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JAMAICA TOURIST BOARD
MEETINGS AND CONVENTIONS NEWSLETTER
WINTER 2016 ISSUE



MEET THE NEW DIRECTOR OF TOURISM

Dear Valued Partners,

Allow me to use this opportunity on behalf of the Jamaica Tourist Board's Groups and Conventions team, to thank you for your unwavering support of the destination during the past year and wish for you continued success in 2018. As a result of your confidence in and commitment to promoting Jamaica, we have continued to benefit from an ever increasing number of bookings provided by the Groups and Incentives market.

Despite the global challenges, "the meetings and events industry is thriving," according to Issa Jouaneh, Senior Vice President and General Manager of American Express Meetings & Events. In the 2018 Global Meetings and Events Forecast from American Express M&E, Jouaneh points to positive sentiment in most meetings sectors, including plans for growth and investment activity.

We look ahead with renewed optimism, confident that the destination will continue on its current positive growth trajectory as a result of your increased interest in having clients host their meetings and incentive groups in Jamaica.

In the Winter 2018 issue we will provide the customary update on some of the new developments on island, so that you may share this knowledge with your clients. We will also highlight VIP Attractions, operators of Club Mobay and Club Kingston the airport VIP lounges as well as Hard Rock Café which is capable of hosting special activities for groups.

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...The Home of All Right.

Sincerely,

John Woolcock
Manager - Groups & Conventions
Jamaica Tourist Board

Mr. Donovan White was appointed director of tourism, effective February 15, 2018. Mr. White brings to the Jamaica Tourist Board (JTB) many years of experience in marketing and business development. Prior to joining the JTB, Mr. White served as Vice President of Cable & Wireless Business, Jamaica, where he consistently achieved double-digit growth in revenue throughout his tenure.

Before that, Mr. White served as Vice President, Marketing, Sales & Media Services at Columbus Communications Jamaica Limited (FLOW), leading commercial teams to deliver revenue growth.

With a solid background in marketing, digital media and business development, White has created, managed and executed vertically integrated marketing and branding strategies for a range of industry sectors including media, telecoms, advertising and technology. A director of the Jamaica Chamber of Commerce and member of the Private Sector Organization of Jamaica (PSOJ), Mr. White is aware of the power of partnerships and is keen to build on the successes of the Board, while leveraging existing industry relationships to help the JTB expand its global reach.



DESTINATION BUZZ



Make Ocho Rios the “Centrepiece” of Your Plans

Ocho Rios, the “Centrepiece of Jamaica” provides a great blend of attractions, tours and meeting facilities. It is easily accessible from either Montego Bay or Kingston so Ocho Rios is well positioned for the Meeting & Incentive markets providing great value to the Incentive Travel Planners.

This resort region is both popular and diverse, offering something for everyone. No matter your taste or budget, there is something to suit your need whether it’s a small group, anniversary, executive retreat or a large meeting.

The region is home to one of the island’s much-photographed and best known natural attractions: Dunn’s River Falls, a dramatic 600-foot cascading waterfall which can be climbed by foot.

You are certain to make your own discoveries in this stimulating yet tranquil resort area. Other special attractions include great shopping, crafts markets, gorgeous gardens, or a tour of Nine Miles the birthplace of reggae legend Bob Marley and the site of his mausoleum. Adventurous travelers can also experience a rainforest canopy tour with Chukka Caribbean Adventures or enjoy the bobsled experience at Mystic Mountain.

Indulge in the tropical playground of outdoor activities from exploring Green Grotto Caves to swimming with the dolphins at Dolphin Cove. Tour provider Island Routes offers numerous excursions for your consideration and enjoyment while Ocho Rios remains a major port for cruise ships with beautiful resorts along with their magnificent beaches.

WHAT'S NEW



Breathless Resort & Spa: Surrounded by Montego Bay Marine Park, this 150-suite resort boasts a chic design and state-of-the-art technology, including free Wi-Fi and in-room tablets. The property, which had its official opening last Fall, also has the only rooftop pool and bar in Jamaica that provides a stunning 360 degree view of the ocean, bay and mountains. With upscale amenities such as an exclusive beach club, fire pits, cabanas, five bars & lounges coupled with hosted themed parties, Breathless Montego Bay Resort & Spa provides the ultimate party experience. This brand-new resort, which takes Unlimited-Luxury® to the next level, offering guests full access to all amenities at the nearby Secrets St. James and Secrets Wild Orchid.



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. Just 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. Featuring all-suite accommodations, a variety of upscale restaurants and bars, a world-class spa and impeccable service, this adults-only, Victorian-style waterfront resort redefines luxury standards.



Jewel Grande Montego Bay Resort & Spa: The Jamaican owned all-inclusive all-suite resort exemplifies the island's laidback ambiance paired with a myriad of premium amenities, from a 30,000-square foot island villa-inspired Grande Spa to 12 epicurean marvels. The new addition to the Jewel chain of resorts boasts three beachfront towers—Sabal, Silver and Sentry—and 11 expansive villas for a total of 217 fully-stocked, tastefully curated accommodation options. Featuring 25,000 square feet of versatile and impressive meeting space, Jewel Grande Montego Bay Resort & Spa is the Caribbean's newest meetings and conventions go-to. Conveniently located across from the Montego Bay Convention Centre, the world-class resort is ideal for corporate retreats, receptions, teambuilding events, breakouts and more. Boasting complimentary resort-wide Wi-Fi and flexible space from mountain view ballrooms to ocean view terraces, all corporate needs are easily met by the resort's team of on-site specialists. www.JewelGrande.com



Spanish Court Montego Bay: Located on the popular "Hip Strip" along Gloucester Avenue, the 125-room resort is set to open later this year. 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. Each will feature plush beds and spa-like bathrooms with roman tubs and sauna showers. Some will also comprise exterior balconies, and on the ground level, private plunge pools. One of the most exciting details of the resort is the open-air lobby that frames—in beautiful wooden slats—the resort's crystal blue infinity pool that melds flawlessly into the ocean.

