."



In August 1973 the JTB's new office at Cornwall Beach in Montego Bay opened and the Board's North Coast Manager installed. Construction commenced on a new cruise ship pier in Port Antonio while the Forum in St. Catherine, the Trelawny Beach and the Pegasus, all convention hotels were opened.

The Jamaica Tourist Board's advertising campaign of 1974 "continued to reflect its faith in the future of tourism in Jamaica. It was one of the most powerful and most dramatic presentations of the Jamaican story in the history of Jamaica."



## *Highlights* 1963-1975

- The first international convention of the Jamaica Hotel and Tourist Association (JHTA) was also held in 1963.
- In 1964, a Security and Complaints Bureau was established.
- 1965, was hailed by the Daily Gleaner as the “Best-Ever Year” with the island being declared by John Pringle the “fastest growing travel area in the world.” Jamaica welcomed 316,000 visitors and earned an estimated £23,000,000, a feat which placed tourism “second only to bauxite as revenue earner.”
- The Commonwealth Games held in Kingston in 1966.
- In 1966, the Jamaica Fashion Export Guild was created by the JTB.
- As of March 1966 long stay visitors were defined as “those staying on the island for three nights or more instead of over three days.”
- 1966 was seen as a “summit year for tourism” with total arrivals at 345,288 and earnings of £28,000,000.
- The Jamaica Training School for industry workers at Hotel Casa Monte in St. Andrew opened in 1969.
- The Jamaica Association of Villas and Apartments (JAVA) formed in 1967 with financial assistance and sponsorship from the JTB.
- Port Antonio office opened in 1967.
- Through the JTB a porter service was instituted at the airport in 1967.
- In 1970 the JTB “initiated newspaper advertising.”
- By early 1971 the first local advertising campaign to sensitise Jamaicans to the importance of tourism was mounted.
- In 1971 for the first time, the JTB’s “entire travel trade mailing list” was put on “computer tape” for increased efficiency.
- The first “‘original’ United Kingdom advertisements” were made in 1972,
- In 1973 the number of visitors to Jamaica “topped the half million mark for the first time in the industry’s history.” Estimated earnings: US\$127,603,000.

1975-1984

## *Discover Jamaica* *... We are more than a Beach*

Following the appointment of Adrian Robinson as Director of Tourism in 1975 the JTB was restructured. The new administration gave notice of its intent to focus on Jamaica and Jamaicans, when in August 1975, the Domestic Marketing and Development Department, formerly a division within the JTB's Public Relations Department, was expanded to create "a better climate of understanding" among Jamaicans about tourism and to encourage them to vacation in Jamaica.



The year 1976 was declared "The year to Discover Jamaica". This was to be one of the JTB's major thrusts for the remainder of the 1970s as the Board adopted a "new approach" to tourism and embarked on a programme to "offer a product that meets the needs of the consumer, yet at the same time reflect the pride, the aspirations and needs of Jamaica." The "Discover Jamaica" local marketing campaign which emerged, was to be one of the most





memorable in the island's tourism history and was augmented by the message "A Fi Wi Country" which was put to music by local artiste Max Romeo, to remind Jamaicans that they could be "visitors" in their own country.



Following the 1976 General Elections the JTB was placed under the aegis of the Ministry of Foreign Affairs with a Minister of State responsible for Tourism. The focus for 1976 /1977 was on "containing an invaluable loss of market to the minimum possible." It mounted a "Welcome Back – Jamaica" campaign overseas to encourage visitors to return to Jamaica. In 1976 the JTB "initiated its first concerted effort to attract the US black market to come to Jamaica" with the placement of colour advertisements in noted black magazines.



In the fall of 1977 the JTB hired the New York public relations firm Peter Martin Associates, Inc. to replace Sontheimer & Company, Inc. and in March 1978 the advertising agency Doyle, Dane and Bernbach was









Board, John Gentles. The Board now came under a Ministry of Tourism with former Director, the Hon. Eric. A. Abrahams as Minister.

The aim of the new government was to “maximize revenue earnings from the tourism sector and to provide conditions which would facilitate the growth of the industry and the country.” A recovery period of 18 months was set for the industry. Young & Rubicam was appointed the JTB’s advertising agency and the theme of the Board’s new marketing campaign was “Come Back to Jamaica.” The JTB appointed the “Travel Representatives Abroad Corporation” (TRAC) as marketing and promotional representatives in Central and South America and established the Jamaica Tourism News Bureau in New York.

In 1983, the local advertising and public relations firm, NCM succeeded Grimax Advertising Limited and developed a campaign exhorting Jamaicans to “Be Proud of Jamaica”. “Focus on Tourism” a half hour radio programme produced locally by Joan Williams & Associates Limited was aired on JBC radio. A new welcoming programme was initiated at the Sangster International Airport and 12 “welcome hostesses” appointed. “Jamaica Welcome” brochures were produced and given to every visitor to the island and special events were created to fill the vacuum of the slow periods.



## *Highlights* 1975~1984

- 9,000 visitors were hosted through the “Meet the People Programme” in 1976.
- In 1976 /1977 the JTB mounted a “**Welcome Back – Jamaica**” campaign overseas to encourage visitors to return to Jamaica.
- In 1976 the JTB “initiated its first concerted effort to attract the US black market to come to Jamaica.”
- In December 1978 the “Time Sharing” concept was introduced to Jamaica through the American based firm “Interval International.”
- 1982 was another record year for tourism with total arrivals at 670,202. Estimated earnings totalled US\$337,800,000.
- During 1982 the JTB returned its head office to New York after being in Miami for three years.
- The JTB ended 1983 as winner of the UK “Travel Awards Advertising Award.”
- In 1983, visitor arrival figures stood at 782,943 with cruise passenger arrivals at 210,153. Earnings were at US\$339,200,000.

