

U.S. Department of Justice
Washington, DC 20530

**Supplemental Statement
Pursuant to the Foreign Agents Registration Act of
1938, as amended**

For Six Month Period Ending 07/31/15
(Insert date)

I - REGISTRANT

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

JAMAICA TOURIST BOARD 2360

(c) Business Address(es) of Registrant

5201 BLUE LAGOON DR.
SUITE 670
MIAMI, FL 33126

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

(a) If an individual:

- (1) Residence address(es) Yes No
- (2) Citizenship Yes No
- (3) Occupation Yes No

(b) If an organization:

- (1) Name Yes No
- (2) Ownership or control Yes No
- (3) Branch offices Yes No

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

NSD/CES/REGISTRATION
UNIT
2016 MAR 24 PM 2:07

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, National Security Division, U.S. Department of Justice, Washington, DC 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

(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

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 the service rendered.

(b) 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

Name Residence Address Citizenship Position Date Assumed

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

If yes, furnish the following information:

Name Position or Connection Date Terminated

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name Position or Connection Foreign Principal Date Terminated

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) 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:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

JAMAICA TOURIST BOARD

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes No

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

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 NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

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, or 9 of this statement? Yes No

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

Jamaica Tourist Board conducted sales calls on travel agents across the United States. The Board also visited group planners to encourage and educate their employees on travel to Jamaica. Educating these groups will ensure a better understanding of the destination product, thereby assisting the agent or planner in closing a sale for a client's vacation or group incentive meeting in Jamaica. Destination training was also conducted in-house to reservation agents at various tour operator offices and airline reservation centers.

The Board participated in trade and consumer shows during this 6-month period. Travel agents were hosted at evening seminars and sales blitzes throughout the United States to update them on the destination. Agents were also hosted in Jamaica at various hotels on familiarization (Fam) trips to educate them on the properties and attractions being marketed to visitors in the resort areas of Montego Bay, Ocho Rios, Negril, Port Antonio, Kingston and the South Coast. Brochures were distributed at all events listed on the CALENDAR OF ACTIVITIES attached

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.

-
13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes No

If yes, describe fully.

⁵ "Political activity," as defined in Section 1(o) of the Act, 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 of 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, or 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 No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
FEB 1-JULY 31, 2015	SUNDRY ACCOUNTS	OPERATIONAL EXPENSES	
			\$923,865
			Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, have you filed an Exhibit D⁸ 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, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes No

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
-------------------	---------------	----------------	---------

^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising 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 fundraising 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, or 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
FEB 1-JULY 31, 2015	SUNDRIES	OPERATIONAL EXPENSES	

\$911,133

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, or 9 of this statement?

Yes No

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
------	-----------	-------------------	----------------	---------

(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	Political Organization or Candidate	Location of Event
------	--------------------------	-------------------------------------	-------------------

^{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. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²

Yes No

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes No

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

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.

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
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Other (specify) _____

Electronic Communications

- Email
- Website URL(s): WWW.VISITJAMAICA.COM
- Social media websites URL(s): www.facebook.com/visitjamaica; www.twitter.com/visitjamaica
- 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 AND CONSUMERS

21. What language was used in the informational materials:

- English
- Other (specify) SPANISH

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.

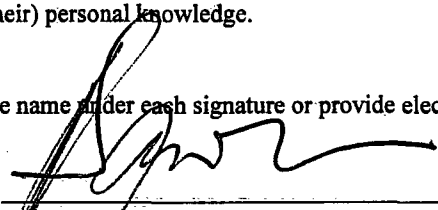
VI - EXECUTION

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)

(Print or type name under each signature or provide electronic signature¹³)

3/18/16



DONALD DAWSON

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.

