


MEET YOU IN JAMAICA

HEARTBEAT OF THE
WORLD

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**Cover photo: Newly opened Ocean Coral Spring*

JAMAICA TOURIST BOARD
MEETINGS AND CONVENTIONS NEWSLETTER
SPRING - SUMMER 2020 ISSUE

GREETINGS FROM JOHN WOOLCOCK

Dear Valued Partners,

With Jamaica's borders now open to international visitors effective June 15, this is an exciting time for the destination as we look forward to welcoming you, our valued planners within the MICE industry.

During the first phase of the reopening, a "Resilient Corridor" has been established which spans Port Antonio to Negril and along the North Coast, in accordance with specific tourism protocols to ensure your safety. It's our hope that these efforts will help to restore confidence in the minds of your clients as they take into consideration their activities from arrival to departure, as these protocols have received the approval from the WTTC.



Such efforts begin prior to arriving with visitors completing the Travel Authorization Form. Upon arrival in Jamaica, they will be required to do a health screening and test. At the airport, plexiglass screens have been added at counters as well as cutting-edge electronic devices, including thermal sensor cameras, which ensure that travelers coming to Jamaica are safe.

Throughout Jamaica and at attractions, convention centers and DMC's, sanitization stations, social distancing safeguards and the required wearing of face masks, is the norm everywhere. Hotels that have reopened have implemented government approved protocols to ensure safety of both guests and workers, while we have ensured that all of our tourism workers are trained rigorously in the evolving protocols.

While the entire industry has been rocked like never before, travel is resuming, and we're eager to once again begin hosting programs in Jamaica. We remain confident that Jamaica will once again be your first choice, when considering programs that require a warm weather destination.

Please feel free to contact us with any questions that you might have, but in the meantime, stay safe and we're optimistic we'll be meeting you and your clients very soon in Jamaica.

Sincerely,

John Woolcock
Manager - Groups & Conventions
Jamaica Tourist Board

JAMAICA

JAMAICA IS OPEN!

After nearly three months of a nation-wide lockdown to control the spread of COVID-19, Jamaica is excited to have reopened its borders to international travelers June 15. The reopening comes with a comprehensive set of tourism protocols, and here's a [link](#) to some questions you may have. The Jamaican government worked closely with international partners to develop the public health-focused tourism protocols, which were designed based on benchmarks globally to include nearly 20 markets in the Caribbean, as well as global health agencies. The new post-COVID tourist experience starts prior to arriving, as visitors are required to complete a [Travel Authorization](#) within the 72 hours of departure. This will auto-populate the immigration/customs C5 form below, requiring you to complete the remaining flight and custom details. Jamaica's most popular airport, Sangster International (MBJ), has been using the past few months of downtime to reinvent the passenger experience. Shane Monroe, CEO of MJB Airports Limited, shares some of the new safety protocols in [this video tour](#). Regarding the other changes to the travel experience, the Visitor Journey Map for what travelers can expect can be found [here](#) as well as below.

Ready. Set. Let's Go....Jamaica!



A VIP WELCOME AWAITS

Meeting planners and their clients visiting Jamaica have the option of enjoying an expedited airport meet and greet service offered by VIP Attractions. Go to vipattractions.com for rates and to make your reservation. See what adjustments have been made to serve you at Club MoBay in Sangster International Airport and Club Kingston at Norman Manley International Airport. Click [here](#) to watch a video of the new protocols implemented at both clubs to ensure your health and safety.



DESTINATION BUZZ

THANKS TO OUR PARTNERS

Standing strong in unpredictable times, the entire tourism industry has been doing its part to assist in the fight against COVID19. We're pleased to highlight some of the initiatives that have been taken on by a number of our partners.



RIU Hotels, which has Jamaican properties in [Montego Bay](#) and [Negril](#), are giving donations of food to Fresh Bread Ministries International, a mission-based church locally and internationally with headquarters in Montego Bay. The mission's ministry department deliver care packages comprised of food from RIU to the communities for those less fortunate, starting from those within the church and extending to the communities, delivering to infirmaries, boys' homes, shut-ins, etc. The Mission Department does a weekly grocery bag for impoverished populations even before the epidemic, but the need is now greater because so many lost their jobs.

[Jakes Treasure Beach](#) is the first local hotel to offer its 65 rooms for quarantine or isolation purposes for COVID-19 patients, the Jamaica Hotel and Tourist Association (JHTA) has said. The resort, located in St Elizabeth, will allow the Ministry of Health & Wellness access to its entire property, which includes hotel rooms and villa accommodation, a gesture owner Jason Henzell said was the "right thing to do. We must be our brother's keeper right now". Henzell, a member of the JHTA, said that he made the offer to Minister of Health and Wellness Dr. Christopher Tufton shortly after he made the appeal to the nation.



Gordon "Butch" Stewart's [Sandals Resorts International \(SRI\)](#) has offered the Government a 52-room hotel and has helped to finance 40 ventilators at a cost of \$20 million to be used to treat COVID19 patients. The Montego Bay-based Carlisle Inn, once called Baby Sandals, the smallest in the Sandals inventory of hotels, will be used as an incubation centre for the west Sandals has also decided against laying off its permanent workers, opting to pay 40 per cent of their basic salary fortnightly and retain benefits such as health insurance and paid vacation leave despite the temporary closure of all its resorts in the Caribbean.

