

For Six Month Period Ending 01/31/07
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant
JAMAICA TOURIST BOARD

(b) Registration No.
2360

(c) Business Address(es) of Registrant
5201 BLUE LAGOON DRIVE
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 <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input 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.

N/A

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
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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
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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.

N/A

(b) 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
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GREGORY SHERVINGTON	DISTRIST SALES MANAGER	DEC. 31, 2006
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(c) During this 6 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.

NOT APPLICABLE

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 the 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.

NOT APPLICABLE

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
Exhibit B⁴ Yes No

NIA

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 the 6 month period? Yes No

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

NIA

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 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

4 The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), 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:

Jamaica Tourist Board made sales calls on travel agents, tour operators and incentive houses. The Board also visited airlines and 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.

The Board participated in trade and consumer show. Hosted travel agents at seminars and blitzes throughout the United States. Hosted agents on familiarization (Fam) trips to Jamaica for education on-island of the hotels and attractions being offered to visitor in the resort areas of Montego Bay, Ocho Rios, Negril, Port Antonio, Kingston and the South Coast.

Distributed brochures, DVD's, posters and videos on Jamaica at all events listed on the CALENDAR OF ACTIVITIES attached.

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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 and 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 the 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 [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

PLEASE SEE ATTACHED BREAKDOWN

\$1,023,908.89

Total

(b) RECEIPTS - FUND RAISING 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, or 9 of this statement? Yes [] No [x]

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 [x]

If yes, furnish the following information:

Name of foreign principal Date received Description of thing of value Purpose

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, 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
AUGUST to DECEMBER 06 AND JANUARY 2007	PLEASE SEE ATTACHED BREAKDOWN	GENERAL OPERATING EXPENSES	

\$996,016.49

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 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.

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

NIA

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.

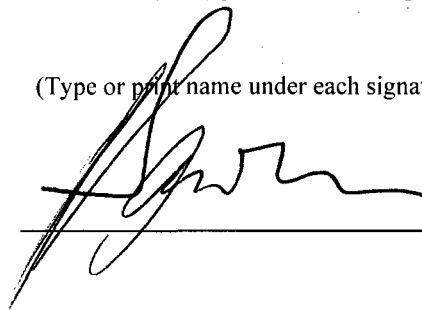
VI – EXECUTION

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 the 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)

(Type or print name under each signature¹³)

7/31/09



DONALD DAWSON

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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

ATTACHMENT 14 (a)

RECEIPTS – MONIES: JTB Miami, FL

<u>DATE</u>	<u>FROM WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
	Jamaica Tourist Board 64 Knutsford Boulevard Kingston 5 Jamaica, W.I.		
AUGUST 2006		General Operating Expenses	312,897.09
SEPTEMBER 2006		“ “ “	27,878.71
OCTOBER 2006		“ “ “	157,153.13
NOVEMBER 2006		“ “ “	197,582.64
DECEMBER 2006		“ “ “	308,892.58
JANUARY 2007		“ “ “	<u>19,504.74</u>
			\$1,023,908.89

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JAMAICA

ATTACHMENT 15 (a)

DISBURSEMENTS – MONIES: JTB Miami, FL

<u>DATE</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
AUGUST 2006	General Operating Expenses	163,175.55
SEPTEMBER 2006	“ “ “	177,085.22
OCTOBER 2006	“ “ “	155,348.61
NOVEMBER 2006	“ “ “	207,859.28
DECEMBER 2006	“ “ “	187,250.12
JANUARY 2007	“ “ “	<u>105,297.71</u>
		\$996,016.49

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES - USA
AUGUST - DECEMBER 2006**