1984-1994

## *Make It Jamaica Again*

The period 1984-1994 was characterized by new developments in Jamaica's tourism. The Board wrote a new chapter in its history in June 1984 with the appointment of **Carrole Guntley**, as the first female Director of Tourism. During the course of the year Minister Anthony Abrahams resigned as Minister of Tourism and was replaced by Senator the Hon Hugh Hart with portfolio responsibility for mining Energy and Tourism. A new board was appointed in September under the auspices of the Ministry of Mining, Energy and Tourism.



To intensify its marketing effort the Board through its advertising agency Young and Rubicam used the “old ‘Come Back to Jamaica’ theme” to create an advertising campaign which focused on both “the visitor and the product.” Television commercials highlighted Jamaica as a destination for romance, excitement and self-discovery and in January 1986 a major travel agent's incentive programme “make it Jamaica” was launched. The JTB also produced a Hotel Value Guide as well as the cruise video “Jamaica All Ashore” which showed the

island's four ports – Montego Bay, Ocho Rios, Port Antonio and Kingston. The trade shows “Jamaica Challenge” and “Jamaica Marketplace” were held in the island in the spring of 1986 and BWIA resumed service to Montego Bay and Kingston.

For Jamaica's tourism, 1987 proved to be another historic year. The one million visitor mark was reached and exceeded on December 17. A total of 1,037,634 visitors arrived in the island and with this achievement Jamaica became the first country in the Caribbean to welcome one million visitors in a 12-month period.

To stimulate business for Jamaica following Hurricane Gilbert, the JTB launched the “Join the Jamaica Trail” travel incentive programme at World Travel Market in December 1988. The Board intensified its advertising campaign around the theme “Jamaica is Better Than Ever” using “spot” and cable television, newspapers and magazines to disseminate the message. As a



**Look what a big bad bully with strong breath did to our beaches.**

*Photo taken Oct. 12, 1988.  
21 days after Hurricane Gilbert.*

The bully was Hurricane Gilbert. And he did a lot of damage to our beaches. He left us with heavily eroded and exposed beaches. Unfortunately Gilbert would not allow us to be the next of the island. He left the white he made us look quite bad. But we're not back.

Gilbert has reached a conclusion. We're the best. Jamaica working even faster than before. Some resorts and homes are repaired and in a lot of cases, remodelled. Beaches, shops, airports, and island attractions like the late-filled Ocho's River Falls are all open.

Come back to Jamaica and we'll show you one of the best times you could ever have on vacation. Call your travel agent now. And make it Jamaica... again... and again.

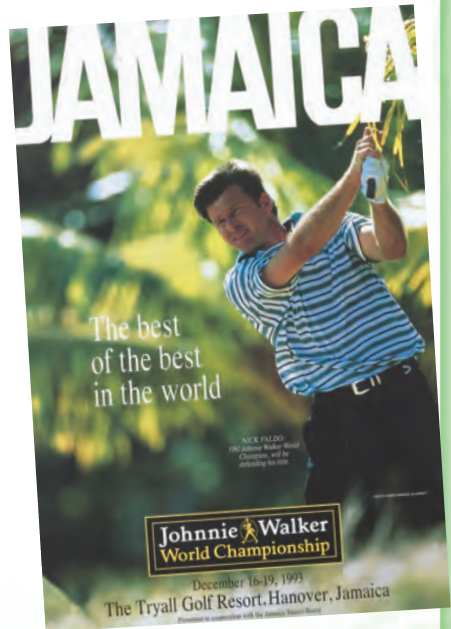
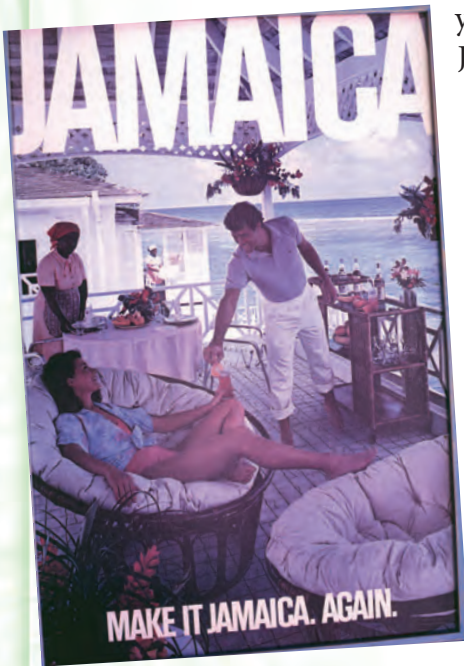
**JAMAICA**





result of the JTB's public relations campaign, the Public Relations Society of America awarded its 1988 Big Apple Award for Excellence in the Crisis Communication category to the JTB's public relations agency for restoring Jamaica's image after the Hurricane.

In 1990 the JTB along with the JHTA entered into an arrangement with Rick Still and Associates to develop and produce two conferences per year in Jamaica beginning in January 1990. This arrangement



In September 1990 Robert Stephens was appointed Director of Tourism with O.K. Melhado who was later succeeded as Board Chairman by Raphael (Rae) Barrett in May 1991. The







television advertising campaigns as well as increased public relations and promotional activities.

