

For Six Month Period Ending 01/26/04

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.

JAMAICA TOURIST BOARD

2360

(c) Business Address(es) of Registrant

**1320 S. DIXIE HIGHWAY, #1101
CORAL GABLES, FL 33146**

2. Has there been a change in the information previously furnished in connection with the following:

- (a) If an individual:
- | | | |
|-----------------------|------------------------------|--|
| (1) Residence address | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (b) If an organization:
- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.

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IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes No

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (a waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position	Date Connection Ended
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- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
Donald Dawson	8910 SW 108 Place Miami, FL 33176	Jamaican	Deputy Director	October 1, 2003

5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal? Yes No

If yes, identify each such person and describe his service.

Donald Dawson - Responsible for and supervises the marketing of Jamaica throughout the United States and Latin America

- (b) Have any employee or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting? Yes No

If yes, furnish the following information:

Name	Position or connection	Date terminated
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- (c) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes No

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes No

If yes, furnish following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

JAMAICA TOURIST BOARD
64 KNUTSFORD BOULEVARD
KINGSTON 5
JAMAICA W.I.

10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A³ Yes No N/A
Exhibit B⁴ Yes No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No N/A

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes No

If yes, identify each such foreign principal and describe in full detail your activities and services:

PLEASE SEE ATTACHED CALENDAR OF ACTIVITIES

(Attachment 11)

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places, of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes No

If yes, describe fully.

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government, a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes [X] No []

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶

Date	From Whom	Purpose	Amount
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PLEASE SEE ATTACHED BREAKDOWN OF FUNDS RECEIVED AND USED FOR OPERATIONAL EXPENSES.

Attachment 14(a)

Total

(b) RECEIPTS - FUND RASING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, and 9 of this statement? Yes [] No [X]

If yes, have you filed an Exhibit D to your registration? Yes [] No []

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes [] No [X]

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, and 9 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
------	---------	---------	--------

PLEASE SEE ATTACHED BREAKDOWN OF DISBURSEMENTS OF FUNDS USED FOR OPERATONAL EXPENSES.

Attachment 15(a)

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, and 9 of this statement?

Yes No

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
Yes No

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

JAMAICA TOURIST BOARD

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Please see attachment 14(a)

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper articles
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Internet
- Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public Officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) TRAVEL TRADE

21. What language was used in the informational materials:
 English Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes No

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

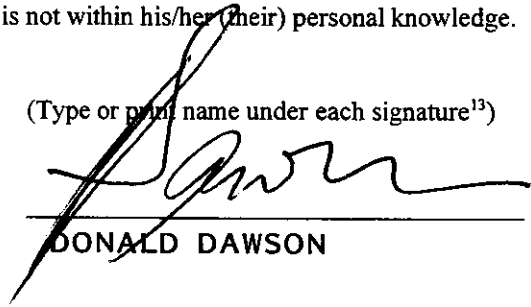
VI-EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

5/26/04

(Type or print name under each signature¹³)


DONALD DAWSON

2004 JUN 10 AM 10:23
COMMISSION REGISTRATION UNIT

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

UNITED STATES DEPARTMENT OF JUSTICE
FARA REGISTRATION UNIT
CRIMINAL DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your Supplemental Statement:

1. Is your answer to Item 16 of Section V (Informational Materials - page 8 of Form CRM-154, formerly Form OBD-64-Supplemental Statement):

YES XX or NO _____

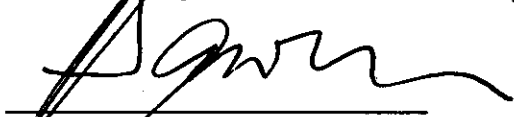
(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

YES _____ or NO _____

(If your answer to question 2 is "yes" please forward for our review copies of all material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

