

For Six Month Period Ending 01/31/2009
(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 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 <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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(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.

N/A

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

If no, please attach the required exhibit.

N/A

(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

If no, please attach the required amendment.

N/A

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 conducted 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 shows during this 6-month period and travel agents were hosted at seminars and blitzes throughout the United States. They were also hosted on familiarization (Fam) trips to Jamaica for site inspection tours of the hotels and attractions being marketed to visitors in the resort areas of Montego Bay, Ocho Rios, Negril, Port Antonio, Kingston and the South Coast.

Jamaica brochures, DVD's, posters and videos were distributed 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 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
AUGUST 1, 2008 - JAN 31, 2009	PLEASE SEE ATTACHED BREAKDOWN		

\$1,002,768.99

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

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:

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, 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 1, 2008 - JAN 31, 2009	PLEASE SEE ATTACHED BREAKDOWN	GENERAL OPERATING EXPENSES	

\$1,072,455.56

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

N/A

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.

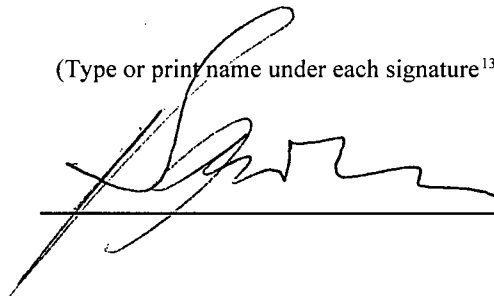
VI – EXECUTION

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)

11/20/09



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.

UNITED STATES DEPARTMENT OF JUSTICE
FARA REGISTRATION UNIT
NATIONAL SECURITY 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 NSD-2, formerly Form CRM-154 Supplemental Statement):

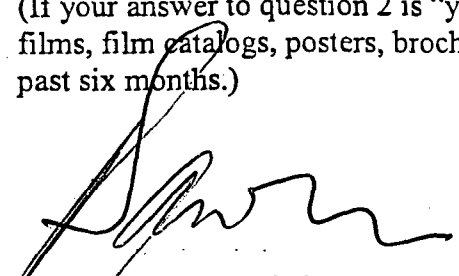
YES X or NO _____

(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 X 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.)



Signature

11/20/2009

Date

DONALD DAWSON

Please type or print name of
Signatory on the line above

DEPUTY DIRECTOR/SALES

Title

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JAMAICA

ATTACHMENT 14 (a)

RECEIPTS – MONIES: JTB Miami, FL (for period ending JANUARY 2009)

<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 2008		General Operating Expenses	75,056.08
SEPTEMBER 2008		“ “ “	272,942.36
OCTOBER 2008		“ “ “	220,767.93
NOVEMBER 2008		“ “ “	142,508.00
DECEMBER 2008		“ “ “	221,082.62
JANUARY 2009		“ “ “	<u>70,412.00</u>
			\$1,002,768.99

JAMAICA

ATTACHMENT 15 (a)

DISBURSEMENTS – MONIES: JTB Miami, FL (for period ending JANUARY 2009)

<u>DATE</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
AUGUST 2008	General Operating Expenses	183,812.07
SEPTEMBER 2008	“ “ “	199,967.22
OCTOBER 2008	“ “ “	145,324.11
NOVEMBER 2008	“ “ “	291,273.52
DECEMBER 2008	“ “ “	176,061.87
JANUARY 2009	“ “ “	<u>76,016.77</u>
		\$1,072,455.56

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JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > AUGUST 2008 - JANUARY 2009