JAMAICA TOURIST BOARD

ATTACHMENT 14 (A)

RECEIPTS – MONIES: JTB MIAMI, FL

(6-month period ending JULY 31, 2015)

<u>MONTH</u>	<u>FROM WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT (U\$)</u>
	Jamaica Tourist Board 64 Knutsford Blvd. Kingston 5 Jamaica, W.I.		
FEBRUARY		General Operating Expenses	162,766
MARCH		“ “ “	120,523
APRIL		“ “ “	3,075
MAY		“ “ “	295,775
JUNE		“ “ “	193,455
JULY		“ “ “	<u>148,271</u>
		TOTAL	\$923,865

JAMAICA TOURIST BOARD

ATTACHMENT 15 (A)

DISBURSEMENTS – MONIES: JTB MIAMI, FL

(6-month period ending JULY 31, 2015)

<u>DATE</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
FEBRUARY	General Operating Expenses	170,687
MARCH	“ “	159,552
APRIL	“ “	23,667
MAY	“ “	222,541
JUNE	“ “	204,406
JULY	“ “	<u>130,280</u>
		\$911,133

JAMAICA TOURIST BOARD - USA

CALENDAR OF ACTIVITIES

FEBRUARY - JULY 2015

EVENT	Location	DATE	REGION	Rationale	Responsibility	Target Qty	Type
The Boston Globe Travel Show	Boston, MA	2/6-8/2015	3:00:00 Northeast	Annual event which provides an excellent opportunity to provide on-the-spot information and resources for the large numbers of ready-to-book travelers who come to the show.	Dobson	20000	Agents-Cons
The Great Bridal Expo	Miami, FL	2/8/2015	16:00 South	Opportunity to promote this niche market to over 1200 brides and other attendees.	Wright	1200	Consumers
AAA Travel & Cruise Expo	Charleston, SC	2/8/2015	16:00 South	AAA will have their members and the local community to meet travel vendors at this expo providing an opportunity to reach AAA's experienced as well as novice travelers.	Christie	500	Consumers
Jamaica Night @ Spring House Travel	Spring, PA	2/10/2015	16:00 Northeast	JTB will partner with Spring House Travel to promote destination Jamaica to this agency's top clientele. A tour operator partner will work with the agency to put an incentive in place to encourage bookings.	Senior	45	Consumers
Luxury Bridal Show	Oak Brook, IL	2/18/2015	10:00 Midwest	JTB will promote the destination and its products to pre-registered brides-to-be, family and friends at this annual show which is one of twenty-eight bridal events held at the popular Drury Lane location.	McDermoth	1800	Consumers
South Florida Bridal Showcase	Hallandale Beach, FL	3/1/2015	16:00 South	Opportunity to market the destination to the brides-to-be who attend this event. JTB will partner with New Era Travel who will provide on-site booking capability.	Wright	1000	Consumers
Destination Training - Orbitz Reservation Ctr	San Antonio, TX	3/4/2015	16:00 Southwest	Train and update reservation agents at Orbitz.com	Woolcock	45	Agents
Travel & Adventure Show	Washington, DC	3/7-8/2015	3:00:00 Northeast	This is one of the largest consumer events in the region as well as the leading travel showcase in Washington, DC and the leading adventure travel event in the U.S. JTB will host a booth and partner with a hotel for a prize trip giveaway. The event will also feature a Jamaica culinary demo. More than 20,000 attend.	Rogers	20500	Consumers