Previously submitted for this period in January, 2004



Signature

5/26/04
Date

DONALD DAWSON

Please type or print name of signatory on the line above

DEPUTY DIRECTOR/SALES

Title

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FARA/REGISTRATION UNIT

THE AMERICAS
CALENDAR OF SALES ACTIVITIES
2003/2004

2004 JUN 10 AM 10:23

THE AMERICAS SALES PROGRAMME				DATE/ICS/REGISTRATION UNIT
REGION	SEPTEMBER ACTIVITIES	RATIONALE	TARGET (T/C)	RESPONSIBILITY
SOUTH	CTO Southeast Chapter Jamaica Evening Miami, FL September 9	JTB's annual sponsorship of CTO's monthly meeting. Opportunity to update agents on the Jamaica product.	100 agents	JTB South
SOUTH	3 rd Annual Pan Jam Steel Drum Fest Kemah, TX September 13	Consumer event which will provide excellent exposure of the Jamaica product	8500 consumers	JTB South
SOUTH	Peninsula Travel Presentations West Coast Florida cities September 16-18	Trade shows in the secondary cities of Tampa, Sarasota and Ft. Myers which will maintain Jamaica's visibility in the marketplace	250 travel agents	JTB South
SOUTH	Caribbean Bar Assn. Banquet Miami, FL. September 20	Annual community event	300 Consumers	JTB South
SOUTH	Peninsula Travel Presentations North/South Florida cities September 22-25	Trade shows in the secondary cities of Melbourne, Ft. Pierce, Pompano Beach and Miami which will maintain Jamaica's visibility in the marketplace	350 travel agents	JTB South
SOUTH	Kiwanis Club of Lauderdale Lakes Charity Ball Davie, FL. September 27	Annual community event	750 Consumers	JTB South

THE AMERICAS SALES PROGRAMME

REGION	SEPT/OCT ACTIVITIES	RATIONALE	TARGET (T/C)	RESPONSIBILITY
SOUTH	2 nd Annual Jerk Festival Pembroke Pines, FL September 28	Consumer event to showcase Jamaica's cuisine and famous jerk dishes	10000 consumers	JTB South
SOUTH	Vacation Express Shows Atlanta, GA October 8-9	Tour Operator travel shows	800 travel agents	JTB South

REGION	JANUARY ACTIVITIES	RATIONALE	TARGET T/C	RESPONSIBILITY
SOUTH	Mann Travel Cruise Show Charlotte, NC	Maintain Jamaica's presence in the marketplace	1,000 consumers	Bronstorph
SOUTH	January 11, 2004 JTB Presentation to OSSN Charlotte, NC	Presentation of the Jamaica product to the Outside Sales Support Network (OSSN – home-based travel agents)	40 agents	Bronstorph
SOUTH	January Abbott & Hill Show Charleston, SC	Update agents on the Jamaica product	150 agents	Bronstorph
SOUTH	January Jamaica Night/Malcolm Travel Baton Rouge, LA	Update consumers on the Jamaica Product	100 consumers	Henry
SOUTH	January McGehee Travel Show Jackson, MS	Update consumers on the Jamaica Product	200 consumers	Henry
SOUTH	January Bridal Show Jacksonville, FL	Update consumers on Jamaica's wedding/honeymoon market	300 consumers	Henry
SOUTH	January Gardens Bridal Show Miami	Good opportunity to promote Jamaica's wedding/honeymoon market.	250 consumers	Henry
SOUTH	January			

ATTACHMENT 14(a)

2004 JUN 10 AM 10: 23

CRM/ISS/REGISTRATION UNIT

Receipts - Monies - JTB - FLORIDA

<u>DATE</u>	<u>FROM WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
August, 2003	Jamaica Tourist Board 64 Knutsford Boulevard Kingston 5 Jamaica W.I.	General Operating Expenses	218,671.81
September, 2003		" "	79,978.00
October, 2003		" "	154,989.00
November, 2003		" "	34,852.09
December, 2003		" "	256,000.00
January, 2004	" "	59,989.00	

=====
\$804,479.90

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ATTACHMENT 15(a)

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CRM/ISS/REGISTRATION UNIT

Disbursements - Monies - JTB - FLORIDA

DATE	PURPOSE	AMOUNT (US\$)
August, 2003	General Operating Expenses	135,526.29
September, 2003	"	89,300.04
October, 2003	"	26,066.38
November, 2003	"	42,091.93
December, 2003	"	219,518.91
January, 2004	"	34,605.53