To underscore the uniqueness of the Jamaican experience, the JTB in 1990 launched “One Love.” This eventually became its “signature” campaign theme using reggae music and what would later be hailed as the most internationally acclaimed of Bob Marley’s songs,. The campaign went on to win an award in the advertising category in the” World Travel Market International Tourism Promotion of the Year” competition.



In the area of product improvement, in1990 a Bed and Breakfast programme for “budget” visitors was launched in the Corporate Area and this was monitored by the JTB to ensure that standards were upheld. In December of the same year, construction was completed and the cruise ship terminal was opened in Montego Bay. The JTB published the “Port of Montego Bay” brochure to coincide with the opening. In June 1991, the Carnival Cruise Lines

Mega Liner “Ecstasy” with a capacity of 2,600 passengers, made its first call at the Reynolds Pier in Ocho Rios. This “ushered in a new era for the island’s cruise shipping industry.”

## *Highlights* 1984~1994

- In July of 1984, closure of the JTB's Continental European office in Frankfurt, Germany.
- In December 1985 Jamaica hosted the first in the Annual Mazda Golf Championship at the Tryall Club.
- In January 1987, "Tourism and Me", the "Schools Tourism Programme" developed by the JTB in association with the Ministry of Education and the Jamaica Teacher's Association to sensitise children to the economic importance of tourism to Jamaica began.
- Hurricane Gilbert devastated the island on September 12, 1988.
- Spring Break programme instituted in March 1988.
- In June 1988 the first "Hot Air Balloon Festival" co-sponsored by the JTB held in Montpelier.
- On May 23, 1989, the JTB co-sponsored the first Kite Flying Festival to be held in Jamaica.
- In November 1989, the JTB's initiative brought the Motown / Pepsi "Soul By the Sea" concert and television special to Jamaica.
- In 1989 the JTB's Canadian office was "recognized by travel industry peers with the "Foreign Tourist Board of the Year Award," a first for the Caribbean.
- The 1990's were heralded in by war in the Persian Gulf (1991).
- In December 1991 the inaugural Johnnie Walker Championship of Golf Tournament was also held at Tryall.
- The "New Tourism Coalition" launched at Port Royal on August 14, 1991.
- On May 11, 1992 the JTB officially launched its scholarship programme with three scholarships named for Carrole Guntley-Brady, John Pringle and "Ma" Ewen.
- In July 1992, the JTB opened a new Information Centre at the Norman Manley International Airport.
- The JTB ended this era on a high note with total visitor arrivals for the year at 1,616,340. Total visitor expenditure for 1993 was US\$942 million.



1994-2003

## *One Love*

The period 1994-2003 was defined by even more sweeping changes both at home and abroad. The further development of information-communication technologies created for them an increasing role in marketing and a dramatic increase in their use in the travel industry as well as in other spheres of general life. Their reach and impact became even more pervasive at the end of the 20th Century. The Age of Globalization had arrived.

On February 1, 1994 Fay Pickersgill was appointed Director of Tourism, a post which she held until February 28, 2003. During this period the JTB was served by five Chairmen including: Raphael (Rae) Barrett (1994), Hon. R. Danny Williams O.J. (1996), Adrian Robinson (1998), William E. Clarke (2001) and Dennis Morrison (2002).



# JAMAICA

**TOP  
DESTINATION  
IN THE  
CARIBBEAN**

**TOP  
TOURIST  
BOARD IN THE  
CARIBBEAN**

In the 1994 Global Awards survey of 100 travel agents in 45 countries, Jamaica was one of the most prestigious awards. The survey was conducted independently by a leading travel and tourism publication. Voting for "best destination" was based on quality of products, excellence in service, and the breadth and appeal of the complete Caribbean vacation experience. Jamaica ranked among our top ten.

**SEND YOUR CLIENTS TO JAMAICA AND YOU'LL BOTH FEEL ALL RIGHT.**

Which will probably come as no surprise to anyone familiar with Jamaica. And with the unique landscapes of culture, tradition and natural beauty that make Jamaica everything it is. "Best tourist board" was the way on the table. And we couldn't be prouder. The answer was to make the best even better for you and your clients. We're already working on it.



Jamaica, however, like other destinations was challenged by "slowing global economies", "sluggish consumer behaviour", increasing competition and insufficient air seats from key markets. This was greatly exacerbated on September 11, 2001, when four aircrafts in the United States of America were hijacked by terrorists and crashed - two into the World Trade Center in New York and one into the Pentagon in Washington.

Despite these challenges, the JTB recorded many successes during the period. The "magic" of modern technology, increased media outlets and creative advertising "put Jamaica in front of more consumers and members of the trade than ever before." In 1994, for the first time, the "One Love" commercial was broadcast worldwide through Cable

## TOURISM KEEPS MY BUSINESS MOVING...

**For us in the Transportation Business...**



"I provide ground transportation for the more serious who come to Jamaica to locate and invest. Providing a good, safe service helped me grow from strength to strength in my business. "The more I like life, the more I like the car. This week had all new and all working more than to enter a safe, pleasant service was one and done. "I realize that could not my destination and I am pleased that the service of these customers is to help, because these clients. "My clients are all business to be best our service as well as your need to return to your own business. That was the industry will continue to grow because Jamaica is the place."



