

JAMAICA

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JAMAICA TOURIST BOARD HITS SUCCESS WITH DIGITAL TRADESHOW

KINGSTON, JAMAICA – November 4, 2019- The Jamaica Tourist Board (JTB) is reporting huge success with the staging of the inaugural Jamaica Virtual Expo. The tech driven Expo, held on October 30, placed Destination Jamaica on show to hundreds of travel agents in one virtual space. This is a first for Jamaican tourism, and the feedback has been positive.

Designed to provide online exposure and business opportunities for tourism partners, particularly small properties, twenty-six properties registered and participated. These include Charela Inn Hotel, Mais Oui, Jamaica Inn, The Cardiff Hotel & Spa, Sunflower Resort & Villas, Fun Holiday Beach Resort, Round Hill Resort & Villas, The Courtleigh Hotel Group and Sandals Resorts International. The twenty-six registered suppliers benefitted from having a concentrated online audience of travel agents who are interested in selling Jamaica.

The Jamaica Virtual Expo is a part of the JTB's digital marketing thrust to connect local stakeholders with audiences in new and emerging market spaces. Utilizing innovative tools and technologies, the strategy also incorporates an inclusive approach that helps to provide a level playing field so all stakeholders have the opportunity to showcase their business regardless of size, offerings and marketing dollars.

'This initiative was heavily tech driven, as this is the meeting space where we connect with all our stakeholders,' said Donovan White, Director of Tourism. 'TravAlliancemedial was our international partner which gave us access to their large travel agent database. The majority of travellers still prefer the counsel offered by travel agents and tour operators and this Expo is one initiative to keep this communication channel open. Preliminary data shows huge engagement with travel agents, demonstrating that our product continues to have great appeal in the global marketplace,' he added.



Joanne Hartley

I love that there are so many small properties at the expo that have given us great brochures and links. It will be very helpful!

10/30/2019 03:11 pm



MARY RICHARD

10/30/2019 03:12 pm

I really enjoyed this event and getting to learn more about the smaller properties in Jamaica. I'm hoping to expand my group offerings and now have a catalog of properties to refer to.



Molly Sumption

10/30/2019 03:12 pm

Paulette- A very interesting presentation. Although I know most of the hotels and resorts in the Exhibit Hall I did appreciate a brief overview of the ones I do not know. I must book myself into Kingston for a couple of nights the next trip I take to Jamaica!

Sound bites from Travel Agents

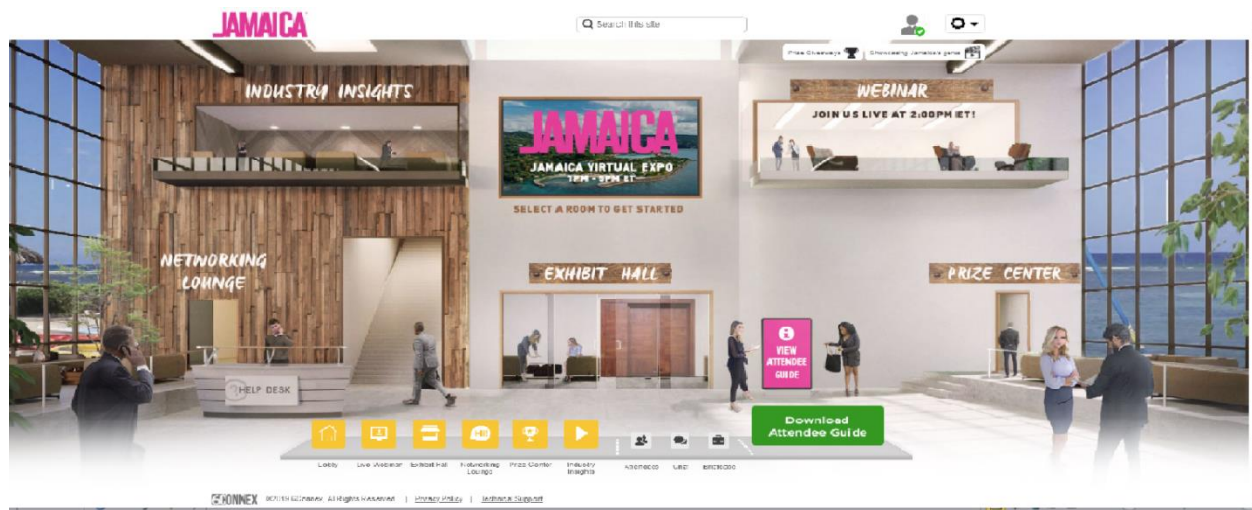
Jack Fenning, Digital Media Coordinator, travAlliancemedial asserted, 'we had 1,141 attendees, which is the most we've had for any expo all year! Congratulations to the team, suppliers and everyone involved to make this expo a huge success.'

