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**JAMAICA TOURIST BOARD
MEETINGS AND CONVENTIONS NEWSLETTER
FALL 2017 ISSUE**



CMITE MAKES SUCCESSFUL RETURN TO MONTEGO BAY

The tourist capital of Montego Bay served as the backdrop for the eighth staging of the Caribbean Meeting and Incentive Travel Exchange (CMITE) which ended on a high note. Buyers and suppliers were upbeat about the prospects of Jamaica’s meeting and incentive industry. Hosted at the Hyatt Zilara Rose Hall/Hyatt Ziva Rose Hall it was a busy three days of meetings which saw nearly 1,500 one-to-one appointments made.

“Bringing CMITE back to Jamaica is a vital part of our long-term MICE strategy,” said John Woolcock, Groups & Conventions Manager at the Jamaica Tourist Board. “Questex is known for attracting high-value meeting planners to their events and this year was no exception. We couldn’t be more pleased and look forward to the long-term results for Jamaica’s MICE business.”

Buyers came in a day early for a pre-event FAM trip at Moon Palace Resort. They were also given the opportunity for post-event FAMs at the Moon Palace Resorts or Meliá Braco Village.

All guests were officially welcomed to CMITE via two unforgettable outdoor receptions. First, SITE Florida & Caribbean chapter hosted a lovely seaside cocktail party. Then guests donned their flip flops and headed over to Zilara Beach for an authentic Jamaican beach party sponsored by Hyatt Zilara/Hyatt Ziva, complete with sizzling grills filled with lobster, jerk chicken, sausage and so much more. Guests enjoyed live reggae music and dancing, an Appleton Rum bar as far as the eye could see, and of course, a special Red Stripe beer bar.

CMITE closed with a chic masquerade party representative of Jamaica’s Carnival, hosted by the exquisite Breathless Montego Bay Resort & Spa. Guests tied on their masks and let down their hair for a sultry night of live music, dancing, fire breathing, knife throwing entertainers, and an enormous array of local cuisine.

Among the sponsors of this year’s CMITE were: Breathless Resort & Spa, Hilton Rose Hall, Hyatt Zilara Rose Hall/Hyatt Ziva Rose Hall, Island Routes, Jamaica Tours and VIP Attractions – Club Mobay.

Dear Valued Partners,

We look ahead to the last quarter with optimism and are confident that the destination will continue on its growth path, as a result of your growing interest in having your clients host their meetings and incentive groups in Jamaica. Our confidence is buoyed by the fact that it is easy for your clients to get to Jamaica due to the tremendous airlift. We have all legacy carriers flying to the destination. We also have great nonstop service from most major markets as well as great connecting service from feeder markets.

We wish to thank you individually and collectively for your effort in promoting Jamaica’s ability to cater to the MICE market, estimated at US\$480 billion globally.

A recent study by The Experience Institute to find out what factors influence meeting attendance reveals that the destination experience is key. The study notes that attendees don’t just go to a destination for the meetings but they are discerning and want to get out and about. And here’s where Jamaica therefore presents great value, as combined with the fact that it’s easy to get to, we have the most attractions in the region plus diverse and varied hotel options.

In this issue, we look back at CMITE and as is customary provide an update on some of the new developments on island, so you can share with your clients. We’ll also profile one of our experienced DMCs. Also, we turn the spotlight on the Montego Bay Convention Centre, highlighting its capabilities to host large groups and meetings.

It is our hope that you find our Meet You in Jamaica eNewsletter a useful tool in helping you keep abreast of what’s happening on island and experiences you would certainly not want to miss.

Most important, we look forward to welcoming you and your clients to Jamaica...The Home of All Right.

Sincerely,

Sincerely,
John Woolcock
Manager - Groups & Conventions
Jamaica Tourist Board



DESTINATION BUZZ



BREATHLESS RESORT & SPA

AM Resorts' new Breathless Resort, consisting of 150 rooms, is an ultra modern adult-only resort featuring luxury accommodations, a world-class spa, mouthwatering gourmet cuisine and non-stop party with the world's hottest DJs performing. The modern property located in Freeport Montego Bay boasts a chic design with state of the art technology including free WiFi and in room tablets. More than half of the suites offer complimentary butler service. Here you can combine pleasure and work. The convention center located at neighboring Secrets St. James Montego Bay offers 4 flexible meeting room and 4 breakout rooms for a total of 8,058 square feet of meeting space. Their dedicated group event planners are here to help you find the perfect balance between work and play.