**FACT:** Visitors to Jamaica spend US\$ 500 million on local transportation and its associated businesses are employed in transporting tourists around Jamaica.

*Tourism: It's every Jamaican's business*

© MUSEUM 1114-180 Jamaica/Trinidad Road

## THERE'S LOTS OF ROOM IN TOURISM...



"I joined the tourism industry when I opened my small hotel a few years ago. I wanted to be my own boss and see that Jamaica was consistently performing well in tourism. "After I'd worked out a practical marketing plan, I found myself earning a good living. Today, I employ 40 people directly and receive many more through housing goods and services. "I have a much larger role than I did and am examples to the world of how to succeed in this hotel business. I have inspiration from this and take pride in the fact that a Jamaican industry performs as well as we."

"I would not be any Jamaican who may be overlooking a career in business tourism. Take tourism seriously. It's our leading growing industry and one that is having an impact on every sector of Jamaica's economy."



**FACT:** Over 95% of all hotel rooms in Jamaica are Jamaican owned.

*Tourism: It's every Jamaican's business*

© MUSEUM 1114-180 Jamaica/Trinidad Road

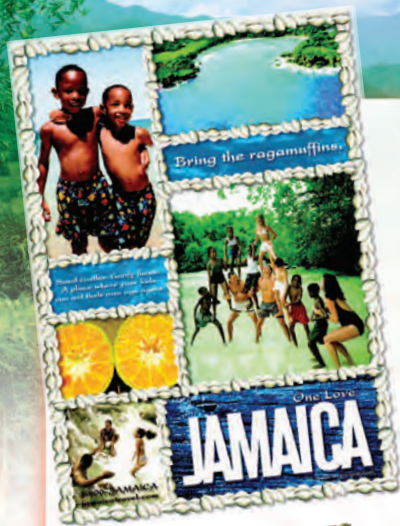




News Network (CNN), and Jamaica's television advertisement was "aired throughout the United Kingdom and Europe, North and South America – a first for any Caribbean destination." New advertising was also created for the African American market.

Internet service was introduced in 1994 and hailed as the "new marketing frontier, with major implications for those involved in travel marketing, sales, planning and purchasing."





In 1995, the Board took the initiative to computerize its offices worldwide. Later, on March 20, 2003 the new website site [www.visitjamaica.com](http://www.visitjamaica.com) was launched.

By 1996, the “One Love” theme had become the “musical logo” for the JTB and its use would continue beyond 2003. To protect brand “JAMAICA” the Board would later shift its marketing strategy to “Master Brand Management.”



The 1990s was a significant period in cruise shipping with the increase in megaliners having the capacity to carry thousands of passengers on each trip. Again, records were broken in 1997 when for the first time, cruise passenger arrivals to Jamaica exceeded the 700,000 mark and Ocho Rios welcomed 532,408 passengers. In 1999 Jamaica welcomed the world’s largest cruise ship, the “Voyager of the Seas,” with a capacity of 3,600 passengers.



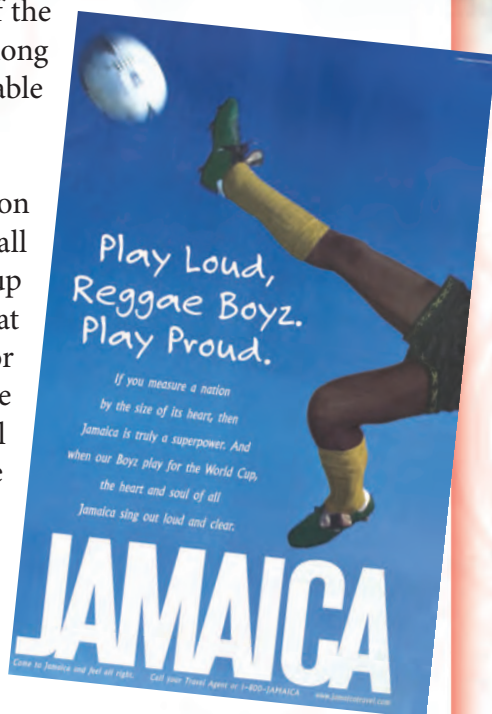
In 1997 the JTB established two international marketing divisions: “The Americas”, which covered the United States of America, Canada, Latin America and the Caribbean; and Europe and the Far East, which covered the United Kingdom,



Europe, Japan and the Far East. In July of that same year, the Board also published the first edition of the “Feel Alright” newsletter to “bring current information to a database of 5,000 off-shore meeting and incentive planners on Jamaica’s group product.”

For the fiscal year 1998 / 1999 the JTB contributed to the Office of the Prime Minister’s “Tourism “priority programme” which was “the development of the country’s first comprehensive, long term Master Plan for Sustainable Tourism Development.”

The history making qualification of the “Reggae Boyz” football team in 1998 for the World Cup finals in France provided a great promotional opportunity for Jamaica. One highlight was the construction of a giant football which the JTB used to create “massive” publicity around the team. The ball was inaugurated at the Charles de Gaulle airport in France in June 1998 and was focal point for visitors to Paris during the football competition.



Between 2000 and 2003, the JTB also placed emphasis on the staging and marketing of special events to showcase the island’s diversity and give visitors a “real taste” of Jamaica. The celebration of Jamaica’s 40th anniversary of Independence in August of 2002 also provided a focus for the JTB’s marketing efforts.





