

# JAMAICA

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## JAMAICA TOURIST BOARD TO HOST SECOND VIRTUAL PRODUCT SHOWCASE ON NOVEMBER 24

*Jamaica engages Canadian travel agents this month with island-themed social evening on November 18 and interactive product showcase on November 24*



**KINGSTON, JAMAICA – November 16, 2021** – Following the success of its inaugural Virtual Product Showcase hosted in July 2021, the [Jamaica Tourist Board](#) (JTB) is excited to bring together Canadian travel advisors once again this fall for a live [Virtual Product Showcase](#) on Wednesday, November 24 from 1 to 3 p.m. ET. Designed to educate, entertain, and inspire, the free industry event will give agents an exclusive opportunity to hear the latest destination updates from Jamaica, connect with top-tier travel suppliers, and enjoy authentic island experiences from the comfort of home.

“Our first Virtual Product Showcase attracted almost 500 attendees this summer and proved to be incredibly valuable for retail agents and travel suppliers. With that in mind, we are excited to bring back this successful engagement initiative for another one-day-only event this month,” said Angella Bennett, Regional Director, Canada, Jamaica Tourist Board. “Hosting this immersive destination update in a virtual setting allows us to connect with agents across the country simultaneously in an interactive way with a full afternoon of destination education, industry networking, and fun-filled games with great prizes.”

Jamaica’s Fall Virtual Product Showcase will feature all-new presentations from dozens of the industry’s top tour operators and travel suppliers, including Sunwing Vacations, Transat, WestJet Vacations, Swoop Airlines, Iberostar, H10 Hotels, RIU Hotels, and many more. Agents will have a chance to connect directly with representatives from airlines, hotel and resort partners, attractions, and ground transportation services, in addition to the JTB’s on-island and in-market product teams. The engaging afternoon event will also feature exciting trivia games with a lineup of incredible prizes up for grabs.

Registration for Jamaica’s Fall Virtual Product Showcase is now open. Agents can sign up to participate for free at [visitjamaica.com/canada/showcase](https://visitjamaica.com/canada/showcase).

Destination Jamaica will also be launching a new after-hours social initiative this month to give hard-working travel advisors a chance to relax and let their hair down while enjoying an evening of fun and games during the first-ever virtual [Jamaica Social Evening](#). Hosted on Thursday, November 18 from 7 to 8:30 p.m. ET, the online gathering will feature a variety of live entertainment options including a Jamaica-themed photo booth, tarot card readings, pub-style trivia, and musical bingo. The event is free to attend and agents are invited to register in advance at [visitjamaica.com/canada/social](https://visitjamaica.com/canada/social).

“Destination Jamaica cares about the professional success of our travel advisor community, but we also enjoy mixing business with pleasure from time to time. That’s why we believe it is time to provide our valued partners with a bit of levity and fun,” explains Dan Hamilton, District Sales Manager, Canada, Jamaica Tourist Board. “This after-hours social night gives all of us at the JTB an opportunity to connect with agents, thank them for their continued support, and deliver some fun *irie* vibes during the workweek.”

For more information about Jamaica’s ongoing engagement initiatives and events for Canadian travel agents, 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](http://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](http://www.islandbuzzjamaica.com).

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