\$547,109.08

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THE AMERICAS
CALENDAR OF SALES ACTIVITIES
2003

THE AMERICAS SALES PROGRAMME				2003 JUN 10 AM 10: 23	
REGION	AUGUST ACTIVITIES	RATIONALE	CRM/TARGET TRATION (T/C)	RESPONSIBILITY	
NORTHEAST	Independence Celebration Jamaica Embassy and City Hall August 2	Jamaicans overseas community relationship	400 consumers	JTB Northeast	
MIDWEST	Jamaica Minnesota Organization Annual Independence Gala Dinner and Dance Minneapolis, MN August 2	Community event to celebrate the 41 st Anniversary of Jamaica's Independence. Jamaica and showcase Jamaica as the premier Caribbean destination	250 consumers	JTB Midwest	
MIDWEST	Jamaican American Association of Illinois Annual Independence Dinner and Dance Evergreen Park, IL August 2	Community event to celebrate the 41 st Anniversary of Jamaica's Independence. Jamaica and showcase Jamaica as the premier Caribbean destination	200 consumers	JTB Midwest	
MIDWEST	Jamaica's 41 st Independence Anniversary Celebrations Chicago, IL August 4	Schedule of cultural/musical performances at the Daley Civic Center Plaza, sponsored by the Jamaica Tourist Board, the Jamaican Consulate and the Jamaican community.	1,000 consumers	JTB Midwest	
MIDWEST	Apple Vacations' Annual Employee Appreciation Day Elk Grove Village, IL August 6	Event sponsored by Apple Vacations and its suppliers, including tourist offices, hotels, resorts, airlines and ground tour operators	450 trade and consumers	JTB Midwest	
MIDWEST	Ya Maka My Weekend Festival Rock Island, IL August 8-9	A cultural event to promote reggae music and Caribbean culture hosted by the city of Rock Island	20,000 consumers	JTB Midwest	

THE AMERICAS SALES PROGRAMME

REGION	AUGUST ACTIVITIES	RATIONALE	TARGET (T/C)	RESPONSIBILITY
MIDWEST	12 th Annual Midwest Reggae Fest Huntsberg, OH August 9	One of the longest running reggae festivals in the region, the event will feature various artistes from the Caribbean, particularly Jamaica	2,000 consumers	JTB Midwest
MIDWEST	Apple Vacations Reservations Training EIk Grove Village, IL August 11	Presentation to update this tour operator's reservations agents on the Jamaica product	70 travel agents	JTB Midwest
MIDWEST	Wedding and Home Show Schaumburg, IL August 12	Consumer opportunity to promote marriage and honeymoon business	700 consumers	JTB Midwest
MIDWEST	Detroit-Hamtramck Assembly Center Pontiac Excitement Celebration Detroit, Michigan August 13	Hosted jointly by United Auto Workers and General Motors to increase awareness among its employees, this event will focus on Jamaica's Independence. The region will partner with the Renaissance Jamaica Grande to promote Jamaica	1,400 consumers	JTB Midwest
MIDWEST	Consulate of Jamaica Annual Independence Grand Gala Banquet/Dinner Dance Chicago, IL August 16	Jamaican Community event hosted by the office of the Jamaican Honorary Consul	600 consumers	JTB Midwest
MIDWEST	Midwest Fall Destination Product Launch MN, WI, MO, MI, August 25-28	A series of seminars to update the trade on the Jamaica product	450 travel agents	JTB Midwest
MIDWEST	Sandals Ultra Convention Chicago, IL August 20	An annual event to promote travel using the Sandals and Beaches properties	500 travel agents	JTB Midwest