REGION	ACTIVITIES	RATIONALE	TARGET T/C	RESPONSIBILITY
Northeast	Philadelphia Caribbean Carnival Philadelphia, PA August 19	Annual Multi Cultural Carnival held in Philadelphia over Father's Day Weekend.	25,000 consumers	Harper/Senior
Northeast	Harlem Travel Expo Harlem, NY August 20-22	The largest African-American consumer travel Show in New York City to showcase travel destinations to the market.	26,000 consumers	Sinclair
Groups & Conventions	Incentiveworks (formerly CMITS) Toronto, CANADA August 21-23	Annual conference/trade show targeting the Canadian meeting/incentive planner & travel professional	2000 buyers	Bullock/Hamilton
Groups & Conventions	Jamaica Reception Toronto, CANADA August 21-23	Presentation with planners in the Toronto area	75 planners	Bullock/Hamilton
Midwest	Trans Global Trade Show Minneapolis, MN August 22	Annual series of events to promote winter business	500 agents	Bucknor
Midwest	AppleFest Chicago, IL August 24	Opportunity to promote Jamaica while sponsoring this tour operators' appreciation day for its employees	300 res agents & consumers	Bucknor/Rose
Groups & Conventions	Jamaica Reception Montreal, CANADA August 25	Presentation with planners in the Montreal area	75 planners	Bullock/Hamilton
Groups & Conventions	Jamaica Luncheon Ottawa, CANADA August 25	Presentation with planners in the Ottawa area	75 planners	Bullock/Hamilton
South	PGA Tour Superstore Gold Show Myrtle Beach, SC August 27-September 1	Destination exposure and opportunity to stimulate business with golf enthusiasts.	10,000 consumers	Wright

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES - USA
AUGUST - DECEMBER 2006**

REGION	ACTIVITIES	RATIONALE	TARGET T/C	RESPONSIBILITY
	SEPTEMBER			
Midwest	Jamaica Day in Coal City!	Joint consumer event with Travel by Angie in Coal City, Illinois designed to drive honeymoon and group travel	300 consumers	Bucknor
	Coal City, IL September 2			
Midwest	JTB/Apple Vacations Fam Trip	Educational update on the destination	15 agents	JTB/MBJ
	Chicago gateway September 5-10			
West	JTB Fam Tour	Educate agents on island via site inspections of hotels and attractions	15 agents	DaCosta
	Los Angeles Gateway September 6-10 CANCELLED			
National	JTB Travel Agents Fly-In	Opportunity to update agents on the product	250 agents	Sales team
	All Air Jamaica U.S. gateways (10) September 7-11			
South	South Miami Hospital Heritage	Consumer event showcasing Jamaica.	600 consumers	Henry
	Miami, FL September 8			
National	ASTA (The Trade Shows)	Travel Retail & Destination Expo. New three-day event connecting thousands of consumers, travel agents & travel suppliers.	1,500 agents	Dawson/Wright
	Orlando, FL. September 10 - 13			
West	Travel Impressions Trade Shows	Opportunity to promote Jamaica	150 agents	Holland
	San Francisco, CA September 12			
South	Miami CTO Jamaica Night	JTB to host event to update CTO members on destination.	40 agents	Henry
	Miami, FL September 12			

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES - USA
AUGUST - DECEMBER 2006**

REGION	ACTIVITIES	RATIONALE	TARGET T/C	RESPONSIBILITY
Midwest	Germantown Travel Consumer Show Germantown, WI September 12	Annual consumer show to promote winter business	300 consumers	Bucknor
West	Travel Impressions Trade Shows Los Angeles, CA September 13	Opportunity to promote Jamaica	120 agents	Holland
West	Travel Impressions Trade Shows Arizona September 13	Opportunity to promote Jamaica	120 agents	DaCosta
West	Apple Vacations Product Launch Denver, CO September 14	Opportunity to promote Jamaica	250 agents	Holland
Northeast	JTB/AA Niche Fam Trip JFK gateway September 15-16	Fam trip for interested agents who would like to pursue the niche market	15 agents	Sinclair/Dobson
West	Summerset Festival Caribbean Showcase Littleton, CO September 15-17	Opportunity to promote Jamaica	60,000 consumers	Holland
Northeast	Apple Vacations VIP Dinners & Trade Shows Newark, NJ September 18	Series of tour operator shows for their top agents to introduce their Winter Program and update them on the destinations they sell.	200 agents	Senior
Midwest	Funjet Vacations Product Launch/Show WI, IL, MO September 18-22	Annual series of events to promote winter business	900 agents	Bucknor/Rose

