

MEET YOU IN JAMAICA

HEARTBEAT OF THE
WORLD

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INCREASED TESTING CAPACITY

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JAMAICA TOURIST BOARD
GROUPS & CONVENTIONS NEWSLETTER
WINTER 2021 ISSUE

**Cover photo: Chukka Caribbean Adventures*

GREETINGS FROM JOHN WOOLCOCK

Dear Valued Partners,

The past year has been a challenging one for the global MICE market and we anticipate that 2021 will provide greater opportunity for us to engage in a more direct way with you, our valued planners. There is cause for optimism as we look forward to a return to some level of normalcy with the roll out of vaccines worldwide along with enhanced health and safety protocols.

As a destination, Jamaica remains vigilant in ensuring the needs of planners are safely and responsibly met. Last fall, we were able to successfully host an in-person group event and believe this can serve as a model as we continue to manage the ever-evolving health and safety recommendations.

Since reopening our borders last June, we have implemented stringent safety protocols which have benefitted planners as well as those who staff the industry. We commend our various partners in the sector for adhering to the established protocols, which ensured there were no reported incidents of transmission of the virus within Jamaica's tourism industry.

In 2020, the meetings and events industry has proven itself as strong, resilient, and adaptive. We invite you to encourage your clients to consider choosing Jamaica as their preferred destination for that meeting, seminar or incentive program. We have the Montego Bay Convention Centre and other suitable venues where you can adequately social distance and your groups can take advantage of the smaller crowds at our various attractions. Getting to Jamaica is easy as we also have service from most major gateways.

While travelers might be hesitant to come to Jamaica given the CDC entry requirements, Jamaica is uniquely poised to meet these specifications as she has already been requiring travelers to upload negative tests since the island reopened her borders in June 2020. Additionally, the Ministry of Tourism has launched a special task force to increase testing capacity, while several resorts are offering onsite testing as well.

The industry as we know it is forever changed and as a destination we have adapted to host you, should you consider taking a break during the cold winter months or early spring. We remain at your service to provide any information, assistance and guidance on staging successful and safe events in 2021 and beyond.

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



DESTINATION BUZZ

The island of Jamaica has been open to visitors since mid-June. This was due in large measure to the stringent health & safety protocols set forth by the government. As a result, the destination was able to serve as hosts of the first in-person MICE conference in the tourist capital of Montego Bay last October. Organized by eGroup Communications in collaboration with Hyatt [Ziva](#) & [Zilara](#), along with the Jamaica Tourist Board, the inaugural Land X-Change brought together top MICE buyers and suppliers for one-to-one meetings and networking events. Some 37 buyer delegates from five countries including the United States, Canada, United Kingdom, Iceland and Kenya were on island for the 5-day/4-night event. To ensure the program was safe for all involved, extensive protocols established by the Ministry of Tourism and Ministry of Health & Wellness were upheld and enforced, these included:

- Increased sanitation and logistical upgrades to all on-island properties
- Ensuring all visitors to the island uploaded a negative COVID test prior to arrival
- Containing tourist activities to the established Resilient Corridors in Jamaica



Delegates were delighted to be able to gather in Montego Bay and welcomed the face-to-face interaction, albeit under special guidelines. Supplier partners participating in the event included Playa Resorts and their brands Hyatt Zilara/Hyatt Ziva, Jewel Grande & Hilton Rose Hall. Other partners include AMSTAR DMC, Chukka, Half Moon, Iberostar, Island Routes, Jamaica Tours Limited, Moon Palace Resort, Montego Bay Convention Center, Ocean Coral Spring, Sandals & Beaches Resorts, Secrets Resorts, and VIP Attractions – Club MoBay.



ABOVE (L-R): Honorable Minister Bartlett's conference address; JTB Director of Tourism Donovan White interacts with attendees; socially distant masked indoor tour of Montego Bay Convention Centre.



ABOVE (L-R): Socially distant seating arrangements at Land X-Change; sanitary live cooking station with plastic barriers and masked chefs

TRAVEL INDUSTRY INCREASES TESTING

The U.S. Centers for Disease Control and Prevention has issued an order requiring all airline passengers from international destinations to show proof of a negative COVID-19 test before boarding flights to the United States. The new order is slated to take effect on January 26, 2021. To assist travelers with this new requirement, the government of Jamaica has approved local private laboratories to conduct Private COVID-19 Testing on the Island. Additional laboratories may be approved in time, as new approvals are frequently sought and accredited. Please refer to the website of the [Ministry of Health](#) for up-to-date information on further lab accreditations. Several properties on island are also offering on-site PCR testing to ease the departure process for visitors.