## *Highlights* 1994~2003

- In 1994, for the first time, the “One Love” commercial was broadcast worldwide through Cable News Network (CNN), and Jamaica’s television advertisement was “aired throughout the United Kingdom and Europe, North and South America – a first for any Caribbean destination.”
- The JTB also pioneered the “Jamaica Travel Special Programme” in 1994 to build loyalty between the organization and travel agents.
- In 1994 “Non-resident Jamaicans” were included in the JTB’s annual statistical report for the first time.
- In 1994, the Board launched the Community Outreach Programme, “We are Jamaica. Let’s Make it Great.”
- In 1996 work commenced on the “Infusion of Tourism in Education Programme”, which was developed with the Ministry of Education.
- in 1995 the tourism portfolio was placed within the Office of the Prime Minister under the direct supervision of a Minister of Tourism.
- In May 1996, for the first time since it was introduced in 199, JAPEX was convened in the city of Kingston.
- The Board restructured its local operations in 1997 to give the Corporate Planning Department a lead role in the development and execution of marketing programmes.
- In 1999, through the Public Education Unit, the Board, “played an important role in structuring the Masters Degree programme in Tourism and Hospitality Management,” at the University of the West Indies, Mona.
- In November 1999 the JTB launched the “Insider’s Jamaica” programme in the United Kingdom.
- In 2002 the JTB implemented an “Intranet portal,” a “company-wide information platform” intended to assist all employees to perform their jobs more effectively.
- In April 2002, the JTB re-launched its Latin American Division.
- In 2002 the “World Class Mega Yacht Marina” in Port Antonio, Portland was opened.

2003-2007

## Once You Go ... You Know



The dawn of the 21st Century heralded increased changes in international travel. Despite the challenges, the JTB, the Ministry of Tourism and industry partners devised strategies to counter the effects on the sector, even as the Board embarked on a programme of restructuring, which was completed in 2004. In

2007, there was also a review of the JTB's organizational structure and staffing.



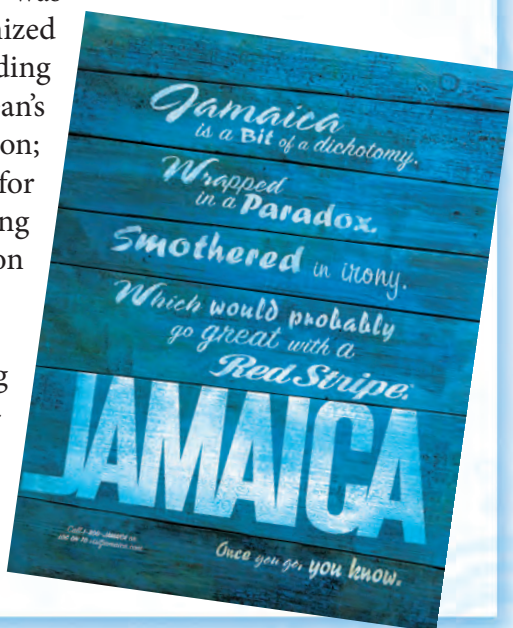
Following the General Elections of October 2002, a new Minister was appointed with portfolio responsibility for Industry and Tourism. Paul Pennicook assumed the Director of Tourism position, effective March 3, 2003. In 2004 the baton of Chairman of the JTB was passed to Dennis Morrison. Messers Morrison and Pennicook would continue in their respective positions until Basil Smith took over



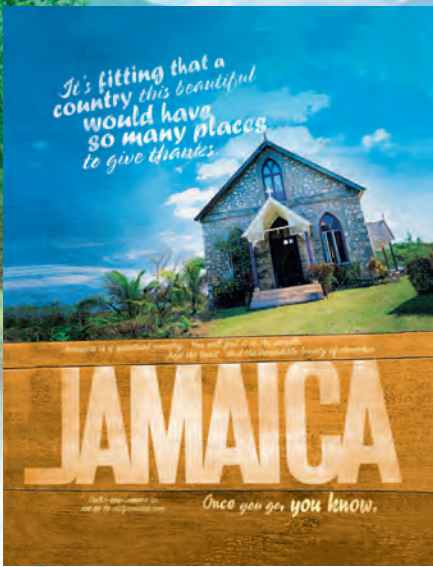
the Director's chair on November 1, 2006. With the General Elections of September 3, 2007 a new Minister was appointed and as of October 25, 2007 John Lynch was selected as Chairman of the JTB with Earl Jarrett as Deputy.

From 2003-2007 the JTB / Jamaica's leadership and performance in Caribbean tourism were recognized with numerous awards in various areas of the industry. In 2006, for example, for the first time Jamaica was named the World's Leading Cruise Destination at the 13th annual World Travel Awards held in the Turks and Caicos Islands. The year 2007 was also a record year as the island won numerous awards including the World's Leading Cruise Destination at the World Travel Awards. During the period Jamaica was also repeatedly recognized as the Caribbean's Leading Destination; the Caribbean's Leading Cruise Destination; and the JTB was awarded for being the Caribbean's Leading Tourist and Convention Bureau.