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES - USA
AUGUST - DECEMBER 2006**

REGION	ACTIVITIES	RATIONALE	TARGET T/C	RESPONSIBILITY
Northeast	USAirways Vacations Trade Shows & Dinners Washington, DC & Baltimore, MD September 19 & 20	Presentation & Trade Show by this airline tour operator to promote their Winter packages to their destinations.	400 agents	Harper
West	Travel Agent Fam Tour Los Angeles Gateway September 20-24	Educate agents on island via site inspections of hotels and attractions	15 agents	Holland
Northeast	Apple Vacations VIP Dinners & Trade Shows Long Island, NY September 20	Series of tour operator shows for their top agents to introduce their Winter Program and update them on the destinations they sell.	200 agents	Sinclair
Northeast	Apple Vacations VIP Dinners & Trade Shows Philadelphia, PA September 21	Series of tour operator shows for their top agents to introduce their Winter Program and update them on the destinations they sell.	200 agents	Harper
Northeast	Home Based Agent Honeymoon & Romantic Getaway Show & Conference Philadelphia, PA September 22 & 23	Opportunity to meet and update these very important agents on the Jamaica Product and also to secure a database for them	1000 agents	Harper
West	Jamaica Day at American Express AZ, CA, UT September 25	Opportunity to educate res agents on the Jamaica product	400 res agents	Dacosta
Northeast	TNT Vacations 2005 Trade Shows Massachusetts, New Hampshire & Rhode Island September 25 - 28	Annual product launch covering 4 cities in New England to promote their hotels and destinations as well as what is new with this tour operator.	1100 agents	Woolcock
South	Georgia's Travel Expo 2006 Helen, GA September 26	Excellent opportunity to showcase destination to one of the largest event for consumers. VIP Alpine Travel will have capability to book online	500 consumers	Bronstorph

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES - USA
AUGUST - DECEMBER 2006**

REGION	ACTIVITIES	RATIONALE	TARGET T/C	RESPONSIBILITY
	OCTOBER			
Midwest	Apple Vacations West WinterSun Trade Shows IL, WI, MO & MI October 2-5	An annual series of events to promote winter business	3,000 agents	Bucknor/Mesquita/ Rose
Midwest	Delta Airlines Fall VIP Dinner/Trade Show Cincinnati, OH October 3	This show attracts a high number of agency owners and managers	200 agents	Mesquita
South	ASTA 2006 Travel Show Knoxville, TN October 4	Update travel agents on the Jamaica product.	80 agents	Bronstorph
South	ASTA 2006 Travel Show Nashville, TN October 5	Update travel agents on the Jamaica product.	100 agents	Bronstorph
West	JTB/Air Jamaica Fam Trip Los Angeles gateway October 5-9	Educate agents on island via site inspections of hotels & attractions	15 agents	JTB/MBJ
Midwest	JTB/Funjet Vacations Fam Trip ORD/OCJ October 7-11	Educational update on the destination	15 agents	Bucknor
Northeast	Travel Impressions Winter 2006 Trade Shows Long Island, NY October 9	Tour operator presentation to ther top agents to update them on their destinations	150 agents	Sinclair
Midwest	MLT Vacations Trade Shows Minneapolis, MN October 9-11	An annual series of events to promote winter business	3,000 agents	Bucknor

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES - USA
AUGUST - DECEMBER 2006**