For a list of approved laboratories and on-site resort and hotel testing, please see [here](#).

Both Sangster International and Norman Manley International Airports are partnering with local laboratories to offer rapid antigen and PCR testing for travelers who do not have a chance to get tested until the end of their stay in Jamaica. More details are below.

The government of Jamaica has approved local private laboratories to conduct Private COVID-19 (PCR) Testing on the Island. Additional laboratories may be added to the list, as new approvals are sought and accredited. Please refer to the website of the Ministry of Health for up to date information on further lab accreditations.



Private COVID-19 PCR Testing in Jamaica

Polymerase Chain Reaction (PCR) Testing Method

 MICRO LABS JAMAICA
www.microlabs.limited
info@microlabs.limited
sars-cov-2@microlabs.limited
876 926 6168

 CARIGEN LABORATORY
www.caribbeangenetics.com
info@caribbeangenetics.com
876 977 4342

Antigen Testing Method

 Andrews Memorial Hospital Laboratory
www.amhosp.org/laboratory
info@amhosp.org
876-920-7618

 Winchester Surgical and Medical Institute Laboratory
winchestersurgmed.com/laboratory
info@winchestersurgmed.com
876-929-8512

 Central Medical Laboratories
https://cmlabsja.com
876-968-4139

 Technological Solutions Limited
http://www.tsitech.com
876-632-3245

 Caledonia Medical Lab Website:
www.biomedicaljm.com
info@biomedicaljm.com
customerservice@biomedicaljm.com
876-926-4191

 SureTime Emergency Medical Services
876-906-7873



RK MEDICAL DIAGNOSTIC LABORATORY
in association with
BAYWEST WELLNESS CLINIC



COVID-19 TESTING AVAILABLE



NORMAN MANLEY INTERNATIONAL AIRPORT
(THE LEARNING DEVELOPMENT CENTRE BUILDING)
7:00 AM UNTIL LAST FLIGHT

• RAPID ANTIGEN - USD 50 • PCR - USD 150

CONTACT: (876) 225-5152 • (876) 225-4904



Baywest Wellness Clinic



COVID-19 TESTING AVAILABLE SANGSTER INTERNATIONAL AIRPORT (DOMESTIC TERMINAL)



• RAPID ANTIGEN - USD 50 (RESULTS AVAILABLE IN 15-30 MINUTES)
• PCR - USD 150 (NOT AVAILABLE AT THE AIRPORT UNTIL FEBRUARY 14)

7:00 AM UNTIL LAST FLIGHT

CONTACT: (876) 302-4881 • (876) 302-4901

MONTEGO BAY CONVENTION CENTRE AVAILABLE TO HOST YOUR GROUP

The [Montego Bay Convention Centre](#) is the perfect choice to host your next in-person meeting or event. Situated along the elegant corridor of Rose Hall, with its ocean front location and panoramic views, its combined total of 139,302 square feet of meeting, exhibition and ballroom spaces, will ensure you and your guest have ample space to host safer meetings especially during the pandemic, taking into consideration the new requirements for planning and hosting gatherings of various sizes.

Our venue is COVID compliant as established by the Ministry of Health and Wellness and has been hosting a variety of meetings and groups. Due to our size, the Centre can adequately adhere to all the required government protocols where COVID 19 is concerned. At the Centre, we have been hosting meeting groups in excess of 200 persons, as hotels are unable to host due to the six feet social distancing guideline. We also create a conference safety plan for each event, so planners can be assured that all the necessary protocols are adhered to. You will notice the revised seating arrangements for events, pictured above and seen in video [here](#). Footage of sanitation procedures can be seen [here](#).



Pictured above: Mavoy Smith
MBCC Director of Sales/ Marketing
msmith@mobaycentre.com)

DMC SPOTLIGHT

When looking to plan memorable experiences for clients, consider [Amstar](#). Our experienced staff, excellent customer support and its modern fleet of vehicles provides superior service for your meeting or incentive group to ensure that visitors will enjoy the best that Jamaica has to offer.

Our company takes the health and safety of its employees and guests very seriously and with the onset of the pandemic, we have implemented enhanced vehicle cleaning practices and workplace protocols. As part of updating safety and hygiene measures to meet local and international standards, our team has developed the [SAFE AND CLEAN](#) program, designed to reinforce a safe environment for clients and teammates. Our partners and suppliers have adapted to these standards to maintain the highest level of safety and customer service and to reinforce the trust of its clients while adjusting to the new normal while traveling.

