

ALL THE LATEST NEWS FOR UK TRAVEL AGENTS

JAMAICA

ISLAND VIBES

JAMAICA®
HOME
OF ALL
RIGHT



CONTENTS:
THE BIG NEWS
EVENTS
WHAT'S NEW
CONGRATULATIONS

THE BIG NEWS



JAMAICA TOURIST BOARD'S ROMANCE WEEK A SUCCESS

The Jamaica Tourist Board (UK) hosted its first romance themed week (20 – 24 March) targeting travel agents and tour operators who specialise in weddings and honeymoons. Activities included visiting agents and hosting a "Romance Workshop and Dinner" in Kent and Manchester. The weddings and honeymoon specialist travel agents who attended both events received a taste of true Jamaican hospitality and an update on the niche product. A dedicated romance webinar was also coordinated to provide agents with an update on Destination Jamaica as the perfect location for weddings and honeymoons. If you would like to access the webinar, please contact us at mail@visitjamaica.com.



3 ROMANTIC THINGS TO DO IN JAMAICA

Jamaica is known for offering the largest range of activities than anywhere else in the Caribbean. With more couples looking for the perfect destination for the romantic break, proposing, getting married or having the perfect honeymoon, Jamaica has it all and many resorts have excellent romance departments that not only plan weddings but can also assist in the planning the perfect proposal.

Three romantic things to do in Jamaica include:

♥ HORSEBACK RIDE AND SWIM

A sunset ride through the surf on horseback makes the setting for an unforgettable experience



♥ RAFTING ON THE MARTHA BRAE RIVER

Relaxing on a raft built for two and being punted down river through tropical jungles with birdsong your only sounds is one of Jamaica's signature attractions. Ask the hotel to prepare a picnic basket or enjoy cold red stripe beer purchased from the smiling vendors along the river banks.



♥ SUNSET DINNERS

Many resorts can arrange private dinners on the beach at sunset for couples in love and in Negril at the Caves resort; private romantic dinners can be arranged in a cave overlooking the sea and the sunset.



HOW TO REACH US

Jamaica Tourist Board UK: 1 Prince Consort Road, London, SW7 2BZ

Phone: +44 (0) 207 225 9090 Fax: +44 (0) 207 225 1020 Email: mail@visitjamaica.com

Web: www.visitjamaica.com/UK Facebook: www.facebook.com/visitjamaicauk Twitter: [@visitjamaicauk](https://twitter.com/visitjamaicauk)

THE BIG NEWS

JAMAICA EXPERIENCES IS THE OFFICIAL JAMAICA TOURIST BOARD APPROVED APP.

See it. Feel it. Live it

From discovering paradise in its things to do section to redeeming vouchers and coupons with special offers, the app provides users with everything needed for the best Jamaican experiences.

Download and use it to travel around the island like a local with its informative guide to the best of what's on offer including accommodation, where to eat, events and attractions and it's a great app to recommend to your customers too.



JAMAICA 2017 FAM TRIP SEASON BEGINS

The Jamaica Tourist Board is known for hosting some of the best familiarisation trips in the Caribbean. Our upcoming season kicks off in May, and as in previous years each trip will be themed, targeting various niches, exploring what's new in the main resort areas and experiencing some of the best attractions and activities available, some found nowhere else in the world.

Our new product FAM trip will give selected travel agents the opportunity to stay at and visit not only the new hotels but also experience some exciting attractions. This trip is scheduled to take place 15 – 19 May 2017.

In June, agents who focus on the wedding and honeymoon side of the business will be invited to participate on a Romance themed trip during the period 5 – 9 June. For information on how to register your interest to join these and other trips, please visit www.jamaicarewards.co.uk



WHAT'S NEW

PRODUCT UPDATE – spring 2017

Jamaica continues to reveal new product which is a testimony that contributes to our high repeat business as there is always something new to experience or somewhere new to stay.

BREATHLESS RESORT & SPA

Opened at the beginning of March 2017, this 150 room property will offer guests an all-adult holiday that includes gourmet cuisine, premium branded drinks; 24 hour room service, pool & beach wait service and daily refreshed mini-bar.



MELIA BRACO VILLAGE

Fashioned after the nearby historical town of Falmouth, known for its unique Georgian architecture, Melia Braco Village features the Resort side and the Level side. The Resort side has 180 rooms and the Level side has 52. The Level side has its own check-in area, amenities and facilities that are superior to the Resort side.

Level side guests have privileged access to the Resort side; however the same does not apply in reverse.