REGION	ACTIVITIES	RATIONALE	TARGET T/C	RESPONSIBILITY
Southwest	Agent @ Home Expo Dallas, TX October 10	Opportunity to meet one-on-one with top producing, independent, home-based travel agents.	100 agents	Shervington
Northeast	Travel Impressions Winter Trade Shows White Plains, NY October 10	Tour operator presentation to the top agents to update them on their destinations	150 agents	Dobson
West	Agent @ Home Expo Phoenix, AZ October 11	Opportunity to meet one-on-one with top producing, independent, home-based travel agents.	80 agents	DaCosta
Midwest	Michigan ASTA Travel Show Farmington Hills, MI October 11	Regional event attracting Midwest retail, home-based travel agents & travel students.	300 agents	Mesquita
West	Agent @ Home Expo Orange County, CA October 12	Opportunity to meet one-on-one with top producing, independent, home-based travel agents.	100 agents	DaCosta
West	Agent @ Home Expo Los Angeles, CA October 13	Opportunity to meet one-on-one with top producing, independent, home-based travel agents.	120 agents	Holland
Midwest	West Michigan Travel Industry Show Grand Rapids, MI October 13	Event in the West Michigan area attracting agents within an 80 mile radius	150 agents	Mesquita
Northeast	JTB/AA Fam Trip JFK gateway October 13-16	Familiarization trip to update agents on the new hotels, completion of highways, etc.	15 agents	Senior
Groups & Conventions	Assoc. of Group Travel Organizers (GO) Trade Show Myrtle Beach, FL October 13-15	Consortium of leisure group travel organizers through Premier Tourism Marketing for SMERF Market	140 members	Clarke

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES - USA
AUGUST - DECEMBER 2006**

REGION	ACTIVITIES	RATIONALE	TARGET T/C	RESPONSIBILITY
Northeast	JTB Winter Product Launch Boston, MA; Providence, RI; Long Island, NY; Westchester, NY; October 16 - 19	JTB Northeast Fall Product Launch to travel trade in these key markets to promote Jamaica during the Winter season. Our tourism partners will be invited to participate.	1,000 agents	Sales team
Midwest	Air Jamaica Pizza/Pop Seminars WI, IL October 16-17	Series of seminars in secondary cities to update the trade	150 agents	Bucknor/Rose
Midwest	JTB Midwest Seminars Louisville, KY; Indianapolis, IN; Columbus & Cincinnati, OH; Grand Rapids, MI October 16-20	Seminars in secondary cities to update the trade on the Jamaica product and encourage travel from the Cincinnati gateway	285 agents	Mesquita
Midwest	University Spring Break Ann Arbor, MI October 19	"Spring Break Jamaica Night" on the campus of the University of Michigan in Ann Arbor, MI	40,000 consumers	Mesquita
Southwest	Sandals Ultra Caribbean Bash Dallas, TX October 20	Opportunity to promote Jamaica	200 agents	Shervington
Northeast	Philadelphia Inquirer/Daily News Travel Show Philadelphia, PA October 22-23	This Show targets America's 6th largest market and is the only consumer travel show in the Philadelphia metro area reaching a large number of consumers and travel agents.	10,000 consumers/ 300 agents	Harper
Midwest	JTB Midwest Fall Seminars Rapid City & Sioux Falls, SD & Fargo, ND October 23 - 25	Annual series to promote winter business to travel agencies in the secondary cities	90 agents	Bucknor
West	Sandals Ultra Caribbean Bash Los Angeles, CA October 23	Opportunity to promote Jamaica	200 agents	Holland

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES - USA
AUGUST - DECEMBER 2006**