During the four (4) hours of engagement, there were robust discussions not only between travel agents and suppliers, but interestingly among travel agents, some of whom gave their experiences and the satisfaction of selling Jamaica to their clients. Agents from The United States, Canada, Latin America and the Caribbean, participated in this inaugural Expo with the United States and Canada having the largest representation.

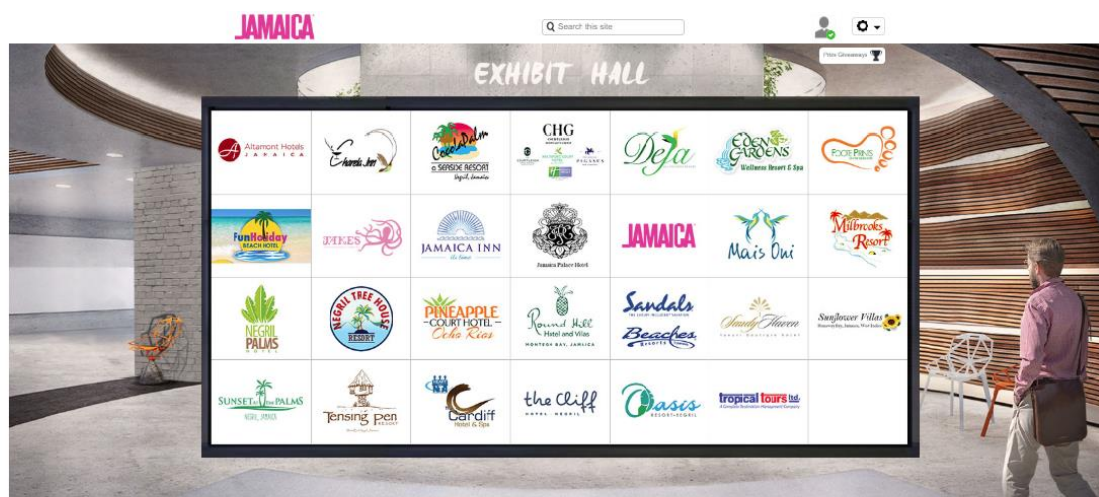
The Expo delivered on facilitating real-time interactions between agents and suppliers which fostered networking and business opportunities, with the convenience of participants connecting from their native spaces, at significantly reduced cost. Suppliers were able to engage in live chats, direct message and email agents. Agents had the ability to view, download and share electronic assets on demand from each supplier.

The availability of timely analytics was one of the primary reasons for selecting this platform as it will provide insights on engagement, geographic location and basic agent profile which will assist in charting the way forward for business relations. Initial data shows that there were a minimum 350 visits to each booth with a high count of 554. From the interactions, Jamaica's accommodation deals, beaches, adults-only properties, weddings and honeymoons, MICE and cruise offerings were dominant conversation themes. For the next 30 days, travel agents can visit the platform to download and share collateral material from the booths.

Expo participants included agents who were already selling Jamaica as well as those who were new to the destination. Vonetta Mitchell, a cruise planner had this to say, 'I sell Jamaica frequently. It is one of my favourite Caribbean islands to book clients,' while Brenda Bayliss of Larkspur Travel expressed, 'I am looking to add Jamaica to my portfolio, so this virtual tradeshow has been awesome.'



A view of the Jamaica Virtual Expo dashboard



A snapshot of tourism partners displayed in the Exhibit Hall

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 and Mumbai.

TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World in 2019. Also this year, the International Council of the Pacific Area Travel Writers Association (PATWA) named Jamaica the Destination of the Year and TravAlliance Media named JTB Best Tourism Board, and Jamaica as Best Culinary Destination, Best Wedding Destination and Best Honeymoon Destination. Additionally, the JTB has been declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for thirteen consecutive years between 2006 and 2019. Jamaica also earned the WTA's award for the Caribbean's Leading Destination, Leading Cruise Destination and Leading Meetings & Conference Centre 2018 for the Montego Bay Convention Centre. Jamaica is home to some of the world's best accommodations, attractions and service providers that have won several awards throughout the years.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Web site at 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.

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