

MEET YOU IN JAMAICA

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Cover photo: Chukka Caribbean Adventures

JAMAICA TOURIST BOARD
MEETINGS AND CONVENTIONS NEWSLETTER
WINTER 2020 ISSUE

GREETINGS FROM JOHN WOOLCOCK



Dear Valued Partners,

On behalf of the Jamaica Tourist Board's Groups and Conventions team, we would like to wish you all a happy and prosperous New Year! We are incredibly excited for what 2020 has in store for Jamaica and sincerely hope that your meetings and events can be a part of it.

2019 was a strong year of growth for Jamaica. With a number of properties opened and renovated, the stage is set for a better 2020. We are expanding our outreach to more and more markets, ensuring our presence and visibility at various trade events to let the world know that Jamaica is ready to host your next meeting, incentive group, conference, seminar or event.

In this issue, we turn the spotlight on the parish of Trelawny, just outside the Montego Bay resort area. As you may be aware, this region has seen immense growth and development in the last few years, and we'll provide an update on the new properties ideal for meeting and event planners while at the same time share some of the fun and unique excursions that make Trelawny an in-demand location. We will hear from Andre Edwards, Product Manager of Good Hope Estate about their award-winning attraction which is a favorite for groups of all sizes.

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

Most important, we look forward to welcoming you and your clients to Jamaica.

Sincerely,
John Woolcock
Manager - Groups & Conventions
Jamaica Tourist Board

DESTINATION BUZZ



Step Back in History for your Next Meeting: Trelawny

Inside the county of Cornwall and a quick 30-minute drive from Montego Bay, Trelawny remains one of the historic gems of Jamaica – an attractive destination for meeting and event planners. Accessible from the Sangster International Airport, Trelawny made its mark on history with its immense sugar cane trade, which helped develop the historic seaport of Falmouth. What once was a bustling trade center is now a modern-day cruise ship hub, with a preserved historic town for cruise passengers and other visitors alike to step back into the colonial era and see history come alive. Among the area's popular attractions are the Martha Brae River, which provides several excursions for those looking to relax on a bamboo raft along a freshwater river in the lush Caribbean jungle. Trelawny has also put itself on the map for giving birth to the World's Fastest Man, Usain "Lightning" Bolt – his childhood community of Sherwood Content is a popular spot for tourists as well as sports fans. Groups are drawn to other attractions such as the Luminous Lagoon, the Hampden Estate Rum Tour, the Falmouth Food Tour, just to name a few, which can easily be incorporated into your schedule of activities which on island.

Light Up Your Swim at the Luminous Lagoon!



The Luminous Lagoon stretches along the marshlands of Trelawny from the small community of Rock to the town of Falmouth. Located at the eminent point where the Martha Brae River meets the Caribbean Sea, the lagoon sparkles and glistens when disturbed at night as microscopic organisms produce an eerie glow, reflecting the outlines of fish and other objects in the water. The Luminous Lagoon is said to be the largest and most brilliant of four in the world, a fact that continually attracts and awes visitors and scientists from around the world. Contact your DMC to arrange an excursion at the Luminous Lagoon, whether for a group activity or a relaxing night-time swim after a day full of meetings/ events.

Photo Credit: [Island Routes Caribbean Adventures](#)

DESTINATION BUZZ

Here are some accommodation options which are ideal in Trelawny:

The [Ocean Coral Spring](#) is a new five-star resort that just opened in December 2019. Located on the seafront of Coral Spring and offering access to a spectacular white sand beach with turquoise waters, it features modern rooms, large pools, a lazy river with a gentle current and a wide range of dining options. In addition, it has a Despacio Spa Centre, Privilege, Exclusive Rooms and Services and a complete entertainment program for the whole family.



One of Jamaica's best all-inclusive resorts, the elegant [Royalton Blue Waters](#), promises guests a luxurious escape, surrounded by stylish architecture, a pristine beach and soothing tropical breezes. This new-generation all-inclusive property offers discerning travelers a family-friendly vacation experience with entertainment for guests of all ages including a lazy river. Designed to deliver unrivaled tropical getaways, from the unlimited à la carte dining to the signature handcrafted DreamBed™ mattresses, Royalton Blue Waters sets itself apart.

Jamaica's vibrant culture meets ultimate luxury at the all-inclusive [Royalton White Sands](#) resort. Discover sophisticated décor influenced by the Caribbean's natural beauty, featuring top quality accommodations, impeccable attention to detail, and exceptional personalized service. Offering a luxurious all-inclusive experience in Jamaica, guests can experience the unique All-In Luxury® experience at the Royalton White Sands resort. Feast on eclectic cuisine from around the world with reservation-free dining at buffet-style and à la carte restaurants, or sip on a signature cocktail and mingle at one of the resort's many elegant bars. Then, indulge in handmade desserts at the on-site café and unwind at the refreshingly modern The Royal Spa.