VIP ATTRACTIONS EXPANDS CAPACITY AT CLUB MOBAY



VIP Attractions, operators of Club MoBay and Club Kingston, 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. "We are consistently listening to feedback from our partners at the airport, those in the tourism sector and most importantly our guests. We knew we had to expand the space in order to meet the needs of our customer base but have kept our capacity (of 55 people) in order to ensure our guests' comfort remains our priority," explained CEO Shelly-Ann Fung-King. "With this newly expanded facility, we continue to raise the bar in order to satisfy the requirements necessary to offer world class service. Ultimately, whether our client is packing in a last bit of their holiday or tying up a business deal, we want to ensure our clients' needs are met and their guest satisfaction is complete."

Since its establishment in 2011, VIP Attractions has kept pace in the market offering a range of service products for even the most discerning traveler. A living example of Jamaican Hospitality and Culture at its very best, VIP Attractions has a superb location to capture the perfect audience, at the gateways to paradise at both the Sangster International and Norman Manley International Airports.

Among the range of services:

ARRIVALS SERVICE

- ❑ Personally greeted upon deplaning
- ❑ Assisted with completing required travel forms
- ❑ Escorted through the airport
- ❑ Preferential fast track access through Immigration and Customs
- ❑ Assistance with baggage retrieval
- ❑ Full access to arrivals lounge and its amenities
- ❑ Guests are assisted with the coordination of their ground transportation
- ❑ Escorted to vehicle

DEPARTURE SERVICE

- ❑ 18,200 sq. ft. in Club Mobay {6,200 sq ft Club Kingston} of innovative and chic design with stylish yet comfortable seating throughout
- ❑ Operated by world class customer service executives
- ❑ Preferential fast-track access through security and immigration
- ❑ Option of personal escort to departure gates (Club Kingston)
- ❑ Extensive cultural exhibit celebrating Jamaica
- ❑ Changing and shower facility
- ❑ Wide range of mini spa treatments (subject to a surcharge)
- ❑ Unlimited complimentary wireless internet access
- ❑ Complimentary phone calls to the USA / Canada and UK Landline

To find out more about VIP Attractions and Club Mobay, check out the link to their YouTube video:

<https://youtu.be/et55jKzNoHI>

EXPERIENCE MONTEGO BAY'S HARD ROCK CAFE



Located in the middle of the exciting second city of Jamaica, Hard Rock Cafe Montego Bay is close to all the action.

The resort area of Montego Bay is home to a number of events and music festivals such as Reggae Sunfest. It is also home to many of the island's top all-inclusive resorts. The primary location for all group incentive programs, Montego Bay offers a superb variety of exciting tours and much more. As the only Hard Rock Cafe on the island, the facility complements the pizzazz, unending fun and enviable excitement Montego Bay is known for all over the world.

Delivering an innovative approach to architectural design, Hard Rock Café Montego Bay combines the traditional elements of the Hard Rock brand with warm Caribbean colors and earth-toned textures. Up to 360 guests can enjoy this unique atmosphere comfortably, whether dining indoors by the poolside, or on the patio deck.

Guests can soak up the sun in poolside lounge chairs, chat the afternoon away in the poolside cabanas or hit the beach. Guests in town for a little business with their leisure can hold meetings in the café's 40-seat meeting room.

To learn more or book your activity, contact Shaniin Morales Lewin, Group Sales and Marketing Manager at sales@hrcmobay.com

HERE'S WHERE WE PLAN TO BE...

MEETING & INCENTIVE FORUMS

Meetings & Incentive Forum Americas

Montreal, Quebec

April 4-7, 2018

Organized by Meeting & Incentive Forum, this must do event for meeting professionals will be held at the Fairmont Queen Elizabeth Hotel. There will be three days of 1-on-1 meetings with some of the biggest buyers in the Americas and the Jamaica Tourist Board will be in attendance to participate in this industry event to meet with qualified buyers who book the Caribbean.

EVENTS CALENDAR

Carnival in Jamaica Series

January 16 - April 2

Carnival in Jamaica kicks off in January and ends in April attracting visitors as well as locals alike. Some of the highlights of the season include: Beach Jouvert, Reveller's Fete and Bacchanal Jouvert & Road March. This year sees the return of mas bands including Bacchanal Jamaica, Jamaica Carnival, Xaymaca International, Xodus and the Ocho Rios Carnival. The event is indeed a unique expression of our island spirit and showcases to the world a carnival unique to Jamaica.



Kingston City Run

March 16-18

The Kingston City Run includes a ½ Marathon, 10k and 5k Run/Walk. It is an annual event with a mission to raise awareness and money to support sustainable programmes for the homeless population in the City. The main race day is March 18th. Check out their website www.kingstoncityrun.com for details.



APPLICATION FOR CUSTOMS CLEARANCE ON THE IMPORTATION & RE-EXPORTATION OF MATERIALS & EQUIPMENT FOR EVENTS:

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's Groups and Conventions Department will be happy to help you through this process. Importantly, 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.

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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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