Destination Training - AA Vacations Reservation Ctr	Tulsa, OK	3/9/2015	16:00 Southwest	Train and update reservation agents on the destination product.	Woolcock	60	Agents
Incentive Travel Exchange	Las Vegas, NV	3/18-21/2015	12:00 Groups	An exclusive appointment-based event catering to the needs of both the incentive travel buyer and the incentive travel supplier. The event will give the supplier an opportunity to meet with the top buyers in the marketplace. Corporate incentive buyers, incentive companies will be matched with suppliers for up to 35 appointments	Bullock/Clarke	100	Buyer
Women & Wine	Red Wing, MN	3/18/2015	16:00 Midwest	JTB will partner with Travel Leaders to promote the destination to this prestigious group of ladies.	McDermoth	300	Consumers
Servant Travel Bridal Event	Dallas, TX	3/21/2015	11:00 Southwest	Servant Travel will partner with JTB to generate Destination Weddings for the island. Four (4) events are scheduled to be held at their office and each one will feature a hotel in Jamaica. The theme will be Jamaica "Home of All Right". Approx. 30 brides-to-be will be targeted.	Woolcock	30	Consumers
The Wedding Fair	Red Wing, MN	3/22/2015	16:00 Midwest	JTB will partner with Travel Leaders and Funjet Vacations to promote Jamaica to the honeymooners and brides to be attending this event which is organized by the Twin City Bridal Association the and Perfect Wedding Guide. Events planned by these companies have the highest attended bridal shows in Minnesota.	McDermoth	3000	Consumers
Jamaica Home of All Right Workshop	Charlotte, NC	3/24/2015	16:00 South	The first in a series of dinner workshops to boost Jamaica sales in the travel agent community.	Christie	30	Agents
Jamaica Learning Luncheon Seminar	Atlanta, GA	3/25/2015	16:00 South	JTB will partner with Pleasant Holidays, Half Moon Resort and Round Hill to host a luncheon for the high end agencies in Atlanta to boost Jamaica sales in the travel agent community.	Christie	30	Agents
Jamaica Home of All Right Workshop	Atlanta, GA	3/26/2015	16:00 South	A dinner workshop to boost Jamaica sales in the travel agent community.	Christie	30	Agents
Destination Training - American Airlines Reservation Ctr	Raleigh, NC	4/6/2015	11:00 South	Train and update agents on the destination product especially with the transition from US Airways to AA route CLT/MBJ.	Johnson	500	Agents
Liberty Travel Buzz Night	Kingston, NY	4/9/2015	11:00 Northeast	Continued support for Jamaica's largest supplier of travel business from the NE area. This sponsored evening presents an excellent opportunity to update the agents on the product and encourage them to become graduates of the Jamaica Travel Specialist program.	Sinclair	25	Trade
Jamaica Day with Cheap Caribbean	Phoenix, AZ	4/15/2015	11:00 West	JTB will partner with hotel suppliers to host a Jamaica themed luncheon at the Cheap Caribbean Reservation center. AM/Secrets Montego will provide a 5 night hotel prize giveaway for the 2 agents who book the most Jamaica during the month of May.	Holland	65	Agents