www.breathlessresorts.com/montego-bay

JEWEL GRANDE MONTEGO BAY RESORT & SPA

The new all-inclusive Jewel Grande Montego Bay Resort & Spa, is a luxury oceanfront resort with discerning and spacious room accommodations, from junior suites to villas and extravagant penthouses, all with personal 24 hour butler services. This inspired resort offers window-filled meeting rooms, elaborate ballrooms and expansive grand terraces, totaling 25,000 square feet of dramatic indoor and outdoor spaces. This modern and tropical private enclave evokes tranquil luxury, nestled between Jamaica's sprawling rolling hills and the Caribbean Sea. Other offerings include an island villa inspired spa sanctuary, boasting a Himalayan salt halotherapy lounge, two sparkling oceanfront swimming pools, and 299 rooms among the resort's three towers. Seven culinary options, including private chef table demonstrations and in-room and Oceanside beach dining, are a part of the all-inclusive package pricing. Group activities can include aquatic adventures, championship golf links at a choice of three nearby golf courses, first-class shopping at the exclusive Shoppes of Rose Hall, and close proximity to the Montego Bay Convention Center. For more information, or to book your group contact Liz.Dexter@JewelResorts.com



Five Factors Montego Bay is A Meeting Planner's Dream

EASY TO GET TO

Location...Location...Location. Getting to Montego Bay is easy with air service from most major gateways in the United States.

ACCESS TO CONVENTION CENTRE

The Montego Bay Convention Centre (MBCC) offers a combined total of 139,000 sq. ft. of meeting, exhibition, ballroom and plenary space.

GREAT HOTELS

Many of the island's top hotels and villas varying from budget to luxury are within close proximity to the Montego Bay Convention Centre.

EPICUREAN EXPLOSION

The second largest city, and the tourist capital which is known to locals as "MoBay," has an array of restaurants catering to both local and foreign palates and suited to your budget.

VARIETY OF ATTRACTIONS

There's so much to do even if you're on business. After a long day of meetings, enjoy a relaxing day at the spa. There's no shortage of things to do, whether it's zip-lining, playing a round of golf at one of our championship courses, historic tours, or soaking up the cool healing properties at Doctor's Cave Beach.

DMC PROFILE



Island Routes Destination Management is the premier provider of seamless in-destination services in the Caribbean. As the most highly awarded Tour Company in the Caribbean, Island Routes has a proven record of delivering outstanding customer service. Whether it's a personalized meet & greet service at the airport, private transfers, authentic tours or meetings in the sand, no matter the goal or budget, visitors are taken care of from the instant they arrive, to the moment they depart courtesy of the company's outstanding team. Island Routes Vice President of Sales David Shields notes that creation of the destination management department was to ensure that company remained forward thinking in the regional DMC market. "Island Routes creates customized experiences to exceed every Group's expectations; delivering expert meeting, incentive and speciality group experiences, whilst showcasing the very best of the Caribbean."

At each level of its operation Island Routes is driven by a network of incredible, energized, home-grown individuals whose passion is the customer experience; which means the Island Routes Certified Incentive Specialists have the knowledge and the means to ensure that every group experience is seamless and memorable for all the right reasons.

"Island Routes is customer-centric because without our customers we're nothing. This is why we place such importance on our ability to customize the experience for everyone we work with, something which is a critical success factor in the Meetings and Incentives space," commented Adam Stewart, Chief Executive Office, Island Routes Caribbean Adventures. With over 30 years' operating the most efficient fleet management & airport operations system in the Caribbean, Island Routes Destination Management is ready and able to handle any group. In addition, the company is supported by a strong technology infrastructure and industry know-how. The company also recognizes the importance for those procuring DMC services to feel protected, which is why they offer the industry's highest safety and insurance standards. The company has also been recognized as the World's Leading Caribbean Attraction Company. No other DMC has the capacity, experience, passion or dedication of the Island Routes team.

For more information, visit www.islandroutes.com/groups

MONTEGO BAY CONVENTION CENTRE



The more than 15,000 sq. ft. kitchen at the SMG managed Montego Bay Convention Centre served as the melting pot where culinary worlds met in order to curate gastronomic delights for a president's club banquet with over 1,500 guests. The glitzy affair unfolded recently with guests coming from various markets in the United States. Savor, the food and beverage arm of SMG Worldwide, the management company for the Montego Bay Convention Centre (MBCC), teamed four chefs from sister properties in the US to join with local minds to create a culinary experience for the group. The team led by SMG/MBCC's culinary director and executive chef, Randie Anderson matched influences and styles to create a four course dining experience for one of the largest and most luxurious banquet undertaking at the facility. The visiting chefs to Jamaica included Jamie Parks, director of food and beverage at the Savannah International Trade & Convention Center in Georgia; Kasey Thexton, currently serving as the executive chef at the Savannah International Trade and Convention Center; Tony Donnelly, director of food and beverage, Osceola Heritage Park in Florida, and Sergio Pineda, executive chef at State Farm Arena in Hidalgo, Texas. Guests' palates were treated to crab cake with lemon oil drizzle, mango crostini, caprice brochette, or cherry tomato with mozzarella cube, sundried tomato or basil leaf as appetizers. Caesar salad made with hearts of Romaine lettuce, Kalamata olives, dusted with Parmesan cheese, Parmesan cheese gaufre and garlic crouton. The entrée consisted of succulent short rib of beef topped with braised red onions, ginger – mirin sauce, horseradish, mashed potatoes and Cajun style grilled prawns (dusted with Jamaican spices) and carrot and zucchini spears. The beef was delicately prepared for six hours and was braised with the bone in to give it added flavour. Chocolate and coconut mousse was selected for dessert or the alternative of berry cup was also available.