REGION	ACTIVITIES	RATIONALE	TARGET T/C	RESPONSIBILITY
Northeast	Travel Impressions Winter 2006 Trade Shows Baltimore, MD October 23	Tour operator presentation to ther top agents to update them on their destinations	150 agents	Harper
Northeast	JTB Winter Product Launch New Jersey; Washington, DC; Baltimore, MD; Philadelphia, PA October 23 - 26	JTB Northeast Fall Product Launch to travel trade in these key markets to promote Jamaica during the Winter season. Our tourism partners will be invited to participate.	1000 agents	Sales team
West	Sandals Ultra Caribbean Bash Orange County, CA October 24	Opportunity to promote Jamaica	250 agents	DaCosta
Northeast	Travel Impressions Winter 2006 Trade Shows Philadelphia, PA October 24	Tour operator presentation to ther top agents to update them on their destinations	150 agents	Harper/Senior
Northeast	Travel Impressions Winter 2006 Trade Shows New Jersey October 25	Tour operator presentation to ther top agents to update them on their destinations	150 agents	Senior
Northeast	Travel Impressions Winter 2006 Trade Shows Dedham, MA October 26	Tour operator presentation to ther top agents to update them on their destinations	150 agents	Woolcock
Northeast	Maine ASTA Show Portland, ME October 26	Annual trade show in a remote part of New England. A good opportunity to reach agents in the behind the gateway cities..	150 agents	Woolcock
Northeast	Delta Vacations VIP Dinners New York, NY October 26	Airline tour operator presentations and dinners to their top agents on the destinations they sell	150 agents	Sinclair
Northeast	United Vacations Trade Shows Boston, MA October 26	Airline tour operator presentation to their top agents showcasing their Winter program to the destintions they sell.	130 agents	Woolcock

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES - USA
AUGUST - DECEMBER 2006**

REGION	ACTIVITIES	RATIONALE	TARGET T/C	RESPONSIBILITY
Groups & Conventions	Meetings Industry Ladies Invitational (MILI) Daytona, Fl October 25-28	Networking opportunities for the women in the meeting industry interested in golf	500 planners	Bullock
Midwest	Jamaica Training at MLT Vacations Reservations Center Minot, ND October 26	Opportunity to train reservation agents on the destination	200 resv agents	Bucknor
Northeast	Philadelphia Inquirer/Daily News Travel Show Philadelphia, PA October 28 & 29	This Show targets America's 6th largest market and is the only consumer travel show in the Philadelphia metro area reaching a large number of consumers and travel agents.	10,000 consumers/ 300 agents	Harper

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES - USA
AUGUST - DECEMBER 2006**

REGION	ACTIVITIES	RATIONALE	TARGET T/C	RESPONSIBILITY
	NOVEMBER			
Northeast	TABS Trade Show Brooklyn, NY November 1	Annual tradeshow that has over 175 travel agents from Brooklyn, Queens & Staten Island	175 agents	Dobson
Northeast	Apple Vacations 2006 WinterSun Trade Show White Plains, New York November 1	Trade Show & Educational Seminar to this tour operator top agents in these markets to update them on their hotels and destinations.	350 agents	Dobson
Northeast	Vermont ASTA Show Burlington, VT November 2	Annual trade show in a suburban area of Northern New England. Great opportunity to reach agents who have clients that use Montreal as their primary gateway.	140 agents	Woolcock
Northeast	Delta Vacatons VIP Dinners Boston, MA November 2	Airline tour operator presentatons and dinners to their top agents on the destinations they sell	130 agents	Woolcock
Midwest	World of Travel & Detroit Free Press Travel Expo Southfield, MI November 2	Annual event to promote Jamaica's winter business to travel agencies. The only consumer travel show in Metro Detroit.	2,500 consumers	Mesquita
Northeast	JTB/JM Fam Trip to Ocho Rios EWR/PHL/BWI/JFK - JM gateways November 3-6	Opportunity to take agents from these major gateways so that they can see the completion of the new highway as well as all the new hotels on island	60 agents	Senior/ Harper Sinclair
Northeast	JTB/Fam Trip to Ocho Rios Washington, DC - United Airlines November 3-6	Opportunity to update agents from these major gateways on all the new hotels on island.	15 agents	Harper
Northeast	JTB/AA Fam Trip to Ocho Rios Boston, MA; New York, NY November 3-6	Opportunity to update agents from these major gateways on all the new hotels on island.	15 agents	Woolcock

