



**A KEY STRATEGIC
PARTNER**

HISTORY OF ASSOCIATION

- Started in 1961
- Mission Statement: To represent the interest of our members, foster their economic and professional growth while contributing to community development and the sustainability of Jamaica's tourism product

STRUCTURE

- **The Council:** The JHTA is governed by its Council, elected annually and is comprised of any member duly nominated from a Chapter. Each Chapter has an allocation of councilors based on size.

The Council is headed by a President and four Vice Presidents.

- **The Area Chapters:** Located in six tourism centres.

Kingston, South Coast, Pt. Antonio, Negril,

Ocho Rios and Montego Bay

Each Chapter has a Chairman. The Chapter is responsible for implementing the Association's programmes at the local level

Types of Membership

- **ACTIVE:** restricted to hotels, and carries voting privileges
- **ALLIED:** Tour operators, attractions, marketing and public relations, ground transportation providers, airlines, promotion/event management companies, manufacturers and other suppliers to the industry

MARKETING AND PROMOTION

- **Assists and arranges Trade and Promotional Events** – Annual Caribbean Sales Blitz and other niche blitzes through Area Chapters
- **Promotes and assists** with Media visits and travel agents Fly-ins in conjunction with JTB and other entities
- **Organizes** Premiere Annual Trade Show – JAPEX
- **Publishes** Our Jamaica Magazine, website, mobile app as well, Meeting Planners Guide, Attraction, Shopping and Entertainment Guide
- **Offers** Listing and link on JHTA website:
www.jhta.org
- **Provides** Sales Leads

MARKETING AND PROMOTION

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- ***Promotes and encourages co-op Marketing opportunities for members:***
 - Jamaica Co-operative Credit Union League/JHTA Vacation Plan
 - Jamaica National/JHTA Vacation Plan – targeting Small and Independent Hotels
- ***Promotes members interest through the Joint JTB/JHTA Marketing Committee***
- ***Provides legitimacy: The use of the JHTA logo on members websites, brochures and other promotional material***
- ***Sponsors and Endorses Key Events:***
 - Reggae Sumfest, Dream Weekend, Baccahnal Carnival, Caribbean Fashion Week, Reggae Month, Reggae Marathon, Kingston City Run

MARKETING AND PROMOTION

Understanding Seasonality of Demand

- Winter versus Summer versus Fall
- Peak versus Off Peak
- Resort Area Specific Demand



Tips for working with JHTA

- Schedule events during Off Peak Season;
- Plan Early:
- Know Your Target Audience
- What are your Target Numbers
- Align Profile of your event to profile of resort area
- Consider Structure of resort area
- Seek Partnership

TOP **5** ACTIONS to ensure THE JHTA can work for YOU

1. JOIN THE JHTA: BECOME A MEMBERS
2. BE INFORMED – ATTEND CHAPTER MEETING,
MONTHLY MEETINGS
3. USE THE INFORMATION PROVIDED
4. KNOW YOUR JHTA PARTNERS
5. PARTICIPATE IN LOCAL AND INTERNATIONAL
MARKETING INITIATIVES