DESTINATION BUZZ

THANKS TO OUR PARTNERS



Family-owned and operated, [Bluefields Bay Villas](#) is a collection of six all-inclusive luxury villas located on Jamaica's south coast. While the resort's doors are closed during this time, the owners have decided to forgo their own salaries, committed to covering health insurance for all employees, providing a weekly \$2,000 stipend for any team members who are 55 years and older and offering complimentary lunch for those in need, seven days a week.

Situated in the tourist capital of Montego Bay along the Caribbean with rooms designed by Ralph Lauren, [Round Hill Resort and Villas](#) is doing its part to assist in the battle against COVID-19. Collaborating with Jamaica-based Hanover Charities, Round Hill is accepting donations for the resort to gather funds to assist staff during this difficult time. Hanover Charities is a mission-based organization focused on initiatives to improve the health, welfare and education of the parish of Hanover in northwest Jamaica.



"Every Little Thing is Gonna Be Alright"

The past few months has no doubt been a challenging time for everyone, personally and professionally — especially those in travel & hospitality — but we are confident and remain optimistic about the future.

In case you haven't had a chance to listen yet, check out the "[Every Little Thing is Gonna Be Alright](#)" playlist which reminds us, to keep our heads high and attitude bright with melodies from Bob Marley, Jimmy Cliff, Beenie Man and many more!

As a destination, we're thinking of you and hope the Spotify playlist will help spread some 'irie' vibes during this difficult period.

Let the music virtually transport you and lift your spirits.

One love!



Bob Marley Statue in Kingston

LOOK OUT FOR US!

Jamaica Land X-Change MICE Conference

Montego Bay, Jamaica

September 30 - October 4



Partnership between E-Group, AM Resorts, the JTB and supplier partners. Package will include appointment-based event, networking with 40-50 buyers over a 5-day period, excursions and evening functions. Host hotel will be the Secrets Resort.

PlanetIMEX

Jamaica joined IMEX and 12 supplier partners on their brand-new virtual experience, [PlanetIMEX](#), which was held in May. PlanetIMEX, designed as a distinct destination itself, featured 3D, interactive islands, each created using principles borrowed from the world of online gaming. It was a fresh and original concept with visual charm that pays tribute to the exhibitors who make IMEX Shows look so appealing. The experience combined educational seminars with interactive contents while fostering new business relationships and one-to-one conversations with buyers and suppliers online. *Access to the platform was free.*

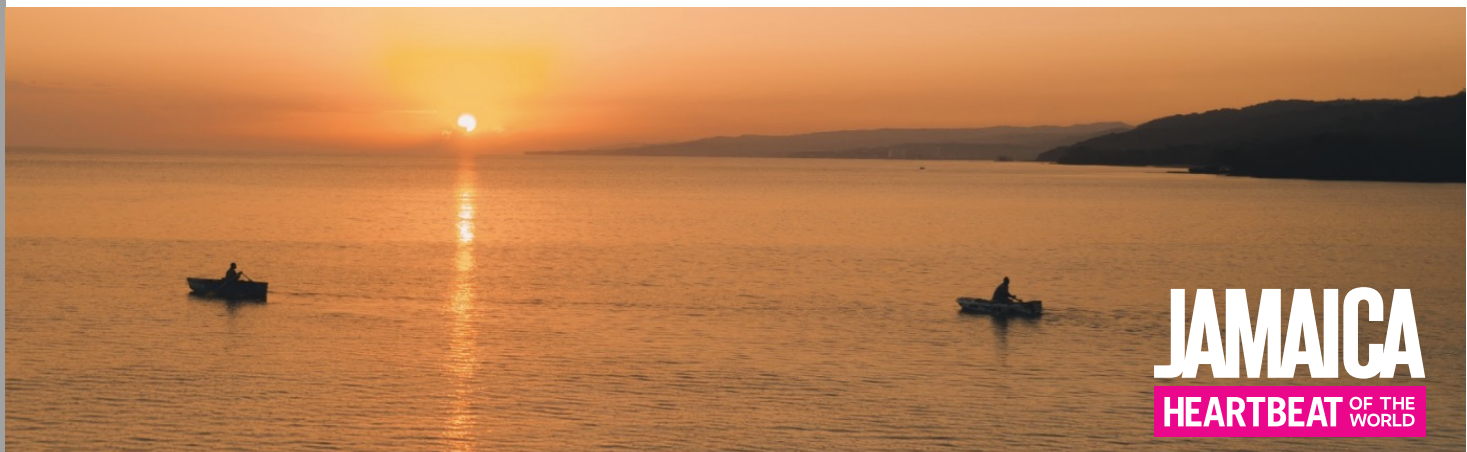


QUICK WORD

In today's virtual world and era of social distancing, the JTB's Groups & Conventions Department is keeping meetings & event planners and incentive houses engaged to ensure they're ready now that travel has resumed. Recently, the JTB in partnership with E-Group hosted a webinar to keep meeting and event planners updated on the MICE product and reassure them that Jamaica stands in solidarity with them with during the crisis. John Woolcock, Manager, Groups & Conventions at the Jamaica Tourist Board conducted the webinar which attracted 180 participants from the US, Canada and India.

Planners were interested hearing about the MICE destination updates and during the Q & A sought to get information on when Jamaica and its product. Planners were very eager to receive the product updates, which they found useful in planning for future programs. During the stay at home period, planners used the downtime to remain updated and stay abreast of new developments and destination updates.

Jamaica plans to host additional webinars as well as virtual fam trips to showcase the island's amenities and updates in preparation for later this year and for 2021 meetings and events. Stay tuned for the details as the destination is now open and the programs are unveiled.



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

<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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