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West	Jamaica Awareness Assoc. of California Annual Scholarship Dinner Los Angeles, CA November 4	Support of Jamaican association and to interact with attendees	250 consumers	Holland
REGION	ACTIVITIES	RATIONALE	TARGET T/C	RESPONSIBILITY
West	Jamaica Day at Expedia.com Tacoma, WA November 4	Train reservation agents on the Jamaica product	75 resv agents	Holland
Midwest	Sandals & Beaches Seminars Chicago, IL, Detroit, MI & Milwaukee, WI November 6-8	Annual event to promote travel using the Sandals and Beaches properties	500 agents	Bucknor/Mesquit
Groups & Conventions	BizBash M&C Meeting & Event Show New York, N.Y. November 7-9	Educational conference targeting the meeting and event planners	1,200 planners	Bullock
Northeast	Continental Airlines Vacation Product Launch Staten Island, NY November 7	Airline tour operator product launch to travel agents to update them on travel on their destinations	200 agents	Dobson
Northeast	Continental Airlines Vacation Product Launch Eatontown, NJ November 8	Airline tour operator product launch to top travel agents to introduce their Winter program to the destinations they sell	200 agents	Senior
West	JTB/Air Jamaica Fam Tour LAX Gateway November 8-12	Educate agents on island via site inspections of hotels & attractions	15 agents	Holland
Northeast	Continental Airlines Vacation Product Launch Secacus, NJ November 9	Winter product launch to top travel agents to promote operator's winter program to its destinations.	200 agents	Senior

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REGION	ACTIVITIES	RATIONALE	TARGET T/C	RESPONSIBILITY
	DECEMBER			
West	Training to Reservations staff at Happy Vacations Watsonville, CA December 1	Training for Resv. Agents	15 Resv. agents	Holland
Midwest	"Get Ready for Spring Break" Des Moines, IA December 1-2	Joint Promotion with Clear Channel to drive Spring Break business to Jamaica	5,000 consumer	Rose
Northeast	JTB / Air Jamaica Villa & Upscale properties Fam Trip JFK/EWR/BWI/PHL gateways December 1-4	This fam is geared to agents who sell upscale properties. Additional objective to sell more Jamaica villa vacations	60 agents	Sinclair/Dobson Senior/Harper
Northeast	JTB / AAirlines Villa & Upscale properties Fam Trip Boston, MA December 1-4	This fam is geared to agents who sell upscale properties. Additional objective to sell more Jamaica villa vacations	15 agents	Woolcock
Midwest	JTB/JM Fam Trip ORD/OCJ December 1-4	Educational update on the destination	15 agents	Mesquita
National	Luxury Travel Show Las Vegas, NV December 5-9	Annual event with focus on luxury travel and niche markets	3,000 agents	Dawson
West	JTB/Air Jamaica Familiarization Tour Los Angeles, CA December 6-10	Educate agents on island via site inspections of hotels & attractions	15 agents	Holland
Midwest	Appreciation Luncheon Chicago, IL December 7	Luncheon for tour operator, hotel and airline partners to show appreciation for support throughout the year	40 agents	Bucknor

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REGION	ACTIVITIES	RATIONALE	TARGET T/C	RESPONSIBILITY
Midwest	"Get Ready for Spring Break"	Joint Promotion with Clear Channel to drive	5,000 consumers	Rose
	Des Moines, IA	Spring Break business to Jamaica		
	December 8-9			
Midwest	JTB/Apple Vacations Fam Trip	Opportunity to update agents on the	15 agents	Bucknor
	DTW/OCJ/MBJ	destination		
	December 11-16			
West	Jamaica Cultural Alliance Dinner/Dance	Support for Jamaican Associations	150 consumers	Holland
	Los Angeles, CA			
	December 31			