ACTIVITIES	Location	Date	Rationale	REGION	Responsibility	Target	Qty/Type
Taste of the Caribbean	Hartford, CT	8/2/2008 0:00	This will be the 3rd annual event which will attract several thousand consumers. Caribbean food, music and entertainment will be the highlights.	Northeast	Wooleock	7000	Consumers
Jamaican Association of Maryland Independence Ball	Baltimore, MD	8/2/2008 0:00	Great opportunity to continue building relationships with the Jamaican community.	Northeast	Harper	350	Consumers
Reggae Night at Hollywood Bowl	Hollywood, CA	8/3/2008 0:00	Sponsored by KGRW 89.9 FM radio and Pepsi, this is an opportunity to market Jamaica to an affluent crowd that appreciates Jamaican music.	West	Holland	1800	Consumers
Jamaica Independence Celebration	New Jersey, NJ	8/4/2008 0:00	JTB has been invited to participate in the Flag Raising Ceremony on the steps of the East Orange City Council. Jamaica collateral will be made accessible to the consumers who will be attending.	Northeast	Dobson	200	Consumers
Jamaica Independence Celebration	East Orange, NJ	8/4/2008 0:00	In celebration of Jamaica's Independence, JTB will attend the Flag Raising Ceremony scheduled to be on the steps of the City Council in New Jersey.	Northeast	Dobson	250	Consumers
GoGo Tours 2008 Appreciation Dinner/Trade Show	S. New Jersey, NJ	8/4/2008 0:00	Support of annual tour operator show which provides opportunity to promote the destination product.	Northeast	Senior	180	Agents
JTB Midwest Sales Call Blitz	Missouri	8/6-10/2008	Intensive sales call blitz on the agencies in the state of Missouri to generate winter business.	Midwest	Sales team	270	Agents
Caribbean Festival & Jamaica Independence Celebration	Chicago, IL	8/8-10/2008	Annual mass event celebrating Caribbean culture and Jamaica's Independence.	Midwest	100,000		Consumers
The Metro NY Balloon & Music Festival	Shirley, NY	8/8-10/2008	Family-oriented event which attracts a large audience will provide an excellent opportunity to promote the destination. Travel Impressions will have on-site booking available.	Northeast	Sinclair	130000	Consumers
JTB/Go Away Travel/Funjet Vacations Fam	Montego Bay/Negril	8/8-11/2008	Fam trip to educate agents on-island.	Midwest	Christie	20	Agents

JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > AUGUST 2008 - JANUARY 2009

ACTIVITIES	Location	Date	Rationale	REGION	Responsibility	Target	Qty/Type
Camp Pendleton ITT & Latitudes Travel Adventure Expo	San Diego, CA	8/8/2008 0:00	Opportunity to promote Jamaica at this annual expo attended by the San Diego Military community and their families.	West	DaCosta	3000	Consumers
Jamaica Night with Rose Hall Golf Assn (RHGA)	Medford, NJ	8/8/2008 0:00	JTB will partner with the RHGA to host a Jamaica Night featuring Jamaican cuisine and entertainment. The main focus of the evening will be to promote the RHGA Health & Wellness event scheduled to take place at Rose Hall/Jamaica in October.	Northeast	Dobson	60	Agents
MPI World Education Congress (WEC)	Las Vegas, NV	8/9-12/2008	Annual networking/trade event open to the national membership of MPI	Groups	Bullock	1800	Buyers
Jamaica Independence Celebration	New Jersey, NJ	8/10/2008 0:00	JTB will participate in the Jamaica Independence celebration to be held at the First Baptist Church in Lincoln Gardens.	Northeast	Senior	250	Consumers
Heart of the Valley Tvl/Honeymoon/Destination Wedding Ex	Appleton, WI	8/11/2008 0:00	Annual event for potential honeymooners and wedding couples which presents opportunity to promote this niche market.	Midwest	McDermoth	2000	Consumers
Reggae Night at Hollywood Bowl	Hollywood, CA	8/11/2008 0:00	Opportunity to educate consumers on the Jamaica product.	West	Holland	1800	Consumers
GoGo Worldwide Vacations-Jamaica Training	Orlando, FL	8/13/2008 0:00	Train and update reservation agents on the Jamaica product.	South	Wright	8	Agents
Funjet Trade Show	Chicago, IL	8/13/2008 0:00	Opportunity to update the trade on the destination as well as support for annual tour operator show.	Midwest	Bucknor	150	Agents
Funjet Trade Show	Chicago, IL	8/13/2008 0:00	Opportunity to update the trade on the destination as well as support for annual tour operator show.	Midwest	Bucknor	120	Agents
GoGo Worldwide Vacations-Jamaica Training	Clearwater, FL	8/14/2008 0:00	Train and update reservation agents on the Jamaica product.	South	Wright	7	Agents
Funjet Trade Show	St. Louis, MO	8/14/2008 0:00	Opportunity to update the trade on the destination as well as support for annual tour operator show.	Midwest	Christie	110	Agents

JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > AUGUST 2008 - JANUARY 2009