THE AMERICAS SALES PROGRAMME				
REGION	AUGUST/SEPT ACTIVITIES	RATIONALE	TARGET (T/C)	RESPONSIBILITY
MIDWEST	Ambassadair Travel Gems of the World Show Indianapolis, IN August 23	Promotion and support for a series of charter flight with Ambassadair Travel Club	1,500 consumers	JTB Midwest
MIDWEST	Apple Vacations Trade Shows States of Illinois, Wisconsin, Missouri & Michigan September 8-12	An annual series of events to promote winter business	3000 travel agents	JTB Midwest
SOUTH	CTO Southeast Chapter Jamaica Evening Miami, FL September 9	JTB's annual sponsorship of CTO's monthly meeting. Opportunity to update agents on the Jamaica product.	100 agents	JTB South
SOUTH	3 rd Annual Pan Jam Steel Drum Fest Kemah, TX September 13	Consumer event which will provide excellent exposure of the Jamaica product	8500 consumers	JTB South
SOUTH	Peninsula Travel Presentations West Coast Florida cities September 16-18	Trade shows in the secondary cities of Tampa, Sarasota and Ft. Myers which will maintain Jamaica's visibility in the marketplace	250 travel agents	JTB South
SOUTH	Caribbean Bar Assn. Banquet Miami, FL. September 20	Annual community event	300 Consumers	JTB South

THE AMERICAS SALES PROGRAMME				
REGION	SEPT/OCT ACTIVITIES	RATIONALE	TARGET (T/C)	RESPONSIBILITY
SOUTH	Peninsula Travel Presentations North/South Florida cities September 22-25	Trade shows in the secondary cities of Melbourne, Ft. Pierce, Pompano Beach and Miami which will maintain Jamaica's visibility in the marketplace Annual community event	350 travel agents	JTB South
SOUTH	Kiwanis Club of Lauderdale Lakes Charity Ball Davie, FL. September 27		750 Consumers	JTB South
SOUTH	September 27 2 nd Annual Jerk Festival Pembroke Pines, FL	Consumer event to showcase Jamaica's cuisine and famous jerk dishes	10000 consumers	JTB South
WEST	September 28 Apple Vacations Trade Show Fort Collins, CO	Tour Operator Trade show. Opportunity to update travel agents on Jamaica	100 travel agents	JTB west
WEST	October 6 Apple Vacations Trade Show Colorado Springs, CO	Tour Operator Trade show. Opportunity to update travel agents on Jamaica	110 travel agents	JTB West
NORTHEAST	October 7 JTB Product Launch Braintree, MA	JTB product launch to the trade. JTB, and its travel partners updated travel agents on what is new in Jamaica.	125 travel agents	JTB Northeast
NORTHEAST	October 7 JTB Product Launch Westchester, NY	JTB product launch to the trade. JTB, and its travel partners updates travel agents on the Jamaica product.	135 travel agents	JTB Northeast
WEST	October 8 Adventure Tours Fall Shows Texas	Tour Operator travel show	1500 travel agents	JTB West
	October 7-10			

THE AMERICAS SALES PROGRAMME				
REGION	OCTOBER ACTIVITIES	RATIONALE	TARGET (T/C)	RESPONSIBILITY
WEST	Apple Vacations Trade Show Boulder, CO October 8	Tour Operator Trade show. Opportunity to update travel agents on Jamaica	100 travel agents	JTB West
WEST	Apple Vacations Trade Show Denver, CO October 9	Tour Operator Trade show. Opportunity to update travel agents on Jamaica	270 travel agents	JTB West
NORTHEAST	JTB Fall Product Launch Cherry Hill, NJ October 9	JTB Product launch to the trade. JTB, and their travel partners promotes Jamaica to the trade.	150 travel agents	JTB Northeast
NORTHEAST	JTB Fall Product Launch Greenbelt, MD October 10	JTB Product launch to the trade. JTB, in conjunction with their travel partners promote the Jamaican product to the trade.	1540 travel agents	JTB Northeast
NORTHEAST	JTB Product Launch Queens (Elmhurst), NY October 13	JTB Product Launch in Elmhurst, New York to update agents on the Jamaica product.	125 travel agents	JTB Northeast
NORTHEAST	JTB Product Launch Elizabeth, NJ October 14	JTB Product Launch in Elizabeth, New Jersey to update agents on the Jamaica product	115 travel agents	JTB Northeast
WEST	Adventure Tours Fall Shows Oklahoma October 14-17	Tour Operator travel show	800 travel agents	JTB West