JAMAICA TOURIST BOARD - USA

CALENDAR OF ACTIVITIES

FEBRUARY - JULY 2015

EVENT	Location	DATE	REGION	Rationale	Responsibility	Target Qty	Type
Jamaica Travel Specialist Seminar	Phoenix, AZ	4/15/2015 11:00	West	Exclusive Jamaica Travel Specialist "One Love Rewards Program" event to update agents on the program and Jamaica in general.	Holland	40	Agents
NE Spring Seminar	Wilmington, DE	4/16/2015 11:00	Northeast	Industry partners will be invited to participate in this seminar targeted to agents in the Delaware and Pennsylvania states.	Rogers	30	Agents
Servant Travel Bridal Event (#2)	Dallas, TX	4/18/2015 0:00	Southwest	Servant Travel will partner with JTB to generate Destination Weddings for the island. Four (4) events are scheduled to be held at their office and each one will feature a hotel in Jamaica. The theme will be Jamaica "Home of All Right". Approx. 30 brides-to-be will be targeted.	Woolcock	30	Consumers
Jamaica Travel Specialist Seminar	Oklahoma City, OK	4/19/2015 11:00	West	Exclusive Jamaica Travel Specialist "One Love Rewards Program" event to update agents on the program and Jamaica in general.	Woolcock	30	Agents
AA Vacations/US Airways Vacations Product Launch	Dallas, TX	4/20/2015 11:00	Southwest	Participation to support efforts in the market place and update agents on the product.	Woolcock	120	Agents
AA Vacations/US Airways Vacations Product Launch	Ft. Worth, TX	4/21/2015 11:00	Southwest	Participation to support efforts in the market place and update agents on the product.	Woolcock	120	Agents
Cruise3Sixty	Ft. Lauderdale, FL	4/22-26/2015 11:00	South	Participate in trade show to highlight Jamaica as the premier cruise destination the Caribbean.	Wright	30000	Agents-Cons
JTB Home of All Right Workshop	Atlanta, GA	4/23/2015 12:00	South	Seminar to update agents on new charter services, current room inventory, hotel renovations and any other new developments in Jamaica.	Johnson	70	Agents
AA Vacations/US Airways Vacations Product Launch	Philadelphia, PA	4/23/2015 15:00	Northeast	Participation to support efforts in the market place and update agents on the product	Senior	75	Agents
JA-GA Reggae Festival	Galveston, TX	4/25-26/2015 11:00	Southwest	Opportunity to showcase the destination at this Jamaica branded festival featuring Jamaican music, cuisine and culture.	Woolcock	8000	Consumers
Jamaica Travel Specialist Seminar	San Diego, CA	4/27/2015 11:00	West	Exclusive Jamaica Travel Specialist "One Love Rewards Program" event to update agents on the program and Jamaica in general.	Holland	40	Agents
AA Vacations/US Airways Vacations Product Launch	Long Island, NY	4/27/2015 15:00	Northeast	Participation to support efforts in the market place and update agents on the product.	Sinclair	100	Agents
Jamaica Travel Specialist Seminar	Orange County, CA	4/28/2015 11:00	West	Exclusive Jamaica Travel Specialist "One Love Rewards Program" event to update agents on the program and Jamaica in general.	Holland	50	Agents
