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JAMAICA TOURIST BOARD ESTABLISHES NEW ADVISORY BOARD TO BOOST MEETINGS AND CONVENTIONS INDUSTRY BUSINESS

KINGSTON, JAMAICA – March 26, 2021 – The Jamaica Tourist Board (JTB) has established a new advisory board to help the destination increase business from the global Meetings, Incentive, Conventions & Events (MICE) industry. In addition, to strengthening Jamaica’s position as a leading destination for meetings and incentive travel, the Board will ensure that the JTB’s Groups & Convention Department remains on the cutting edge of the latest industry trends.

“With the tourist industry beginning to see signs of recovery following the vaccination roll-out, it is projected that the MICE sector will experience a boost in its earnings in the second half of this year into 2022,” said John Woolcock, Jamaica Tourist Board Groups & Conventions Manager. “The establishment of this advisory board is seen as critical in ensuring that Jamaica is ready to take advantage of this lucrative niche market which is among the highest revenue contributor to the travel industry.”

A wide cross section of seasoned MICE professionals with a proven track record of bringing business to the destination comprise the advisory board. The inaugural members include:

Planners:

- Jason Altman - Account Executive (Landmark Incentives)
- Ellie Soucy - President & CEO (Incentive Meeting Services)
- Joost de Meyer - Chairman & CEO (First Incentive Travel)
- Ellie Macpherson - Senior Vice President, Canada Operations (Creative Group)
- Judy Meyers - President & CEO (HPM Associates)
- Steve Koth - Sales Director (Event Simple)

Suppliers Partners:

- Bert Wright - Executive Vice President (Jamaica Tours Limited)
- John Byles - Executive Director (Chukka Caribbean Adventures)
- Karron Benjamin - General Manager (Montego Bay Convention Centre)

Jamaica Tourist Board:

- John Woolcock - Groups & Conventions Manager
- Margaret Clarke - Business Development Officer
- Dan Hamilton - District Sales Manager, Canada

The establishment of the advisory board forms part of the destination's overall marketing strategy to increase visitor arrivals and will go a far way in positioning Jamaica favorably with meeting and incentive planners worldwide.

For more information on Groups and Incentive Travel to Jamaica, please go to

<https://www.visitjamaica.com/groups/>.

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.

Last 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 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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