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REGION	ACTIVITIES	RATIONALE	TARGET T/C	RESPONSIBILITY
	JANUARY			
South	ArtMiami "Caribbean Crosscurrents" Miami Beach, FL January 4-8	Annual exhibition showcasing Caribbean Art at the Mia Beach Convention Centre. 1 artist each from 4 islands including Jamaica will exhibit. This event attracts visitors from Latin America, North America and the Caribbean	25,000 consumers	Henry
South	Affinity Travel Bridal Show Baton Rouge, LA January 7	Opportunity to promote Jamaica as a premier honeymoon destination to consumers	1,000 consumers	Henry
	CANCELLED			
Northeast	Sunset Resorts Sales Calls Blitz MA, RI, RH January 8-12	In support of the new TNT BOS/MBJ winter charter svc, a sales blitz will be planned with Sunset Resorts, JTB and tour operator partner-lead teams	120 travel agents	Woolcock/Dobson
Northeast	ASTA Trade Show Clark, NJ January 9	This Annual ASTA show held in Central New Jersey was cancelled last year. NJ rarely sees many trade and consumer shows, so it is recommended that the Board participate. An opportunity also to update agents in central NJ as traditionally, JTB only hosts seminars in North & South New Jersey.	85 agents	Senior
Midwest	Kansas City Wedding Magazine Bridal Show Overland Park, KS January 9	Networking and cocktail party for organizers of the Bridal Show as well as travel agents	70 consumers	Christie
Northeast	Embassy of Jamaica Reception Washington, DC January 11	Event to host new US Government officials at the Ronald Reagan Building.	800 consumers	Harper
Midwest	Jamaica Product Update Overland Park, KS January 12	Training Seminar for agents at Global Connections	10 agents	Christie
Northeast	WCC 2007 Promotion (World Cup Cricket) Washington, DC January 13	Hosted by the Embassy of Jamaica with member countries and representatives to promote and highlight World Cup Cricket	500 consumers	Harper
Midwest	Carlson Wagonlit/Village Travel Fiesta Sioux Fall, SD January 13	Opportunity to reach consumers in this region of the Dakotas which is a feeder city for the Minneapolis gateway.	350 consumers	Rose

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REGION	ACTIVITIES	RATIONALE	TARGET T/C	RESPONSIBILITY
Midwest	Kansas City Wedding Magazine Bridal Spectacular Event Overland Park, KS January 13	Bridal Show hosted by the Kansas City Star/Kansas City Weddings Magazine. A prize trip was given away by Round Hill. Both Jamaica and Round Hill will be featured in their December 15, 2007 issue.	1,300 consumers/agents	Christie
South	Bridal Elegance 2007 West Palm Beach, FL January 14	The 4th annual Bridal Elegance will attract some 200 brides-to-be and 800 guests. Excellent opportunity to promote Jamaica as a premier honeymoon destination	1,000 consumers	Henry
	CANCELLED			
National	Adventures in Travel Expo New York City, NY January 13-14	Great opportunity for Jamaica to promote our niche market as over the past three years, interest has grown. In addition to providing collateral, the Ultimate Tour video will be shown	27,000 consumers/trade	Sinclair/Dobson/Senior
National	CHA Caribbean Marketplace Aruba January 14-16	Annual conference sponsored by the Caribbean Hotel Assn to interchange ideas with tourism industry partners	800 delegates	Smith/Dawson/Kin
South	Liberty Travel Training Seminar Hollywood, FL January 16	In-house training seminar to reservation agents	8 resv agents	Henry
Midwest	Sandals Jamaica Night Grand Fork, SD January 17	JTB co-sponsored this Ja. Night with Sandals to update prospective honeymooners on the Jamaica product	35 consumers	Rose
Northeast	Jamaica Breakfast Presentation Cherry Hill, NJ January 17	Presentation with Air Jamaica, Hoteliers and Tour Operators to travel agents in this area	50 travel agents	Senior
Northeast	Jamaica Presentation to TABS Staten Island, NY January 17	Presentation to Travel Agents of Brooklyn & Staten Island (TABS)	60 travel agents	Dobson
Northeast	Jamaica Breakfast Presentation Wayne, PA January 18	Presentation with Air Jamaica, Hoteliers and Tour Operators to travel agents in this area	50 travel agents	Senior
Northeast	World Travel Expo Reading, MA January 18	Consumer event is being held at the famous Jordan's Furniture and IMAX Theatre. TNT, Tvl Impressions, Sandals, SuperClubs, Couples and Sunset Resorts will be attending. The IMAX Theatre will be used to showcase destinations and product.	2,500 consumers	Woolcock