AA Vacations/US Airways Vacations Product Launch	Washington, DC	4/28/2015 15:00	Northeast	Participation to support efforts in the market place and update agents on the product	Rogers	85	Agents
Jamaica Travel Specialist Seminar	Los Angeles, CA	4/29/2015 11:00	West	Exclusive Jamaica Travel Specialist "One Love Rewards Program" event to update agents on the program and Jamaica in general.	Holland	50	Agents
JTB Home of All Right Workshop	Tampa, FL	4/29/2015 12:00	South	Seminar to update travel agents on the destination.	Wright	70	Agents
Jamaica Travel Specialist Seminar	San Francisco, CA	4/30/2015 11:00	West	Exclusive Jamaica Travel Specialist "One Love Rewards Program" event to update agents on the program and Jamaica in general.	Holland	40	Agents
American Airlines Vacations/US Airways Product Launch	Charlotte, NC	4/30/2015 11:00	South	Support tour operator and opportunity to update agents on the destination.	Johnson	120	Agents
JTB Home of All Right Workshop	Orlando, FL	4/30/2015 12:00	South	Seminar to update travel agents on the destination.	Wright	70	Agents
AA Vacations/US Airways Vacations Product Launch	Charlotte, NC	4/30/2015 15:00	South	Participation to support efforts in the market place and update agents on the product	Johnson	50	Agents
JADE (Jamaica Assn of Miami-Dade Educators)	Miami, FL	5/2/2015 12:00	South	Support of this Diaspora event in the South Florida area.	Wright	200	Consumers
Romance Travel Forum	Punta Cana, DR	5/4-7/2015 11:00	National	An event for travel professionals who focus on destination weddings, honeymoons and romantic getaways.	Johnson	400	Agents
AA Vacations/US Airways Vacations Product Launch	Chicago	5/4/2015 15:00	Midwest	Participation to support efforts in the market place and update agents on the product	McDermoth	80	Agents
American Airlines Vacations/US Airways Product Launch	Ft. Lauderdale, FL	5/6/2015 11:00	South	Support tour operator and use opportunity to update agents on the destination.	Wright	120	Agents
31st Annual LITAA* Trade Show & Dinner	Woodbury, NY	5/6/2015 12:00	Northeast	*LITAA - Long Island Travel Agents Association Opportunity to showcase the destination at this annual show which many home-based agents attend and whom we are unable to reach through standard service calls on storefront agencies.	Sinclair	300	Agents
AA Vacations/US Airways Vacations Product Launch	Ft. Lauderdale, FL	5/6/2015 15:00	South	Participation to support efforts in the market place and update agents on the product	Wright	80	Agents
American Airlines Vacations/US Airways Product Launch	Miami, FL	5/7/2015 11:00	South	Support tour operator and use opportunity to update agents on the destination.	Wright	120	Agents
AA Vacations/US Airways Vacations Product Launch	Miami, FL	5/7/2015 15:00	South	Participation to support efforts in the market place and update agents on the product	Wright	60	Agents
Jamaica Travel Specialist Seminar	Houston, TX	5/11/2015 11:00	Southwest	Exclusive Jamaica Travel Specialist "One Love Rewards Program" event to update agents on the program and Jamaica in general.	Woolcock	60	Agents

JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
FEBRUARY - JULY 2015

EVENT	Location	DATE	REGION	Rationale	Responsibility	Target Qty	Type
Jamaica Travel Specialist Seminar	San Antonio, TX	5/12/2015 11:00	Southwest	Exclusive Jamaica Travel Specialist "One Love Rewards Program" event to update agents on the program and Jamaica in general.	Woolcock	30	Agents
Jamaica Travel Specialist Seminar	Austin, TX	5/13/2015 11:00	Southwest	Exclusive Jamaica Travel Specialist "One Love Rewards Program" event to update agents on the program and Jamaica in general.	Woolcock	30	Agents
Mark Travel - 500 Club Platinum/Gold Trip	Ocho Rios, JA	5/14-17/2015 11:00	National	Sponsorship of the farewell dinner on May 16 for this group of top producers across the brand - Funjet Vacations, United Airlines Vacations and Southwest Airlines Vacations.	Dawson	180	Trade
JTB Home of All Right Workshop	Nashville, TN	5/14/2015 12:00	South	Seminar to update travel agents on the destination.	Johnson	50	Agents
KHM Travel Group - Destination Success	Cleveland, OH	5/15/2015 16:00	Midwest	A Jamaica presentation to members of this group.	Mesquita	50	Agents
Servant Travel Bridal Event (#3)	Dallas, TX	5/16/2015 11:00	Southwest	Servant Travel will partner with JTB to generate Destination Weddings for the island. Four (4) events are scheduled to be held at their office and each one will feature a hotel in Jamaica. The theme will be Jamaica "Home of All Right". Approx. 30 brides-to-be will be targeted.	Woolcock	30	Consumers
Delta Block Party	Atlanta, GA	5/16/2015 12:00	South	Sponsor band entertainment at this annual event designed to highlight travel and family fun.	Johnson	4000	Consumers
Jamaica Travel Specialist Seminar	Tulsa, OK	5/18/2015 11:00	Southwest	Exclusive Jamaica Travel Specialist "One Love Rewards Program" event to update agents on the program and Jamaica in general.	Woolcock	30	Agents
Jamaica Travel Specialist Seminar	Plano, TX	5/20/2015 11:00	West	Exclusive Jamaica Travel Specialist "One Love Rewards Program" event to update agents on the program and Jamaica in general.	Woolcock	60	Agents
Jamaica Travel Specialist Seminar	Ft. Worth, TX	5/21/2015 11:00	West	Exclusive Jamaica Travel Specialist "One Love Rewards Program" event to update agents on the program and Jamaica in general.	Woolcock	60	Agents
Jamaica Day at Expedia Call Center	Springfield, MO	5/22/2015 12:00	Midwest	All days training sessions on the destination product to these reservation agents.	McDermoth	350	Agents
JWOF Conference (Jamaica Women of Florida)	Ft. Lauderdale, FL	5/23/2015 12:00	South	Sponsorship to continue building a relationship with the Diaspora in Broward County.	Wright	400	Consumers
Annual Incentive Invitational	Miami, FL	5/27/2015 9:00	Groups	This annual event is the premiere industry networking/educational event providing an opportunity to develop new business and foster/secure existing relationships in a highly competitive and challenging marketplace.	Bullock/Dawson	500	Consumers
FAM TRIP - Chicago (ORD) gateway	Ocho Rios/MBJ	5/28-31/2015 12:00	Midwest	Invite agents from Chicago and the surrounding areas to participate and be updated on a fam to the Ocho Rios and Montego Bay resorts.	MBJ office	14	Agents
Caribbean Tourism Week	New York, NY	6/1-5/2015 11:00	National	This annual event is organized by the Caribbean Tourism Organization. It combines business sessions and consumer-oriented events with food, fashion, entertainment, sales and networking opportunities. It also creates awareness of the Caribbean's diverse product offerings and showcases its desirability through business development opportunities, consumer engagement and authentic cultural experience. The Director of Tourism, Deputy Director of Tourism, JTB's NE Marketing Team and Public Relations Agency attends various meetings and events throughout the week.	Dawson	700	Trade
FAM TRIP - Apple Charter/St. Louis	MBJ/OCR	6/3-6/2015 12:00	Midwest	Agents from the Missouri area will be targeted for this fam trip via the Apple Vacation charter to the Montego Bay and Ocho Rios resorts.	McDermoth	14	Agents
TravelAge West WAVE Awards	Marina Del Rey, CA	6/11/2015 11:00	National	The JTB is among the Editor's pick for "Best Beach Destination for a Romance Vacation" and "Tourism Board: Providing the Best Travel Agent Support".	Holland	300	Trade
10th Annual Hawthorne Golden Krust Foundation Gala	New Rochelle, NY	6/11/2015 12:00	Northeast	Annual support of this dynamic Jamaican Diaspora organization.	Sinclair	300	Consumers
FAM TRIP - Southwest	MBJ/OCR	6/11-14/2015 1:00	Southwest	Agents from the Texas and Southwest surrounding cities will be targeted to fly via the charter from Dallas to Montego Bay.	Woolcock	12	Agents
FAM TRIP - Experiential	MBJ/OCR	6/11-15/2015 1:00	National	Agents from across the US will be invited to a fam focusing on Jazz and Adventure in the Montego Bay and Ocho Rios areas.	Wright	10	Agents

JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
FEBRUARY - JULY 2015

EVENT	Location	DATE	REGION	Rationale	Responsibility	Target Qty	Type
Taste of the Caribbean	Miami, FL	6/12-14/2015	11:C National	At this annual event, over 10 teams from the Caribbean will compete in a hot food/culinary team competition, bartender competition and pastry competition. The participating team members represent hotels, restaurants or education institutions in the Caribbean . The trade show is a one-stop forum for gathering practical information, sampling, purchasing and strengthening established supplier relationships. JTB will support Team Jamaica and sponsor band entertainment	Shakes/Chase/Murr	10000	Consumers
Jamaica Evening - OSSN Long Island Chapter Meeting	Hauppauge, NY	6/16/2015	12:00 Northeast	Members of the Outside Sales Support Network (OSSN) will be updated on new developments on the destination. The opportunity will also be used to recruit new Jamaica Travel Specialists and encourage the registration of Jamaica bookings.	Sinclair	30	Agents
TAGNO (Travel Agents of Greater New Orleans)	New Orleans, LA	6/16/2015	12:00 South	JTB will partner with a tour operator - Travel Impressions to host a workshop for the TAGNO members in an effort to boost the winter business to Jamaica.	Wright	50	Agents
Midwest ASTA Summer Travelfest	Davenport, IO	6/17/2015	16:00 Midwest	Great opportunity to promote the destination.	McDermoth	125	Agents-Cons
JTB Quad Cities Pizza Seminar	Moline & Rock Island, I	6/25/2015	12:00 Midwest	Small groups of agents will be hosted to pizza and updated on the Jamaica product.	McDermoth	40	Agents
CaribStyle Week	Ft. Lauderdale, FL	6/25-28/2015	12:C South	Promote Brand Jamaica at this series of events showcasing Caribbean fashion, cuisine and music.	Wright	10000	Consumers
Boston Jerkfest	Boston, MA	6/27/2015	12:00 Northeast	A consumer specialized event that attracts a very diverse cross section of residents in the New England region who have access to the Boston gateway.	Dobson	4000	Consumers
CTO Caribbean Day	Atlanta, GA	6/27/2015	12:00 South	Participation in the Travel Agent Forum/Trade Show which will be a part of the full day of activities in the Greater Atlanta area. The event will be a commemoration of the 10th anniversary of the declaration of Caribbean American Heritage Month.	Johnson	1150	Agents-Cons
23rd African/Caribbean Intl Festival of Life	Chicago, IL	7/3-5/2015	12:00:1 Midwest	Support annual Diaspora event.	McDermoth	30000	Consumers
5th Annual So. Florida ASTA Seminar/Tradeshaw	West Palm Beach, FL	7/8/2015	12:00 South	Opportunity to network with ASTA agents, educate them on the Specialist Program and provide updates on the tourism product.	Wright	100	Agents
Successful Meetings University/Caribbean & Islands	Casa De:Campo, DR	7/12/2015	14:00 Groups	An event to meet pre-qualified planners who book the Caribbean during one-on-one appointments. This event includes educational and networking opportunities.	Bullock	30	Planners
Destination Training - OSSN	Albuquerque, NM	7/16/2015	11:00 West	Train and update the Outside Sales Support Network (OSSN) agents on the destination.	Woolcock	15	Agents
Music on Main	West Bend, WI	7/16/2015	16:00 Midwest	A music festival at a location transformed into a wonderland of music, food, commerce and fun.	McDermoth	10000	Consumers
Servant Travel Bridal Event (#4)	Dallas, TX	7/18/2015	11:00 Southwest	Servant Travel will partner with JTB to generate Destination Weddings for the island. Four (4) events are scheduled to be held at their office and each one will feature a hotel in Jamaica. The theme will be Jamaica "Home of All Right". Approx. 30 brides-to-be will be targeted.	Woolcock	30	Consumers
Bayfront Reggae World Music Festival	Duluth, MN	7/18/2015	11:00 Midwest	Annual festival that attracts a ready-made audience of Jamaican fans making it a prime marketplace for brand Jamaica.	McDermoth	3000	Consumers
NACTA Meeting (Natl Assn. of Career Travel Agts)	Rocky Hill, CT	7/20/2015	12:00 Northeast	Members of this group will be updated on the destination product.	Dobson	45	Agents
My Caribbean, One World Expo/Corporate & Travel Agent	Boston, MA	7/23/2015	16:00 Northeast	A destination presentation to update corporate event planners and travel agents on the wide range of products and services offered by the various participating destinations.	Dobson	150	Trade
Jamaica Foundation of Houston Independence Gala	Houston, TX	7/25/2015	11:00 Southwest	Support annual Diaspora event.	Woolcock	400	Consumers
Travel Agents of Tennessee Conference & Trade Show	Nashville, TN	7/25/2015	12:00 South	JTB will take a booth and utilize the event to network with agents at this 17th annual event.	Johnson	150	Agents
My Caribbean, One World Expo 2015	Boston, MA	7/25/2015	16:00 Northeast	This event targets both working professionals as well as tourists in the New England region. It also attracts the Caribbean Diaspora, a key target group for JTB.	Dobson	3500	Consumers
Jamaica Day sponsored by Jamaica Consul	Chicago, IL	7/26/2015	12:00 Midwest	Support Diaspora event sponsored by the Jamaican Consul in Chicago.	McDermoth	8000	Consumers