ACTIVITIES	Location	Date	Rationale	REGION	Responsibility	Target	Qty/Type
Funjet Supplier Appreciation Dinner & Seminar	Minneapolis, MN	8/15/2008 0:00	Funjet will honour their top producing agents.	Midwest	McDermoth	100	Agents
CAFCI Business Awareness Expo (Carib. Amer. Comm. Dev.)	Royal Palm Beach, FL	8/16/2008 0:00	Opportunity to showcase Jamaica and to network with small businesses, non-profit organizations and consumers from neighboring communities.	South	Henry	300	Consumers
Jamaica Assoc. of Houston Independence Gala	Houston, TX	8/16/2008 0:00	Support for Jamaican Association's annual Independence celebration.	Southwest	Rose	800	Consumers
22nd Annual Caribbean Festival	Penn's Landing, PA	8/17/2008 0:00	Annual consumer event will feature Caribbean cuisine, handicraft, music, dance and poetry for the entire family. Reggae artist, Richie Stephens, will headline a concert scheduled for the latter part of the evening.	Northeast	Senior	15000	Consumers
Baltimore Bridal Showcase	Baltimore, MD	8/17/2008 0:00	Great potential to increase the wedding and honeymoon business from the Maryland market.	Northeast	Harper	500	Consumers
Incentiveworks Meetings & Promotions Show	Toronto, CA	8/18-20/2008	Opportunity to meet with potential buyers at Canada's premiere event targeting corporate purchasers/decision makers of premiums, awards and incentive programs.	Groups	Bullock	2000	Buyer
Funjet Trade Show	Minneapolis, MN	8/18/2008 0:00	Opportunity to update the trade on the destination as well as support for annual tour operator show.	Midwest	McDermoth	110	Agents
JTB Midwest Trade Show/Presentation-5 cities	Chicago, IL	8/19/2008 0:00	A series of seminars to update agents on the Jamaica product and also introduce the Boonoonoonoos program.	Midwest	Mesquita	80	Agents
Funjet Trade Show	Milwaukee, WI	8/19/2008 0:00	Opportunity to update the trade on the destination as well as support for annual tour operator show.	Midwest	McDermoth	110	Agents
JTB Midwest Trade Show/Presentation-5 cities	Detroit, MI	8/20/2008 0:00	A series of seminars to update agents on the Jamaica product and also introduce the Boonoonoonoos program.	Midwest	Mesquita	70	Agents

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > AUGUST 2008 - JANUARY 2009**

ACTIVITIES	Location	Date	Rationale	REGION	Responsibility	Target	Qty/Type
Bank of America Cultural Fair	Charlotte, NC	8/20/2008 0:00	Jamaica will be the destination promoted to the staff of Bank of America in Charlotte - BA Headquarters. Of the 9,000 employees, 1,600 are Jamaican.	South	Bronstorph	3000	Consumers
JTB Midwest Trade Show/Presentation-5 cities	Minneapolis, MN	8/21/2008 0:00	A series of seminars to update agents on the Jamaica product and also introduce the Boonoonoonoos program.	Midwest	Christie	60	Agents
NBC5 19th Annual Vision: The Women's Expo	Dallas, TX	8/22-24/2008	This expo is the oldest and largest in the Southwest and our participation will provide an excellent opportunity to highlight the spa and wellness aspect of this niche market.	Southwest	Rose	10000	Consumers
Accenture Chicago Triathlon	Chicago, IL	8/22-24/2008	Opportunity to showcase the upcoming Rose Hill Triathlon and Wellness Expo in Jamaica.	Midwest	Willis/Bucknor	4000	Consumers
Chicago Reggae Festival	Chicago, IL	8/23/2008 0:00	Opportunity to showcase the destination at the large consumer event.	Midwest	Bucknor	5000	Consumers
Jamaica Specialist Workshop	Walnut Creek, CA	8/23/2008 0:00	Destination training for select agents from Northern California CTO.	West	Holland	15	Agents
The 5th Annual New York Call	Nassau County, NY	8/23/2008 0:00	JTB will be the sole destination represented at this annual event providing direct access to 125 pastors considered VIP's and the key decision-makers for group travel from their churches. Excellent opportunity to promote to the faith-based marketplace in this Tri-state area.	Northeast	Sinclair/Senic	30000	Consumers
Caribbean Day at Memory Maker Travel	Dallas, TX	8/25/2008 0:00	Educate consumers on the Jamaica product.	Southwest	Rose	100	Consumers
AAA Destination Specialist Caribbean Class	Hayward, CA	8/26/2008 0:00	Train and update reservation agents on the destination product.	West	Holland	20	Agents
JTB Midwest Fall Seminar-Secondary Cities	Wichita, KS	8/26/2008 0:00	JTB trade show in secondary city to update agents on the destination product.	Midwest	Christie	20	Agents
JTB Sales Call Blitz	Kansas City, MO	8/27/2008 0:00	JTB will form 2 teams and blitz agencies in the Kansas City area.	Midwest	Christie	16	Agents

JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > AUGUST 2008 - JANUARY 2009

ACTIVITIES	Location	Date	Rationale	REGION	Responsibility	Target	Qty/Type
CTO Long Island Supplier Appreciation	Long Island, NY	8/27/2008 0:00	Opportunity to update the membership of the Caribbean Tourism Organization on the Jamaica destination.	Northeast	Sinclair		Agents
Jamaica Night in Salt Lake City-CANX	Salt Lake City, UT	8/28/2008 0:00	Opportunity to make a Jamaica presentation to this agency and it's top clientele.	West	DaCosta	15	Agents-Cons
JTB Midwest Fall Seminar-Secondary Cities	Springfield, MO	8/28/2008 0:00	JTB seminar in a secondary city to update agents on the destination product.	Midwest	Christied	25	Agents
JTB "Dine 'n Discover"	Salt Lake City, UT	8/29/2008 0:00	Part of a series of intensive workshops geared towards providing travel agents with the tools and know-how to sell the destination.	West	DaCosta	25	Agents
Jamaica Night at the Shoppes	Chino Hills, CA	8/30/2008 0:00	Opportunity to promote the destination in this shopping center.	West	Holland	3000	Consumers
Atlanta Caribbean Jerk Festival	Atlanta, GA	8/31/2008 0:00	Inaugural festival in Atlanta will provide the opportunity to meet members of the growing diaspora and update them on the dynamic changes taking place in the destination.	South	Bronstorph	5000	Consumers
Home-Based Agent Luncheon Seminar	Palm Beach, FL	9/3/2008 0:00	Agents who work from home were invited to a luncheon seminar to be updated on the Jamaica product.	South	Henry	15	Agents
Greater Philadelphia Tri-State Chapter	Philadelphia, PA	9/3/2008 0:00	JTB will sponsor the CTO Philadelphia Chapter's monthly meeting to showcase Jamaica's diverse tourism product.	Northeast	Harper	85	Agents
Jamaica Night - Hudson Valley Travel	Beacon, NY	9/3/2008 0:00	JTB will host a mini seminar for travel agency owners/managers in the Mid-Hudson Valley region to update them on the destination.	Northeast	Dobson	20	Agents
JTB/NW (Northwest Airlines) Fam Trip	Ocho R/Negril/S. Coast	9/4-8/2008	Agents will be targeted in the Minnesota and Wisconsin states, specifically, to participate on a fam trip.	Midwest	McDermoth	15	Agents
Sandals & American Airlines Travel Agent Golf Tournament	Ocho Rios, Jamaica	9/4-8/2008	Meet and escort agents participating in this golf tournament which is an important niche market for the destination.	South	Wright		Agents

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > AUGUST 2008 - JANUARY 2009**

ACTIVITIES	Location	Date	Rationale	REGION	Responsibility	Target	Qty/Type
JTB/Travel Impressions Fam Trip	Montego Bay/Negril	9/4-8/2008	JTB will partner with Travel Impressions, on of our tour operators in the NE region. Agents in the New England area will be targeted to participate in a fam trip to Jamaica for an update on the destination.	Northeast	Woolcock	12	Agents
GoGo Worldwide Vacations Training	Miami, FL	9/4/2008 0:00	Train and update reservation agents on the Jamaica product.	South	Henry	10	Agents
Destination Update	Jamaica	9/6-10/2008	Qualified planners will be targeted to visit Jamaica and learn about our unique facilities.	Groups	Bullock	25	Planners
AAA Travel Expo at Folsom Premium Outlet	Folsom, CA	9/6/2008 0:00	Showcase the destination at this Outlet. To generate interest, flyers on the Jamaica event will be mailed to the AAA members in the surrounding areas of Folsom. Signage will also be visible at the AAA office and the Outlet.	West	Holland	3000	Consumers
MACY'S SPELLING BEE EVENT (1st of 8 locations)	Center City (Philadelphia)	9/6/2008 0:00	JTB will sponsor with Macy's a Spelling Bee contest in eight of their stores across the NE and Midwest states.	National	Dobson	150	Consumers
ASTA The TRADE Show	Orlando, FL	9/7-9/2008	This show is entering it's second year in their new 3-day format which connects thousands of consumers, travel agents and travel suppliers. JTB will take an island booth and Jamaica presentations will be made during this period.	National	Wright, Henry	4500	Trade
MACY'S SPELLING BEE EVENT (2nd of 8 locations)	Burlington, MA	9/7/2008 0:00	JTB sponsorship of Macy's Spelling Bee contest in eight of their stores across the NE and Midwest states.	National	Dobson	150	Consumers
Chicago Interline Show	Chicago, IL	9/8/2008 0:00	Trade show to update agents on the destination product.	Midwest	Bucknor	200	Agents
GoGo Tours 2008 Appreciation Dinner/Trade Show	Ft. Lauderdale, FL	9/8/2008 0:00	Support of annual tour operator show which provides opportunity to promote the destination product.	South	Henry	80	Agents

