

MEET YOU IN JAMAICA

HEARTBEAT OF THE
WORLD



- JAMAICA IS READY
- DESTINATION BUZZ
- RESILIENT CORRIDOR SPOTLIGHT
- DMC SPOTLIGHT
- QUICK WORD

JAMAICA TOURIST BOARD
MEETINGS AND CONVENTIONS NEWSLETTER
FALL 2020 ISSUE

**Cover photo: Chukka Caribbean Adventures*

GREETINGS FROM JOHN WOOLCOCK

Dear Valued Partners,

We appreciate your support and commitment to the destination and hope that you're continuing to stay safe during this challenging period.

It has been a long road since the global pandemic uprooted the industry in March, however, we are beginning to see some initial signs of recovery and remain optimistic that this trend will continue in the last quarter and into 2021. Since June, Jamaica has been welcoming visitors to her shores and we're eager to host you and your clients in what's been described as the era of the "new normal."



With established protocols intended to keep everyone safe and healthy, Jamaica is ready to host your next meeting or group.

The airlines will ensure you get here, hotels will go far above your expectations and the attractions will reengage and inspire travelers as you and your clients experience the diversity of the destination.

We're aware that while there may be a push for virtual gatherings, nothing beats that in-person interaction. I'd like to encourage you to take advantage of the opportunity to explore Jamaica as a viable option, with the tourism industry ready to ensure a safe, secure and seamless experience for planners.

With the winter season looming, Jamaica provides a perfect backdrop for your meeting or special event. Reach out and book your 2021 meetings and events today!

We look forward to hosting you in Jamaica soon and rest assured our warm smiles won't be dimmed by our mandatory masks.

Sincerely,

John Woolcock
Manager - Groups & Conventions
Jamaica Tourist Board

JAMAICA

WATCH: JAMAICA IS READY!



DESTINATION BUZZ

Jamaica has been welcoming international travelers since its borders reopened on June 15. At that time, airlift service resumed, and operations restarted at a number of hotels. Most of the major airlines serving the destination including American Airlines, Delta and JetBlue begun operating with limited service while accommodation and attractions partners announced various reopening timelines.

According to Jamaica's Director of Tourism Donovan White, "Our partners have worked tirelessly to enable planners and their clients to visit our shores in the safest and most responsible manner, ensuring the protection of all. We are confident that while we all manage this new normal, Jamaica will continue delivering authentic, one-of-a-kind experiences meeting and incentive planners have come to expect when they are here."

Please check with your preferred airline to obtain the respective service schedule to Jamaica.



PEEK INSIDE JAMAICA'S RESILIENT CORRIDOR

With health and safety a top priority, Jamaica has established a resilient corridor for the protection of residents and visitors alike. The Resilient Corridors were created to encourage safe tourism practices through the strict delivery of service that conform to a rigorous set of COVID-19 protocols and approved by the World Travel and Tourism Council (WTTC). Within the resilient corridor, the tourism service delivery operators permitted to accept guests have been inspected and are compliant with the required standards of training, protective equipment and processes. All employees and patrons of these facilities are required to observe the established protocols of sanitizing, social/physical distancing and wearing of masks in public spaces.

The Resilient Corridors comprise two sections:

- A **Northern** segment stretching from Negril in Westmoreland across the northern coastline to Port Antonio in Portland.
- A **South Coast** segment running from Milk River in Clarendon westward to Negril in Westmoreland

More information on Jamaica's resilient corridors can be found [here](#), while the red lines on the below map showcase the location of the corridors.



DMC SPOTLIGHT

Jamaica's destination management companies like many other allied and related sectors have been impacted by the global pandemic. With most groups postponing their trips, DMCs have made significant adjustments to their operations and implemented the necessary health and safety protocols to be able to welcome groups once they're ready to travel. The island's leading DMCs Amstar, Island Routes and Jamaica Tours Limited (JTL) have put in place the requisite protocols to ensure your client's safety. [Amstar Corporate](#) has provided a full Safety Protocol Manual, which is shared with all clients. [Island Routes](#) has implemented the Pure Outdoor Promise, a commitment to ensuring that guests can still travel safely to the island, enjoy the great outdoors, feel free to roam, and enjoy the consistent and exceptional level of service that they have come to expect from Island Routes. Their six-tiers of safety protocols include: Triple-Verified Protocols for Cleaning and Sanitization, 5-Star Certification Training of all team members and partners, Precaution for Prevention including temperature checks, and the wearing of masks and gloves, Social Distancing, Touchless Transportation and Fast Track to Digital. [Jamaica Tours Limited](#) has also put in place a comprehensive set of protocols to benefit staff as well as clients.

Since the island reopened its borders on June 15, the DMCs noted that most groups have been rescheduled. According to Amstar's Regional Director of Sales – Jamaica, "We had a few social groups, but all other corporate groups have been cancelled or rescheduled to 2021 and 2023 depending on the size of the group." Bert Wright, Executive Vice President at JTL is looking forward to a rebound in the new year and Island Routes says they've had a steady stream of interest from meeting planners, having recently hosted multiple site inspections on the island. "This demonstrates that there is undoubtedly still interest in the destination of Jamaica and planning for future bookings has begun. Most planners are focused on 2021; however, there seems to be a handful of groups still interested in traveling before the end of the year," noted Communications Director Jennifer Ross-Williams.



QUICK WORD

In this issue, we catch up with Ilia who shares about the current expansion at Chukka Sandy Bay and why Chukka is a great option for the MICE market.

Tell us a bit about Chukka Caribbean and why it's great option for groups?