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REGION	ACTIVITIES	RATIONALE	TARGET T/C	RESPONSIBILITY
West	Invitation to Travel Sonora, CA January 18	Opportunity to participate in a tri agency travel show with specific focus on the Caribbean	250 consumers	Holland
South	Jensen Beach Travel Expo Jensen Beach, FL January 18	Annual event provides opportunity to showcase Jamaica as a premier vacation destination	900 consumers	Henry
West	Prestige American Express Travel Show Las Vegas, NV January 20	This is the largest consumer travel show in Nevada and is produced by the largest group of travel agents	3,000 consumers	DaCosta
Midwest	Great Chicago Chapter CTO 16th Annual Charity Ball Chicago, IL January 20	Annual event in which JTB participates to support the Chicago CTO chapter in its quest to aid Caribbean children	300 trade/cons	Rose
Midwest	Breton Village Travel Expo 2007 Grand Rapids, MI January 20	Annual consumer show provides excellent opportunity to showcase the destination product	1,600 consumers	Mesquita
West	Orange County Travel Show Orange County, CA January 20-21	Largest travel show in the Orange County area of Southern California	6,000 consumers 500 trade	DaCosta
South	Golfweek Golf Fest Orlando, FL January 20-21	Destination exposure and opportunity to stimulate business from golf enthusiasts	8,000 consumers	Wright
South	Passport Saturdays Promotion Tampa, FL January 20, 27 & February 3	A great opportunity to educate prospective travelers on the WHI (Western Hemisphere Initiative) and also showcase the destination.	600 consumers	Wright
Southwest	Star-Telegram Vacation & Cruise Show Forth Worth, TX January 21	Opportunity to promote Jamaica	3,000 consumers	Christie
Midwest	Funjet Vacations Res Training Milwaukee, WI January 23	Reservations training for agents	80 trade	Rose
	POSTPONED			
Northeast	JTB/TNT Vacations Passport Promotion Boston, MA January 23	Passport to Rewards Promotion promoting travel to Jamaica (South Station)		Woolcock

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REGION	ACTIVITIES	RATIONALE	TARGET T/C	RESPONSIBILITY
Midwest	Apple Vacations Res Training Chicago, IL January 23	Reservations training for new trainee employees	30 agents	Bucknor
Midwest	AAA Jamaica Night Glendale, WI January 24 POSTPONED	Consumer event with booking component	75 consumers	Rose
National	PGA Merchandise Conference & Show Orlando, FL January 25-27	To promote Jamaica's golf destination at the largest golf trade show in the US	40,000 golf professionals	Bullock
Northeast	AAA In-House Training West Orange, NJ January 26	In-house training seminar to reservation agents to maintain Jamaica's presence in the marketplace	13 resv agents	Senior
South	ING Miami Marathon/ Saturn Total Health & Fitness Expo Miami, FL January 26 & 27	Presented by the Miami Herald and El Nuevo Herald, this expo is free and open to the public and is expected to attract thousands of consumers over the two days. An excellent opportunity to showcase Jamaica	3,000 consumers	Henry/Pwright
South	AAA Alabama Consumer Show Birmingham, AL January 27	Opportunity to highlight the destination to the very upscale River Chase Mall. On-site direct bookings will be available	1,000 consumers	Bronstorph
West	Seattle Travel Show Seattle, WA January 27-28	Opportunity for direct contact and interaction with an estimated 10,000 pre-qualified consumers	10,000 consumers	Holland
Northeast	Grace Ormond Bridal Show Cranston, RI January 27-28	A premier bridal show in the New England area. This remains one of the most successful ways of maintaining visibility in a market that Jamaica has had much success. Participants will include brides and other key decision-makers	450 consumers	Woolcock
South	Mann Travel & Cruises Show Charlotte, NC January 28	Mann Travel/American Express 24th Annual Travel Show which attracts over 800 consumers with the ability to confirm on-the-spot bookings to the destination.	800 consumers	Bronstorph
Midwest	2007 Executive Travel Showcase Lincoln, NE January 28	Consumer event with booking component	650 consumers	Christie