As part of the SAFE AND CLEAN program, we have adopted a 'friendly face in a faraway place' mantra, in which Amstar team members offer a friendly waving 'meet and greet' which will become the 'new handshake'.

While outside the vehicle, customers, drivers and transfer staff must maintain social distance, and inside the vehicle, team members and customers must wear face masks. Hand sanitizer dispensers will be made available to you before and after entering your vehicle as well as during your excursion. Staff providing the 'Welcome Speech' will also include updated destinations protocols.



Pictured above: Michelle Johnson
Amstar Director of Sales,
mjohnso@amstardmc.com)

QUICK WORD

Tanesha shares with us how one of Jamaica's newest large-scale resorts has adapted to the pandemic, and outlines plans for the opening of a brand-new adults-only property in this challenging time.

Your second property Ocean Eden is set to open later this year. Tell us about that.

Ocean Eden Bay is an exclusive five-star adults only resort slated to open May 1, 2021 and will be located along the coast of white sand beaches of Montego Bay some 40 mins from the Sangster International Airport with 444 All Inclusive Junior Suite and Master Suites.

What kind of groups do you hope to attract?

Ocean Eden Bay is the ideal location for incentive groups, meetings and conventions and social groups. The property boasts a state-of-the-art Convention Centre with capacity for 800 people, first class AV and equipment management company with beautiful locations indoor and outdoor to create the perfect backdrop for any event.

What kind of protocols have been implemented to handle groups?

Ocean Coral Spring/Ocean Eden Bay has a dedicated Health Care program following the guidelines set out by local health authorities, tourism entities, our international auditor Preverisk and the World Health Organization. We have designed a program which is shared with event planners detailing protocols for groups and conventions to prevent or reduce the transmission of COVID-19. These guidelines entail social distancing, sanitization, temperature checks, prioritized outdoor events, capacity management, signage and ventilation of indoor spaces and much more.

Any unique features of this location?

Ocean Eden Bay will boast the first dining theatre Senses which will offer a dinner show with live entertainment, plus luxury dining restaurants such as "Blue Moon" featuring classic French cuisine, a Steakhouse among others. Guests staying at Ocean Eden Bay will also have complete access to Ocean Coral Spring with another 10 dining options, a bowling alley, lazy river and Despacio state of the art Spa with 11 treatment rooms, steam room, sauna and modern hydrotherapy circuit.

Does Ocean Eden Bay have special caterings to groups?

Ocean Eden Bay provides a wide range of concessions for MICE and Social groups, complimentary meeting space which can be transformed for every event. There are affordable set up fees and themed set ups and much more.

Anything else you'll like to add?

Ocean Eden Bay will be the new luxury paradise for adults, offering 24hr all-inclusive, unmatched amenities and services with a warm and friendly caring staff. You can take advantage of Early Booking offers with savings of up to 55% in rates.



Tanesha Clarke
Director of Sales / Marketing
[Ocean Coral Spring & Ocean Eden Bay](#)



WATCH: JAMAICA IS READY!

Jamaica is ready to host visitors once more! Click the below to watch a video on how the entire destination has taken up new and vigilant safety protocols and procedures to ensure that Jamaica continues to serve as the Heartbeat of the World!



AIRLIFT UPDATE

Jamaica has maintained consistent and frequent airlift since she reopened her borders last June. While most major airlines have returned, such as American Airlines, Delta and JetBlue, the resumption of air service to Jamaica has accompanied the reopening of accommodation and attractions partners.

The Jamaica Tourist Board has been in close contact with all of the airlines servicing the island to assist them with the negative PCR test requirement to enter Jamaica. Flight schedules have been gradually increasing as we get closer and closer to a new post-COVID world.

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



GET YOUR 2021 JAMAICA DESK CALENDAR!



**TIME TO ORDER
YOUR 2021
JAMAICA DESK
CALENDARS!**

Keep the beautiful sights of Jamaica present for you every day by ordering a desk calendar. Small but helpful, these free tools will be used more than you know – and remind you to mark your next date to visit Jamaica! Please email groups@visitjamaica.com to request one.



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 support every stage of the planning process and all aspects of the visit go well.

Want to bring your program to Jamaica? [Submit an RFP](#) today and we will be in touch to help you realize your dream event.

Contact

John Woolcock / Margaret Clarke

Groups & Conventions

Jamaica Tourist Board

Phone: 1-800-294-7687

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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