With the increasing use of information-communication technologies in marketing and the growth in social media, the JTB completely

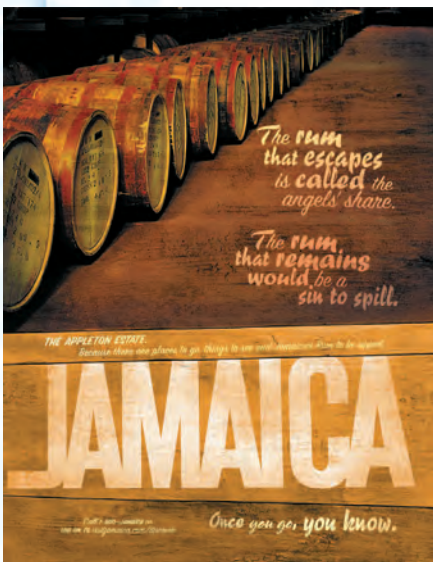






re-designed its website. The re-named site: [www.visitjamaica.com](http://www.visitjamaica.com) was launched March 20, 2003 and taken over by the Board in 2004. It was to become a “showpiece for Jamaica” and play a key role in a direct marketing campaign to boost tourist arrivals. Jamaica’s first mobile campaign was also launched in 2007 with [weather.com](http://weather.com).

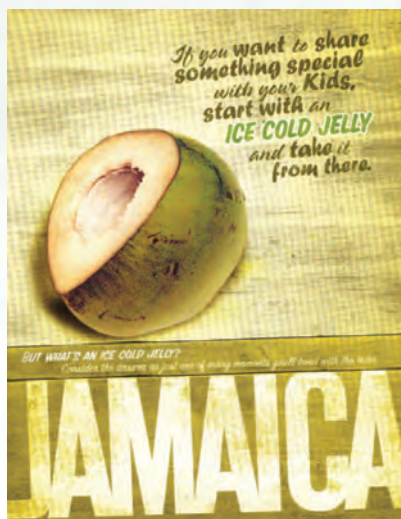
Harnessing the expertise of “Foote Cone Belding” (FCB) which retained the account as the JTB’s advertising agency with a three-year contract beginning on May 1, 2004; and public relations agencies “Ruder Finn” which was hired to lead the charge for the Americas; Financial Dynamics International (FDI) in the UK /Europe and later McCluskey International which was contracted over the period February 1, 2007 to January 31, 2010 to service the UK and Ireland; the JTB maintained a high level of visibility in the marketplace through vigorous advertising, public relations and promotional campaigns in an effort to encourage travel to Jamaica..



Through its award-winning “Once You Go ... You Know” advertising campaign, and the Ruder Finn led “Genius of Jamaica” public relations campaign, the JTB sought to respond to the needs of modern visitors for whom Jamaica’s art, culture, cuisine, and unique experiences as a people,

could provide a total vacation experience. The island's first major online advertising campaign was launched in November 2004 to "build out the Once You Go ... You Know" campaign. Digital units were placed on Expedia and Travelocity and expanded to other sites in January and February 2005.

The JTB also embarked on various initiatives to grow the Asian, Latin American and Caribbean markets as well as to expand the existing markets. The Board's 50th anniversary as a leader in Caribbean tourism in 2005/2006 also provided an opportunity for a number of promotional activities both at home and abroad.



## *Highlights* 2003-2007

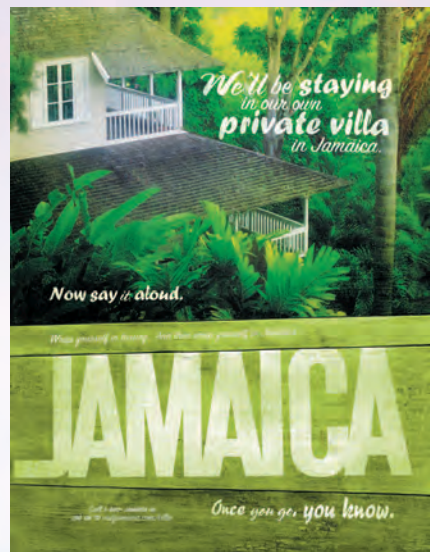
- 2003 marked the first time in Jamaica's history that cruise passengers exceeded the one million mark at 1,132,596. Despite a 2.9% decline in 2004, arrivals also exceeded one million at 1,099,773.
- In 2003 /2004 hotel room occupancy increased by 3.5% to 61.4% over the 57.9% in 2003, making it the first time since 1995 that hotel room occupancy averaged in the 60's.
- History was created in 2005 with the USA recording its first ever millionth visitor to Jamaica with 1,058,317 arrivals making the USA Jamaica's largest inbound market by arrivals.
- In 2006 Jamaica had its best year yet with total stopover arrivals of 1.68 million, a 13.5% increase over 2005. May to December marked the first time in any summer period that stopover arrivals surpassed the one million mark with 1,079,071, an increase of 12.4% over the 960,116 for the summer of 2005.
- In June 2006 the Freedom of the Seas, the world's largest and most modern cruise ship made its inaugural visit to Jamaica with a stop in Montego Bay.
- The total stopover arrivals for 2007 were 1,700,785, a 1.3% increase over 2006.
- For 2006/2007, the tourism sector provided direct employment for an estimated 33,598 persons over the 31,227 recorded for 2005.
- Over 2,000 hotel rooms were added between 2004 and 2007.
- Estimated visitor expenditure in 2007 was US\$ 1,910 million.



