



ISLAND VIBES



DESTINATION NEWSLETTER + PRODUCT UPDATE



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JAMAICA TOURIST BOARD REDEVELOPS WEBSITE



The Jamaica Tourist Board (JTB) has redeveloped its website, creating one that is fully integrated as part of efforts to fulfil the needs of emerging tourism market sources globally.

It forms part of the JTB's overall strategy to compete in the ever- changing global marketplace as well as plans by the management to re-engineer the entity and its methods of marketing and promoting Jamaica as a destination.

The new data-rich, social media integrated digital platform will revolve on a single axis that provides global access to Jamaica 24/7 and the site is powered by Google.

The website also hosts and promotes all aspects of the destination and provide real-time access and content to tour operators and travel agents globally to be more efficient in selling Jamaica and features a customer relationship management tool to manage in real time, the performance of the more than 50,000 registered travel agents, who sell the destination daily.

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SEASON'S GREETINGS



The festive season is upon us, and Jamaica like the UK celebrates in fine style.

A great destination to spend the holiday, Jamaica offers not only warm weather, but an experience like no other.

Many resorts will share the Jamaican Christmas experience with their guests and the highlight

would be Christmas lunch / dinner which features a banquet of food, including spicy roasted hams, turkey, curried goat, roast beef, roast pork, rice and pigeon peas, Jamaica fruit cake, which unlike the British version is full of rum soaked fruit all washed down with a tall glass of ice cold sorrel , the ultimate Christmas drink.

Traditionally, many people in Jamaica paint their houses and hang new curtains and decorations for Christmas and as in the UK , most families spend Christmas Day at home with friends and family members.

Christmas Eve is also called 'Grand Market' and is a really exciting time, especially for children. During the day, people go shopping and in the evening around 6.00pm the evening part of Grand Market starts and it lasts until the morning! street vendors selling tasty street food .

Following the Grand Market, some people will go to a Midnight Mass Church Service and others will party all night.

Share your Christmas tradition by emailing us at mail@visitjamaica and have a chance to win a Jamaican Christmas gift.

PRODUCT UPDATES

Golden Eye, Oracabessa

FieldSpa expands with two new spa huts and yoga deck

Golden Eye is expanding its impressive wellness offering by adding two new spa huts and a yoga deck to the FieldSpa which will debut in December 2018. In addition to the two new spa huts, the FieldSpa will also include a new hammam and a yoga deck along with a new therapy menu including everything from healthy bites to juices and elixirs. The expanded spa will provide guests with

direct access to the property's spa cove, a special crescent-shaped beach set along Goldeneye's signature lagoon. Spa treatments including massages, scrubs, wraps, facials and bush baths will be offered in the all new spa huts and will use OSEA products.

www.goldeneye.com



S Hotel, Montego Bay

Set to open in mid-December 2018 is the new, stylish and highly anticipated S Hotel Montego Bay. The contemporary 120-room S Hotel will combine discrete urban sophistication and cosmopolitan influences with a laid-back resort lifestyle creating a feeling that will remain notably Jamaican. The new multi-experiential beachfront hotel will include several buzzing venues including a Sky Bar and Lounge, a chic café, a high-spirited pool scene, an international restaurant, spa, a boutique gym and guest rooms where the design aesthetic has been thoughtfully combined to create a modern and effervescent space for guests to enjoy

www.shoteljamaica.com

Hotel Riu Palace Tropical Bay, Negril

The Riu Palace Tropical Bay has undergone a major refurbishment to both its interior design and its culinary offering. The new and improved hotel reopened this October with a refreshed look, 452 new bedrooms, a new pâtisserie and ice cream parlour as well as an additional kids' club, "RiuLand". The swimming pool area has also been redesigned with three brand new adult swimming pools and a children's pool.

www.riu.com/en/hotel/jamaica/negril/hotel-riu-tropical-bay



CALENDAR OF EVENTS

Rebel Salute – 18th – 19th January 2019

For over two decades, reggae music lovers have been making their way to Rebel Salute for a world-class event that delivers a spectacular experience of authentic roots reggae, wholesome culture and healthy living. From 18th – 19th January 2019 music enthusiasts can enjoy performances of the best musicians playing reggae, dancehall, roots reggae and reggae fusion.