ROYAL DECAMERON CORNWALL BEACH

The 142 room hotel on Cornwall Beach opened in December 2016 and offers a great all-inclusive experience right on Montego Bay's hip strip. A great hotel with a 10 minute transfer from the airport, it offers excellent value for money. All rooms have sea views and are decorated with a modern design with Caribbean accents.



WHAT'S NEW

JAMAICA LAND OF FILM TOUR



"If Jamaica were an actor she would have appeared in more than one hundred and forty-one movies."

The Jamaica Land of Film tour has been developed from extensive research by author Peter Polack whose book, Jamaica Land of Film, will be published by Cambridge Publishing in 2017.

The tour will showcase movie locations throughout Jamaica focusing on films produced in Falmouth, Ocho Rios and Montego Bay, highlighting films with interesting sets and behind the scene stories.

Some well-known movies featured on the Jamaica Land of Film tour include:

Dr. No - Papillon - Live and Let Die - Cocktail - How Stella Got Her Groove Back - Cool Runnings

For further information and to book visit www.jamaicalandoffilm.com



MONTEGO BAY

HARD ROCK CAFÉ

The Hard Rock Café Montego Bay opened in December 2016 and offers guests a unique venue. Up to 360 can be accommodated and they have the choice of dining indoors or outdoors or utilise the poolside cabanas or the beach. For more information visit www.hardrock.com

THE MINI ROUTES ADVENTURES TOUR

Buckle up and take the wheel of your own MINI Cooper during this first-of-its-kind tour that begins in Montego Bay and takes you to Ocho Rios or Negril along the beautiful north coast of Jamaica.

This exciting new experience puts you in the driver's seat as you follow behind an expert island guide who will lead you to local spots and famous landmarks such as the magnificent Dunn's River Falls or to the legendary Ricks Café in Negril.

It's time to take your island experience into your own hands on this fully-loaded adventure, but get ready because there's nothing 'mini' about it!

The Mini Routes Adventures tour is offered by Island Routes Caribbean Adventures and proceeds from the tour go towards Community Development.

For further information, visit www.islandroutes.com



TRACKS & RECORDS

Usain Bolt's Tracks & Records (UBTR) restaurant will be opened in Montego Bay by July this year adding to the two existing locations in Kingston and Ocho Rios.

The restaurant will be located in St James Place Shopping Plaza which is on the Hip Strip and will add to the fantastic choice of restaurants in the area. For further information visit www.tracksandrecords.com

THREE GREAT EXPERIENCES TO HAVE IN JAMAICA

A holiday in Jamaica leaves one wanting more and it is largely due to the fact that there is so much to do and see and truly offers an experiential holiday with over 170 attractions and activities and an exciting culture to explore.

Three of the many great experiences to enjoy in Jamaica are:

ONE: TASTE AUTHENTIC JERK FOODS

Jamaica is the home of jerk and where else is better to try it?

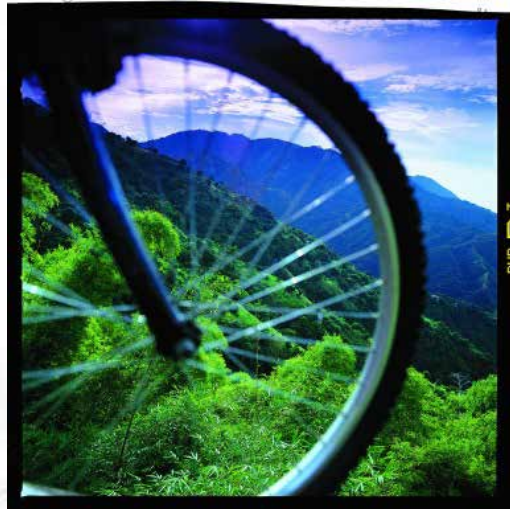
From chicken to ice cream, jerk has taken the world by storm and the authentic flavour can only be found in Jamaica.

Boston Bay in Port Antonio is home of this deliciously spicy meal, but if you can't make it to Boston Bay, check out a Scotchie's Jerk Center in Montego Bay, Ocho Rios or Kingston.



TWO: EXPLORE SOME CAVES

Unknown to many people are the extensive cave systems that lie beneath the Jamaican landscape, some which are rich in history with stories of pirates and mystery. Whether you're an expert spelunker/potholer or just want to do a little light exploring, there's a cave to suit your needs. For further information visit www.jamaicancaves.org



THREE: CYCLE DOWNHILL IN THE BLUE MOUNTAINS

The Jamaica Blue Mountain is the highest range in Jamaica and is famous for its world acclaimed Blue Mountain Coffee. One great way of experiencing this mountain range is to participate on the downhill bicycle tour that takes you through lush rainforests, coffee plantations and end at a refreshing waterfall.