2008-2011

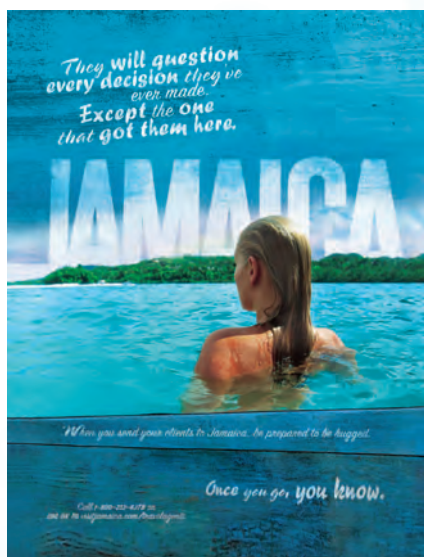
## Once You Go

For the Jamaica Tourist Board, 2008 ushered in another change in governance. With a new Minister of Tourism appointed after the General Elections of 2007, a new Board was formed in November 2008. Director of Tourism Basil Smith's tenure ended on October 31, 2008 and John Lynch assumed the twin portfolios of Chairman of the Board effective November 24, 2008 for three years and Director of Tourism with effect from December 1, 2008 for two years. The general election on December 29, 2011 resulted in another change of government and the appointment of a new Minister of Tourism and Industry, and Board in January 2012.



The period 2008-2011 came with its own challenges, however, Jamaica's response through the JTB was to employ extra creativity and implement aggressive strategies to maintain market share by using every opportunity to remain visible in the marketplace. Working with its partners, the Board also employed tactics to explore and build other markets to lessen the dependency on the USA; strengthen its sales, public relations and marketing effort through an integrated communications programme; increase airlift to the island, while improving the physical plant; and heighten awareness locally about the importance of tourism to the economy.

Emphasis was placed on wooing visitors from the Russian, Latin American, Indian, Chinese and other non-traditional markets, even as efforts were redoubled to strengthen existing markets. The JTB also provided support to the small hotels sector through a major local advertising and promotions programme to channel business to these establishments. The properties were featured on [visitjamaica.com](http://visitjamaica.com), the JTB's official website.



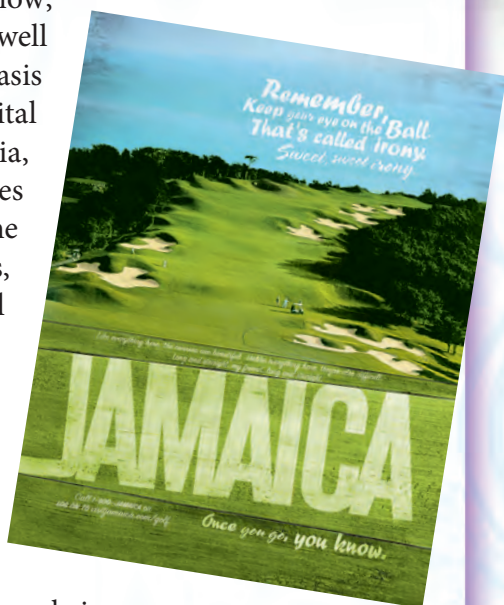






Jamaicans overseas to “come home to celebrate the 50th anniversary.”

Cognisant of the increasing role of the Internet in the marketing mix, the JTB once again redesigned and upgraded its website and visitjamaica.com was re-launched on September 3, 2008. The Board increased Jamaica’s social media presence and accessibility by engaging audiences at: [www.facebook.com/Jamaica](http://www.facebook.com/Jamaica); [www.twitter.com/visitjamaicanow](http://www.twitter.com/visitjamaicanow); [www.visitjamaica.com/jerk](http://www.visitjamaica.com/jerk) as well as on Youtube. Greater emphasis was placed on the use of digital media including social media, webinars, e-letters and e-blitzes and there was an increase in the number of familiarization trips, sales calls, seminars and travel and trade expositions. An effort was also made to engage bloggers in various areas including travel and lifestyle.



For 2008-2011 the JTB/Jamaica received numerous awards and accolades for its work in tourism. Numbered among them were: World’s Leading Honeymoon Destination; World’s Leading Cruise Destination; Caribbean’s Leading Destination; Caribbean’s Leading Beach Destination: Negril, Jamaica; Caribbean’s Leading Sports Tourism Destination, Jamaica; Caribbean’s Leading Cruise Destination; Caribbean’s Leading Airport: Sangster International Airport, Jamaica; Caribbean’s Leading Meetings & Conference Centre: Montego Bay Convention Centre, Jamaica and the Caribbean’s Leading Tourist Board.

## *Highlights* 2008~2011

- In May 2008 the JTB established the Cruise, Events and Attractions Department to develop marketing strategies for attractions and product quality assessment.
- In 2009, Jamaica was part of a Caribbean team to secure a review of the UK's "Air Passenger Duty," a tax which proposed "to charge travelers more for coming to the Caribbean than ... for going to Hawaii."
- British Airways resumed flights to Montego Bay in October 2009, adding 25,000 seats out of UK/Europe.
- In the USA in 2010/2011, the first ever Jamaica Blogger "Meet Up" was organised to secure "bloggers who cover travel, entertainment, lifestyle and technology" with an audience reach of some 18 million.
- In 2010/2011 the JTB London office spearheaded the production of the world's first destination video in 3D which premiered at the World Travel Market in London.
- JTB's Latin American team and hoteliers completed their first sales mission to Argentina, Brazil, Mexico and Colombia.
- In May 2010 the JTB hosted the first bloggers familiarization tour of Jamaica for 20 bloggers from the USA and Canadian markets.
- The \$220 million historic Falmouth Cruise Port, a joint venture between the Port Authority of Jamaica and Royal Caribbean Cruise Lines, opened in 2010. The Port is the only one its kind on the island capable of accommodating the new Genesis Class mega liners.
- The first Genesis Class mega liner, the Royal Caribbean 'Oasis of the Seas,' made its inaugural call at Falmouth Port in March 2011.
- Montego Bay Convention Centre Opened in 2011.
- The visa restrictions for travellers to Jamaica from Panama, Venezuela and Colombia were lifted in 2011.
- In 2011, visitor arrivals from the Canadian market grew for the eighth consecutive year.
- In 2011, all time record set with 3.07 million visitors to the island including 1,951,752 stopover arrivals and 1,125,481 cruise passengers.
- Visitor expenditure for 2011 was estimated at US\$2.008 billion for a 0.4% increase over 2010.
- For 2011 direct employment in the accommodation sub-sector decreased by 5.7%.from 37,018 in 2010 to 34,921.
- Average hotel room occupancy rate was 60.5% for 2011.
- For 2008-2011 over 1,350 rooms were added to the accommodation sub-sector.



