

MEET YOU IN JAMAICA®



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JAMAICA TOURIST BOARD
MEETINGS AND CONVENTIONS NEWSLETTER
SPRING/SUMMER 2016 ISSUE



Dear Valued Partners,

On behalf of the Jamaica Tourist Board's Groups and Conventions team, let me say how pleased we are with your support of the destination since the start of 2018. It is as a result of your commitment and hard work that we have continued to benefit from an ever-increasing number of group and incentive bookings.

Read with interest the recent results of "2018 State of the Meetings Industry" survey by Two Roads Hospitality an international lifestyle company, which pointed to teambuilding and leveraging local experiences as one of this year's top meeting trends. According to the data, "Nearly 40 percent of survey respondents rate leisure and teambuilding amenities as a 7 or higher in importance when choosing a site. 53 percent of respondents are interested in adventure or active teambuilding, while 47 percent prefer public service-focused activities." It also revealed that immersive activities unique to the destination leave long-lasting impressions, further enhancing the meeting experience. This places Jamaica among the top destinations suitable of meeting your client's needs.

In the Spring/Summer 2018 issue we will provide an update on some of the new developments with respect to our accommodations and attractions so that you may share this knowledge with your clients. We will also highlight the expanded facilities at Club Mobay, as well as Half Moon, which is expected to complete its transformation before year end.

It is our hope that you will find the Meet You in Jamaica eNewsletter a useful tool in helping to keep abreast of what's happening on island, while informing you of the activities your clients can experience.

Most important, we look forward to welcoming you and your clients to Jamaica... Trip Advisor's 2018 Travellers' Choice Award for #1 Destination in the Caribbean and #14 Destination in the World.

Sincerely,

John Woolcock
Manager - Groups & Conventions
Jamaica Tourist Board

Host a Relaxed and Laidback Meeting in "The Capital of Casual"

Negril simply puts that added splendor to your meeting environment. Its airy structures, many of which are not taller than the palm trees, puts your meeting attendees immediately at ease. So whether you're planning a business meeting or incentive trip, consider this relaxed resort area, just about an hour away from Montego Bay.

For many years, Negril's beach has received the acclamation as one of the top ten beaches in the world by many travel magazines. The northern end of the beach is home to many all-inclusive resorts and to the southern end you will find the smaller family-operated resorts. This unique combination of hotel rooms, services and prices makes Negril a unique venue for small to medium sized groups.

There's no shortage of great things to do in Negril. Stroll down the white-hot strip of famous 7-Mile Beach, strap on your fins and kick your way around beautiful reefs or take a day trip to Mayfield falls. About an hour and a half south of Negril is the beautiful YS Falls, where a series of tiered waterfalls gently cascade over stone ledges with small swimming pools below. There you will find a zip line that traverses the falls and a rope swing for those looking for more excitement.

Though fun and sun are the main attractions here, there are many other attraction options in close proximity to Negril including waterfalls, safaris, historic sites and of course, duty free shopping. Its waters also boast world-class diving and a wealth of water sport activities. Watching the local cliff jumpers at Rick's Café is also a must do while in Negril.

WHAT'S NEW



Excellence Oyster Bay: The Excellence Group, which is renowned for its award-winning luxurious properties, is set to open its first property on June 1 in Oyster Bay, Trelawny. Located 30 minutes away from the Sangster International Airport, Excellence Oyster Bay which comprises some 325 rooms is the first of two hotels to be built by the group. Excellence Oyster Bay offers everything you need to host a memorable event from a business convention to a social celebration. The resort is situated on a secluded peninsula with breathtaking poolside and beachfront areas for cocktail receptions. <https://www.excellenceresorts.com/resorts/excellence-oyster-bay/>



Hyatt Zilara/Ziva Rose Hall: The Playa owned Hyatt Zilara/Ziva Rose Hall has completed a number of changes to ensure that clients are better served. Among them, the Zen Spa at Hyatt Zilara Rose Hall has undergone a total renovation where guests can now enjoy new oceanfront massage cabanas, with the option to leave the cabana doors open and hear the crashing waves during their treatment or closed for the cool air conditioning. At the neighboring Hyatt Ziva, there is a brand new fully equipped fitness center with state of the art equipment. Check out this short video:

<https://finnpartners.box.com/s/jzfdpo4ql6hzmxcckjd9jb3i7uynvh>



Spanish Court Montego Bay: Located on the popular “Hip Strip” along Gloucester Avenue, the 120-room resort is set to open later this year. Following extensive refurbishing and redevelopment in excess of US\$12 million, the resort hotel is an expansion of The Spanish Court brand in Kingston and also a departure for the brand, whose popular Kingston location established in 2010 is primarily a destination for business travelers. Most of the guest rooms will have views of Doctors Cave Beach, renowned in Jamaica for its clear turquoise waters, white sand and calm waters. <http://www.spanishcourthotel.com/montego-bay/>