EVENTS

Jamaica hosts a wide range of events throughout the year catering to various audiences across the island. Visitors are welcomed to join in the fun and it's even better when a travel agent can recommend events happening on island when clients are visiting. Below is a small selection of events scheduled to take place on island this month (April 2017). For a comprehensive list of events in Jamaica, visit our events calendar at: www.visitjamaica.com

APRIL 29 JAKE'S TREASURE BEACH OFF ROAD TRIATHLON

This exciting yet challenging triathlon is the biggest event in the small fishing community of Treasure beach on Jamaica's South Coast and draws an enthusiastic and vocal crowd. This event, which is hosted by the world-renowned hotel, Jake's, attracts top off-road racers and enthusiasts from Jamaica, the Caribbean and around the world. It features a 500 meter ocean swim, a 25K (13.7M) mountain bike and a 7K (4.8M) country run.



APRIL 15 – APRIL 23 CARNIVAL WEEK IN JAMAICA

Carnival Week begins with Bacchanal Beach J'ouvert on April 15th in Oracabessa on the North Coast of Jamaica, the Bacchanal J'ouvert at the Mas Camp in Kingston on April 21st and culminates on the streets of Kingston with the colourful revellers Road March on April 23rd. For more information visit www.bacchanaljamaica.com

CONGRATULATIONS

Jamaica Rewards would like to congratulate the top five bookers for the first quarter.

- 1 **Aaron Hyde**, Kenwood Travel Ltd
- 2 **Jake Goodenough**, The Destination Lounge
- 3 **Hamish Depala**, The Holiday Place
- 4 **Kandice Teague**, Thomson
- 5 **Danny Anike**, The Holiday Place



A surprise gift has been awarded to these agents and is on its way.

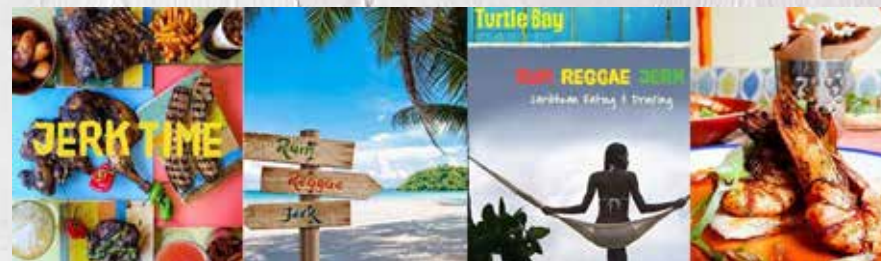
Keep logging your Jamaica bookings on jamaicarewards.co.uk and remember the agents with the highest number of bookings will be invited, along with a partner, to our annual "White Affair" in December at one of our top resorts on island.



REGIONAL ACTIVITIES

The Jamaica Tourist Board's Business Development Officers are on the road weekly visiting you, our valued travel agents and we are always looking for opportunities to engage with you. Below are some of the activities we have planned for the next few months:

YOU CAN WIN



A voucher for two at any Turtle Bay restaurant.

To enter, please submit your name and agency details to mail@visitjamaica.com by Friday, 21st April 2017.

April:

- Taste of Jamaica – an evening offering a luxurious taste of Jamaica in London.
- Scottish Road Show

May:

- New Product Fam Trip

June:

- Romance Fam Trip
- Jamaica Travel Specialist Fam Trip
- Home worker training in Norwich
- Home worker training in Cambridge
- Home worker Training in Hertfordshire

July:

- Men in Shorts – Our annual men in shorts road show will this year visit the SW coast, London and the South East.

To get more information register your interest to attend any of the above events, kindly email mail@visitjamaica.com

Our events cater to limited numbers so don't wait to contact us to secure your attendance!

WE ARE HERE TO HELP

The sales team are here for you and currently assist travel agents / agencies, tour operator staff and homeworkers.

We now have a wedding kit that may be loaned to you and it includes graphics, pop up banner and dedicated Augmented Reality romance brochures.

We also offer in house Jamaica Product Training and webinars at your convenience.

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 TOURIST BOARD REPRESENTATIVES

Elizabeth Fox,
Regional Director, UK
efox@visitjamaica.com



Torrance Lewis,
District Sales Manager
tlewis@visitjamaica.com



Donovan Donaldson,
Business Dvl Officer
UK South
ddonaldson@visitjamaica.com



Shenika Bennett,
Business Dvl Officer
UK Midlands & North
sbennett@visitjamaica.com



Antoinette Charles,
PA to Regional Director
UK/N Europe
acharles@visitjamaica.com



Yollette Scarlett,
Sales Support Executive
yscarlett@visitjamaica.com