CHUKKA It's Time To Play!

There are many options available at [Chukka Good Hope Estate](#) to ensure your groups are satisfied. Offering an unparalleled variety of adventures and cultural experiences including the thrilling zipline canopy, rugged ATV and Dune Buggy adventures, relaxing jungle river tubing, Appleton Rum Tasting, Great House tour, and bird aviary, check out a video from Good Hope Estate [here](#) to get a sense of the adventurous options available for you and your groups.

QUICK WORD



Andre Edwards
Product Manager

Chukka Good Hope Estate



ABOVE: Final Night Event at Good Hope

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

Located in Falmouth, Trelawny, Chukka Good Hope boasts over 2,000 acres of lush plant life, primary jungle, scenic views of the Cockpit country, majestic Martha Brae River, as well as the historic Great House. Once a working village and sugar plantation, the 1700s Good Hope Estate is the Caribbean's first and only nature adventure park with an unparalleled variety of adventures and cultural experiences including the thrilling zipline canopy, rugged ATV and Dune Buggy adventures, relaxing jungle river tubing, Appleton Rum Tasting, Great House tour, and bird aviary. It is the ideal location to incorporate adventure while maintaining the history, culture, and natural beauty of the beautiful Good Hope Estate. The addition of the Jungle Adventure Falls has created even more family fun in a safe and splash-filled area. With a 300 ft 360 pools, a cascading waterfall, river walk, and 300ft slide the whole family will create memories to last a lifetime.

What kind of groups do you attract?

We host all types of groups - families, corporate, incentive groups, church groups, wedding groups you name it.

What do you groups enjoy most about your tours?

Our tours are awesome, and all our guests always rave about how courteous and knowledgeable our staff are. It's the highlight of 99% of our tours plus the thrilling activities of course.

Any unique features?

You will never receive the same experience at any of our locations nor anywhere else. Each activity is unique to its location. We offer ATV at most of our locations, but each course is different and each experience with our guides are different.

How will you ensure groups are satisfied?

Group satisfaction is a must when it comes to chukka. Our activities and team are tailor made to ensure that the experience will never be forgotten.

What sets your tour company apart?

Chukka is the leading tour company in the world because our tours take you from the everyday "man- made fun" and takes you back to nature. We offer a wide variety of nature filled tours including horseback riding, river tubing, snorkeling just to name a few. And of course, the cherry on top- our staff.

HERE'S WHERE WE PLAN TO BE



GLOBAL

Meeting & Incentive Travel Exchange

Global Meeting & Incentive Travel Exchange (GMITE)

Phoenix, Arizona

April 29 – May 2

GMITE is the perfect event for high-volume meeting planners and incentive buyers looking to maximize their time out of the office via two days of focused meetings, exciting networking activities and receptions, valuable education, and fabulous meals, all while making lasting relationships with industry colleagues and suppliers.



IBTM Americas 2020

Mexico City, Mexico

May 27-28

IBTM Americas is the international trade show for the meetings and events industry where the decision makers connect and do business across North America, Latin America, Europe and beyond.

EVENTS CALENDAR

Kingston City Marathon

March 20

This will be the 8th staging of this event which includes a 5k race/walk, 10k and a full IAAF Certified marathon. The aim of the marathon is to increase visitors to Kingston and create an event that will highlight the city through the route which goes through and by Kingston's historic sites. Schedule also includes: a wellness Fair & Pre-Race Party/Concert through their partnership with Bacchanal as well as a Fit Expo.



Jamaica Blue Mountain Coffee Festival

New Castle, Kingston

March 21

The festival is the Caribbean's premier coffee festival and offers an immersive experience, from farm to cup. Visit a coffee farm, test roasted coffee beans, have a hot or cold coffee beverage of your choice or sample the many delicacies. Enjoy the Blue Mountain Culinary Trail and leave with an insight into the rich tradition of coffee production in the Blue Mountain region. The Jamaica Blue Mountain Coffee Festival will feature coffee and coffee-related products, food booths, entertainment, cultural presentations, tastings and demonstrations and workshops in a centralized location in Newcastle, St. Andrew.



COMING SOON

Jamaica's resort capital, Montego Bay will play host to the inaugural **J-MICE EXPO** in June 2020. The one of a kind land expo will feature numerous opportunities for meeting planners to experience Jamaica's diverse offerings for the meetings, incentive, conference and exhibition (MICE) market. In the next issue, we will provide details.



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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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 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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