Appleton Estate Rum Tour: Wray & Nephew has completed a US\$7.2-million investment project which included renovation and upgrading of the Appleton Estate Visitor Centre. With the completion of the expansion, the facility is expected to double its capacity to host visitors to famed attraction and boost employment. Upgrading work included renovation of the property and surrounding landscape, the addition of modern rooms to facilitate the tasting of rum, an expansive retail store, and a restaurant and lounge offering “Appleton-infused” Jamaica cuisine. The centerpiece of the restaurant is an “authentic” Jamaican jerk pit. Check out the Joy Spence Appleton Estate Rum Tour: <http://www.appletonestate.com/en/>



Island Lux Beach Park: Island Lux Beach Park is the only location in Jamaica and the Caribbean that boasts all the different dishes that represent our culture, our history and the spice that is within our people – a festival of flavors – presented with a genuine smile and warm Jamaican hospitality. So whether it is Little Ochie Seafood, Pimentoz Jerk, The Gallery Restaurant, Ital food for the natural in you or the famous Devon House ice-cream to cool you down by the side of the beach we are the destination for all. The park is situated on 5.5 acres of prime land in Longbay Negril and is located on the 7-mile stretch of pristine beach; with more than a quarter mile direct access to the glistening Caribbean Sea for all guests. <http://islandluxbeachparkja.com/>

NEW VIP ATTRACTIONS DEPARTURE LOUNGE EXPANSION



VIP Attractions, operators of Club MoBay has expanded its facilities in Montego Bay at the Sangster International Airport with the addition of Xaymaca, its new departure lounge space overlooking the runway. The lounge, which has been named Xaymaca (a name the Tainos, Jamaica's indigenous people, gave the island), is a celebration of its' meaning: land of wood and water. With this as its inspiration, the lounge concept features the best of our beautiful island including a birds-eye view of the runway and the tropical ambiance that has become a signature of VIP Attractions' airport lounges. According to CEO Shelly-Ann Fung-King, they have consistently listened to feedback from partners at the airport, those in the tourism sector and most importantly their valued guests. "We knew we had to expand the space in order to meet the needs of our customer base but have kept our capacity (55 people) in order to ensure our guests' comfort remains our priority. With this newly expanded facility, we continue to raise the bar in order to satisfy the requirements necessary to offer world class service."

Check out this link: <https://youtu.be/et55jKzNoHI> to find out more about VIP Attractions and its offerings for you and your clients.

HALF MOON'S TRANSFORMATION NEAR COMPLETION



Half Moon's phased transformation plan that started in 2015 is now eyeing the finish line set for November 2018.

The reimagined resort will include 57 new guest rooms and suites, expanded beachfront with a natural swimming cove, adults-only swimming pool, two new restaurants, market café, vegan café located at the Fern Tree Spa and three bars.

The existing lobby will become an exclusive group's check-in area allowing for personalized service. There will also be the introduction of new event spaces such as the Event Lawn, located in the heart of the resort. The Seagrape Terrace, Half Moon's current 3-meal restaurant, will be transformed into a versatile indoor-outdoor space with views of the resort's Sunset Beach.

The transformation has been designed in such a way that guests are expected to experience minimal-to-no disruption. Guests can enjoy the extensive facilities of this destination, which include the largest award-winning spa oasis in Jamaica, an 18-hole par-72 championship golf course, our own equestrian center with 28 horses and the Sugar Mill, which has been voted Jamaica's best restaurant.

For details, contact the meeting sales team groups@halfmoon.com or visit www.halfmoonmeetings.com.

HERE'S WHERE WE PLAN TO BE...

ASAE Annual Meeting & Expo

Chicago, Illinois

August 18-21, 2018



The ASAE Annual Meeting & Exposition is where thousands of association professionals and industry partners gather to exchange time, resources, strategies, solutions, and more. Over three days of learning, growing, and finding inspiration, attendees are equipped with a year's worth of support in their daily responsibilities as leaders in the association industry

EVENTS CALENDAR

Kingston on the Edge (KOTE) Urban Art Festival

June 19 – 28

KOTE Urban Art Festival is an annual 9-day studio and performing art festival that began in 2007. It is a multiple venue summer festival held throughout Kingston City. The overarching objective of this event is to develop and harness the incredible artistic potential of Jamaica whilst showcasing Kingston as the cultural capital of the English-speaking Caribbean.



Reggae Sumfest

July 15-22

Reggae Sumfest is Jamaica's premier festival dedicated to showcasing our island's indigenous reggae music while also promoting Jamaica as a prime summer destination. Reggae Sumfest attracts visitors and media from all across the globe.

Last year, the new festival promoters celebrated the 25th annual staging of this event and certainly showcased one of the biggest reggae festivals ever staged in Jamaica. Among the acts confirmed for this year's weeklong event: Aidonia, Agent Sasco, Spice, Beres Hammond, Maxi Priest, Damian Marley, Raging Fyah, Ding Dong, Capleton, and Cham.



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– you will need to apply to the Ministry of Finance for a waiver of customs duties and bonds. 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.

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

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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!

Follow the JTB on Instagram, Facebook, Twitter, and YouTube:



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