www.rebelsalutejamaica.com/



Jamaica to host Caribbean Travel Marketplace – 29th – 31st January 2019

Jamaica will host the 37th edition of Caribbean Travel Marketplace at the Montego Bay Convention Centre from 29th – 31st January, 2019. Produced by the Caribbean Hotel and Tourism Association (CHTA), the conference will bring together hotel and destination representatives; wholesalers and tour operators; online travel agencies; Meetings, Incentives, Conventions and Exhibitions (MICE) planners; and members of the media for several days of business meetings and pre-scheduled appointments.

www.chtmarketplace.com

Kingston City Marathon

The seventh annual Kingston City Run in 2019 will introduce for the first time ever a full marathon – The Kingston City Marathon (KCM). The 2019 Kingston City Run will take place from 15th – 17th March 2019 and will continue to feature the 5k run, 10K and half marathon routes. The Kingston City Marathon will take place on 17th March 2019 and will take a similar scenic route beginning in New Kingston, through Devon House and Kings House along Hope Road passing the Bob Marley museum, loops around, and ends at the beautiful Emancipation Park Race Village for post run celebrations including an awards ceremony and finish line “reggae” party.

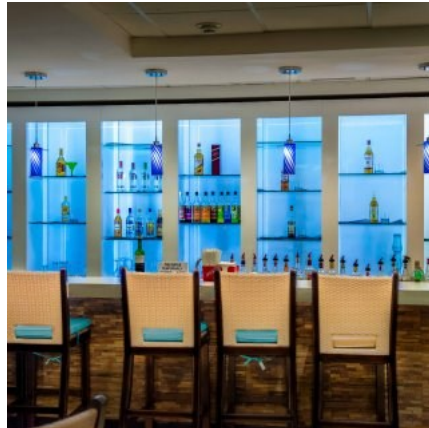
www.kingstoncityrun.com



For a comprehensive list of all events being held in Jamaica please visit:

<https://www.visitjamaica.com/things-to-do/events/events-calendar/>

EARN UP TO 15% COMMISSION



Club
MOBAY

Club
KINGSTON

Travel agents are able to earn up to 15% per booking for all booking made for the award winning Club Kingston or Club Montego Bay. Lounges are located in the airports in Montego Bay and Kingston and offer clients a redefined experience which includes tasty Jamaican cuisine, an open bar serving premium liquor, fast track access through security, Children's Zone, business centre, spa and shower facilities, and much more.

Agents are invited to register their agency at:
www.booking.vacationpriorities.com/login

Agents traveling to Jamaica on their personal holiday can get up to 50% discount by emailing your Jamaica Tourist Board Representative. (details of your representative are found on last page)



WWW.VIPATTRACTIONS.COM

RESOURCES

POINT OF SALE MATERIAL NOW AVAILABLE



We have a selection of 5 glossy pop up display units available.

To order your pop up units, kindly submit the request to

mail@visitjamaica.com stating the name of the agency and postal address.

The sales team are dedicated to you our travel partners.

We are happy to arrange bespoke product training with partner Jamaican hotels for you as well as arrange home worker training at a time that is convenient.

To arrange, email mail@visitjamaica.com

Agents visiting Jamaica on their own holiday can also qualify for a discount to use Club Mobay and Club Kingston, the airport's VIP arrival and departure lounges pending availability. To view the services available visit www.vipattractions.com

To request, kindly email us at mail@visitjamaica.com stating your full name, store address, dates of travel and services required.



JAMAICA REWARDS

Congratulations to the winning UK travel agents of a 5-star holiday as part of the Jamaica Tourist Board's reward programme.

The top five agents who recorded the most bookings and who travelled to Jamaica this December are:

- Mr Joel Hills – Kenwood Travel
- Ms Joanna Moorthy – TUI Edinburgh Gyle
- Ms Nadeene Dwarke – Club Caribbe
- Ms Susan Brown – TUI Thornaby
- Ms Jaclyn Wood – Blue Bay Travel

To qualify to be invited on the annual White Affair, agents are encouraged to log their Jamaica bookings on www.jamaicarewards.co.uk. These top bookers have been invited along with a guest to fly Premium Class on Virgin Atlantic to the White Affair on 11-16 December. This year the event is billed as “Celebrating Your Excellence” and the agents and their guests will be hosted at the brand-new Excellence Oyster Bay resort in Montego Bay.

In addition to the annual white affair, agents are rewarded for each booking logged. For further information visit www.jamaicarewards.co.uk



Participants from last year's White Affair

JAMAICA
TRAVEL SPECIALIST
REWARDS



DESTINATION CONTACT INFO

HOW TO REACH US

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