THE AMERICAS SALES PROGRAMME				
REGION	OCT/NOV ACTIVITIES	RATIONALE	TARGET (T/C)	RESPONSIBILITY
MIDWEST	America's Travel Company Super Saturday Chicago, IL October 25	Travel training and seminar for home based travel agents	100 trade	JTB Midwest
MIDWEST	JTB Seminars & Sales Calls Blitz CLE, CVG, CMH - OHIO October 27-29	Seminar in Cleveland followed by sales calls blitz in the cities of Cincinnati and Columbus to update agents on the Jamaica product	100 trade	JTB Chicago/JAMVAC
WEST	Honeymoon & Romantic Getaway Show Long Beach, CA November 3-4	Trade show and conference targeting the very profitable honeymoon market.	800 travel agents	JTB West
NORTHEAST	JTB Northeast Region Winter Presentations Nov 3-7	Winter sales promotions and update for travel agents in primary markets in Region	1,125 travel agents	JTB Northeast
MIDWEST	Trans Global Supplier Showcase Brooklyn Center, MN November 6	Events to promote winter business	350 travel agents	JTB Midwest
WEST	World Vacation Expo San Jose, CA November 7-9	Opportunity to showcase Jamaica to consumers in this affluent Silicon Valley and San Francisco Bay area of Northern California	25,000 consumers	JTB West
WEST	Jamaica Awareness Assn. of California 17 th Annual Scholarship Fundraising Dinner Los Angeles, CA November 8	Continued support of the Jamaican community. JTB to sponsor table for 10	250 Consumers	JTB West
NORTHEAST	Northeast Region Winter sales presentations in primary markets Nov 10-13	Winter sales promotions and update for travel agents in primary markets in Region	1,125 travel agents	JTB Northeast

THE AMERICAS SALES PROGRAMME				
REGION	NOVEMBER ACTIVITIES	RATIONALE	TARGET (T/C)	RESPONSIBILITY
MIDWEST	Chicago Concerned Jamaicans Annual Dinner/Dance Chicago, IL November 15	Annual event among the Jamaican community	800 consumers	JTB Midwest
WEST	ASTA Travel Fest 2003 Los Angeles, CA November 19	Opportunity to promote Jamaica to agents from So. California.	250 travel agents	JTB West
MIDWEST	CTO Road Shows MI, IL, MN November 19-21	Series of trade shows to promote the destination and update the trade on the Jamaica product	300 trade	JTB Midwest

CRM/ISS/REGISTRATION UNIT

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THE AMERICAS SALES PROGRAMME

REGION	DECEMBER ACTIVITIES	RATIONALE	TARGET	RESPONSIBILITY
WEST	CTO Greater Los Angeles Holiday Ball Los Angeles, CA December 5	Support of the Local CTO chapter events	2009 JTB (T/C) 100 travel agents 23 COMMISS/REGISTRATION UNIT	JTB West
WEST	CTO Orange & San Diego County Jamaica Evening Orange County, CA December 9	Update CTO chapter members on the events and happenings in Jamaica	75 travel agents	JTB West
WEST	GoGo Worldwide Vacations Appreciation Dinner/Trade Shows Marina Del Rey, CA December 10	Tour Operator trade show and dinner for their top travel agents	200 travel agents	JTB West
WEST	GoGo Worldwide Vacations Appreciation Dinner/Trade Shows Las Vegas, NV December 11	Tour Operator trade show and dinner for their top travel agents	200 travel agents	JTB West
WEST	Expedia Partner Fair Las Vegas, NV December 12	Travel Fair sponsored by Expedia.com a major online travel company. Opportunity to promote Jamaica to their travel partners.	200 travel agents	JTB West
WEST	Bally Total Fitness Jamaica Evening Orange County, CA December 18	Opportunity for Jamaica to market to clients of Bally Total Fitness.	200 consumers	JTB West