Situated along the elegant corridor of Rose Hall, the Montego Bay Convention Centre with its ocean front location and panoramic views offers the very best meeting and convention facilities in the Caribbean. With a combined total of 139, 302 square feet of meeting, exhibition and ballroom spaces this world-class facility will provide you and your client with superior event management and personalized first class service from setup to move out.

COME VISIT US

IMEX America
Las Vegas, Nevada
October 10-12, 2017



Hosted this year by Sands Expo & Convention Center, IMEX America sets the pace for doing business on an international scale. Increasing in size and scope annually, the event features the largest Hosted Buyer Program in North America and attracts thousands of buyers and exhibitors from the U.S. and around the world.

www.imexamerica.com

CSAE (Canada)
St. Johns, Newfoundland
October 25-27, 2017



CASE National Conference offers numerous chances for education and networking. The new St. John's Convention Centre has doubled in size to accommodate conference events, making this host city better. This conference is designed to prepare organizations for the association sector by providing best practices, education, and information needed to excel. Some 400 association/decision makers who plan offshore programs will be in attendance.

www.csae.com

EVENTS CALENDAR

Jamaica Food & Drink Festival
October 28-November 1, 2017

Exotic Flavors, Exhilarating Spirits and Unforgettable Experiences – this is what is promised by the organizers of this four-day foodie event. The Jamaica Food & Drink Festival is modeled after the International food festivals such as the South Beach Wine & Food Festival and the Aspen Food & Wine Festival.



www.jafoodanddrink.com

Portland Paradise Weekend
December 1-3, 2017

Portland Paradise Weekend is a movement designed to celebrate the lifestyle, culture and beauty of one of Jamaica's true treasures. Home to some of the most exclusive vacation properties in the world, the weekend promises to be an epic three day event of Fun, Fest, Food and Awareness and will take place at various landmark sites in Portland.



www.portlandparadiseweekend.com

APPLICATION FOR WAIVER OF DUTIES/BOND

Should you wish to make your event even more special by including material and equipment brought from abroad – such as gifts, trophies, etc– the Jamaica Tourist Board Groups and Conventions Department will be happy to help you through this process. Your application must be received no fewer than 20 working days before the date of shipment and travel. The Jamaica Tourist Board will then apply for special consideration for customs clearance to the Jamaica Customs Agency. All shipments will need the services of a customs broker and customs brokerage fees will apply.

For more information, please contact groups@visitjamaica.com.

TAX DEDUCTION STATUS

U.S. Public Law 96-608 and Jamaica's Exemption

On December 16, 1981, the U.S. Senate passed a protocol to the Income Tax Treaty with Jamaica. According to the protocol, expenses incurred by a citizen or resident of the United States in connection with attendance at a convention, seminar or similar meeting held in Jamaica shall be deductible for the purpose of taxation in the United States to the same extent as if the convention, seminar or similar meeting were held in the United States.

Contact us anytime for information, direction or planning. We're here to help!

MEET THE JAMAICA TOURIST BOARD GROUPS & CONVENTIONS TEAM

The Jamaica Tourist Board (JTB) Groups & Conventions Team is committed to helping you with all aspects of your meeting, convention or incentive program. As your partner, the JTB not only promises to make your event pleasurable and memorable, we will also provide a host of services designed to ensure every stage of the planning process and all aspects of the visit go well.

Contact

John Woolcock / Margaret Clarke

Groups & Conventions

Jamaica Tourist Board

Phone: 1-800-294-7687

Email: groups@visitjamaica.com

www.visitjamaica.com

The Jamaica Tourist Board offices are located in Kingston, Montego Bay, Miami, Toronto and London.

Representative offices are located in Düsseldorf, Barcelona, Rome, Amsterdam and Tokyo.

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).

Meet You in Jamaica! Jamaica – Home of All Right!

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