Starting in the early 1980s, the inspiration for CHUKKA sprang from our founder's passion for polo. Today we are the Caribbean's largest nature-adventure tour operator, with 13 locations across 4 countries including our home turf of Jamaica. Booking your group with CHUKKA assures that you are working with an award-winning and experienced team with over 35 years of experience in the business of offering world class safety and service. Aside from quality tours with the best trained guides in the industry, we boast unique and historic event venues for team building, cocktail receptions, themed parties, concerts, exhibitions and more. With as many as 9 locations across the island, there is always a Chukka location nearby where It's Time to Play!



Ilia Tomlinson
Sales Manager, Jamaica
[Chukka Caribbean](#)

Please outline what's new at Chukka Sandy Bay as a result of the expansion

Our Chukka Ocean Outpost at Sandy Bay has evolved into our second nature-adventure park on the island. Located just 30 minutes outside of Montego Bay, we have expanded to offer leisure activities that persons can enjoy between tours including an ocean-side infinity pool and swim up bar, relaxing beach sanctuary, bird aviary and challenge course. This is in addition to a general upgrade of the overall facilities where our welcome area, restroom, restaurant and gift shop areas have been transformed in alignment with our close to nature, open air concept. Stay tuned for even more additions underway like our over-the-water zipline, over-the-water hammock bar, kiddies play area and more.

The second aspect of our expansion includes Chukka Ocean Outpost as the hub of all tour locations in the western region of the island. This way persons can enjoy all that Ocean Outpost has to offer in addition to our expedition experiences out to our inland satellite locations of Lethe, Montpelier and Mayfield Falls. Enjoy a scenic guided tour in the comfort of our newly acquired expedition jeeps through local communities and towns to enjoy bamboo rafting, ziplining, river tubing along the Great River and river walks at Mayfield Falls. Definitely a must do!

What kind of protocols have been implemented to handle groups?

In light of COVID19 pandemic, we have spent several hours developing an all-encompassing internal protocol document considering all possible touchpoints starting from our transportation of the guests from their accommodation through to their arrival to the location and of course while out on tours. This internal 27-page document has been summarized into our Chukka Checked Programme where we promote all our protocols for Clean, Safe, Fun. Some of what can be expected are temperature checks upon entry, hand sanitization and washing throughout, tours going out in smaller group sizes to facilitate social distancing, use of masks at all times by both guests and staff (with the exception of during meals and when engaging in water-based activities), enhanced sanitization of high contact areas, and implementation of digital check-in and e-waivers to be signed prior to arrival. In order to ensure that what we have envisioned is enforced effectively, our teams in all areas have received full training on company protocols and our designated sanitization officer on each location enforces same daily. View our Chukka Checked Health & Safety Protocol at <https://chukka.com/chukka-checked/>



QUICK WORD

What kind of groups do you attract?

Due to our diverse offerings at various Chukka locations, we attract 3 primary types of groups: Corporate, Social and Celebratory. We have experience in hosting several corporate retreats and team buildings, incentive programs, family reunions, weddings, birthday and anniversary celebrations etc. No matter the reason for the gathering, Chukka has many places and ways to Play!

Any unique features of this location?

Chukka with many locations across the island as such we boast several unique features – why? Because Chukka prides itself in finding the best in nature and building around it with our safety, standards, service and smiles! From unexplored waterfalls and underwater caves to historical great houses on acres of lush plantation followed by private coves for cliff jumping, you will find beauty in all that we have to offer. The best thing is, it is absolutely the best way to explore the authentic Jamaica. Particularly at our newly developed Chukka Ocean Outpost at Sandy Bay, guests can look forward to enjoying wide open spaces nestled on the seaside with uninhibited views of the ocean. Simply the best way to feel close to nature while catching a breath of fresh air.

What can groups expect on a visit to Chukka Sandy Bay?

Groups coming to Chukka Ocean Outpost at Sandy Bay can come expecting to have a fun filled time! With so many tour options and lots to do in between, there is not a moment that goes disengaged – even if it means just having a swing in a hammock by the beach. We customize our experiences to suit your needs; every group receives our personal touch of quality. As the first ocean-side nature-adventure park in Jamaica, there is so much that you will love and more. Making memories together, this is what sets Chukka apart. This is what group travel is all about, and we recognize that and make it a success!

Anything else you'll like to add?

Absolutely, next time you plan your itinerary for Jamaica – don't hesitate to give us a call. Our Groups Department is ready to serve and can be reached groups@chukka.com or (876) 550-6811. Check out our dedicated groups page on our [website](#) where you can download our Group Fact Sheet and submit your RFPs. Give us a blueprint or a blank slate, we will make it happen. We look forward to working with you to bring out the best of Jamaica on your next visit!

Keep abreast of the latest happenings by following us on social media @chukkacaribbean for Facebook and Instagram. Even better! Download our Chukka App on Google Play Store (Android) and Apple App Store (iPhone) to explore our full tour menu options.



LOOK OUT FOR US!

Jamaica Land X-Change MICE Conference

Montego Bay, Jamaica

September 30 - October 4

Partnership between E-Group, Hyatt, Jamaica Tourist Board and supplier partners. The Land X-Change® is a combination of business appointments bringing TOP MICE Buyers and Suppliers together for 1-to-1 meetings with opportunities for social networking at dinners, receptions and excursions. Package will include appointment-based event, networking with 40-50 buyers over a 5-day period, excursions and evening functions. The host hotel will be Hyatt Ziva & Zilara Resort (pictured to the right).



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

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Groups & Conventions

Jamaica Tourist Board

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<https://www.visitjamaica.com/groups/>



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 website at www.visitjamaica.com or call the Jamaica Tourist Board at 1-800-JAMAICA (1-800-526-2422).

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



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