2012-2014

## *...Home of All Right*

The Jamaica Tourist Board ushered in the year 2012 with a new Board which assumed office effective January 30, following the General Elections of December 29, 2011 and the appointment of a new Minister of Tourism and Industry. Dennis Morrison would be the new Chairman with John Lynch in the position of Director of Tourism.

Over the period the JTB constantly updated its strategies to achieve its objectives; one of which was to directly target consumers and trade professionals in an effort to heighten visibility and maintain market share for Jamaica. The JTB also sought to forge new and strengthen old partnerships. Activities for the period included sales calls and increased sales initiatives, press trips and familiarization tours; the staging of seminars both on and off line, public relations, advertising and promotions; and a strong online presence was sustained through various digital media platforms.



At the end of 2012, through the effort of the JTB, Jamaica was represented on: Facebook, Twitter, YouTube and Pinterest. Jamaica's 2012 "Blogger-sphere" campaign "was also recognized in the Gold category at the prestigious public relations SABRE Awards gala in New York City."

As 2012 also marked the 50th anniversary of Jamaica's independence, the JTB used every opportunity to direct

focus to the island, including the sharing of relevant information on "things Jamaican" on its website and social media platforms. It was also the year of the London Olympics which provided additional promotional opportunities for Jamaica.

A major project of the JTB's in 2013 was the change in the global advertising strategy from the highly successful "Once You Go, You Know" focus to the new "Jamaica, Get All Right" campaign. This was intended to entice a new generation of travelers to the island and to "evolve







Jamaica from a brand people know to a brand they feel.”

The year 2013 was a record one for Jamaica’s tourism with the arrival of over 2,000,000 stopover visitors to the island for the first time in a calendar year.

This was an increase of 1.1% over the previous year. Estimated gross foreign exchange earnings were US\$2.113 billion, an increase of approximately 2.1%.

Over the period 2012-2014, Jamaica and the JTB again received a significant number of awards. For the eight consecutive year,

the Board was named the Caribbean’s Leading Tourist Board at the World Travel Awards. Jamaica was also recognized as the World’s Leading Cruise Destination for the seventh time. Other awards included: World’s Most Romantic Destination; World’s Leading Tourism Development Project; Port of Falmouth (2013); Caribbean’s Leading Airport: Sangster International Airport, Jamaica; Caribbean’s Leading Destination;





Caribbean's Leading Meetings & Conference Centre: Montego Bay Convention Centre, Jamaica; and the Caribbean's Leading Sports Tourism Destination. Jamaica was also the recipient of the Excellence Award in Spain in recognition of its work in emerging markets, particularly in Russia and Europe.

The JTB also received the Gold Adrian Award (2013) from the Hospitality Sales & Marketing Association International (HSMIAI) "for public relations excellence" in the television category for "Revisiting Our Roots featuring TODAY show co-hosts Jenna Wolfe and Lester Holt."

Fully aware of the challenging environment and the shifting tides in world travel and tourism, the Jamaica Tourist Board remains committed to ensuring that brand Jamaica is at the forefront in the marketplace. It continues, along with its partners, to promote the diversity and unique qualities of the island so that the potential for growth can be realized and maximized for the benefit of all.



## Highlights 2012-2014

- The *"Jamaica Travel Specialist Programme, A One Love Travel Rewards Programme"* was launched in the USA and Canada on February 1, 2012. By the end of March 2013, there were some 8,000 graduates of the programme.
- For 2012/2013 Jamaica took first place in the Caribbean Tourism Organization's (CTO) Youth Congress competition. Jamaica also placed first in the FCCA Environmental Poster Competition.
- On September 11, 2012 the "Peace Boat" made its 80th voyage making a stop in Montego Bay. There were 900 Japanese passengers on board.
- February 2013 saw the launch of the "integrated digital promotion" using the social media contest "Tweet Your Love."
- The year 2013 was a record year for Jamaica's tourism with the arrival of over 2,000,000 stopover visitors for the first time in a calendar year.
- On March 13, 2013 "the travel agent specialist on-line One Love Rewards store was launched."
- A major project of the JTB's in 2013 was the change in the advertising focus from the highly successful *"Once You Go, You Know"* to the new *"Jamaica, Get All Right"* campaign.
- Public relations initiatives between July 2013 and April 2014 generated more than: one billion media impressions in the USA; 60 million in Canada and 97 million in Latin America.
- The year 2014 also marked the 15th anniversary of the establishment of diplomatic relations between Jamaica and Japan.