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JTB "Dine 'n Discover"	Seattle, WA	9/8/2008 0:00	Part of a series of intensive workshops geared towards providing travel agents with the tools and know-how to sell the destination.	West	Holland	25	Agents
Jamaica Day at Costco Travel	Issaquah, WA	9/9/2008 0:00	Train reservation agents on the Jamaica product.	West	Holland	70	Agents
Atlas Vacations Jamaica Training	Brooklyn, NY	9/9/2008 0:00	Train and update reservation agents on the Jamaica product.	Northeast	Dobson	10	Agents
GoGo Tours 2008 Appreciation Dinner/Trade Show	Miami, FL	9/9/2008 0:00	Support of annual tour operator show which provides opportunity to promote the destination product.	South	Henry	80	Agents
Apple Vacations Show	Chicago, IL	9/9/2008 0:00	Opportunity to update the trade on the destination as well as support for annual tour operator show.	Midwest	Bucknor	220	Agents
JTB West Coast Sales Call Blitz	Portland, OR	9/10-11/2008	Joint sales call with travel partners to update the trade on the Jamaica product.	West	Holland	40	Agents
JTB "Dine 'n Discover"-changed to sales calls	Portland, OR	9/10/2008 0:00	Part of a series of intensive workshops geared towards providing travel agents with the tools and know-how to sell the destination.	West	Holland	40	Agents
Apple Vacations Show	Minneapolis, MN	9/10/2008 0:00	Opportunity to update the trade on the destination as well as support for annual tour operator show.	Midwest	McDermoth	220	Agents
Grapevine Grapefest	Grapevine, TX	9/11-14/2008	JTB will partner with Coppell Travel to promote the destination at this large consumer event.	Southwest	Rose	300000	Consumers
JTB/Air Jamaica Fall Fly-in	Montego Bay/Negril	9/11-15/2008	Travel agents from all JM gateways in the US will be invited on a fam to be updated on-island.	National	JTB US/MBJ	150	Agents
Apple Vacations Show	Milwaukee, WI	9/11/2008 0:00	Opportunity to update the trade on the destination as well as support for annual tour operator show.	Midwest	McDermoth	210	Agents

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Jamaica Night at Adagio Travel	New Bedford, MA	9/11/2008 0:00	JTB will partner with Adagio Travel to educate consumers in this area on the destination product.	Northeast	Woolcock	50	Consumers
The Nation's Triathlon	Washington, DC	9/12-14/2008	Organizers of the WATA Rose Hall Festival (scheduled for Jamaica in October) will host a booth here and share with JTB to generate interest in the Rose Hall Triathlon & Wellness event. Nation's Triathlon is the largest event of this nature held across the country and is already sold out.	Northeast	Woolcock		Consumers
American Express/Centurion Ctr Jamaica Day 2008	Atlanta, GA	9/12/2008 0:00	Train and update reservation agents on the Jamaica product.	South	Henry	100	Agents
Jamaica Night with Rose Hall Golf Assn (RHGA)	Findlay, OH	9/12/2008 0:00	JTB will partner with the RHGA to host a Jamaica Night featuring Jamaican cuisine and entertainment. The main focus of the evening will be to promote the RHGA Health & Wellness event scheduled to take place at Rose Hall/Jamaica in October.	Midwest	Mesquita	50	Agents
2008 Brooklyn Caribbean Youth Fest	Brooklyn, NY	9/13/2008 0:00	4th annual consumer event which attracts mostly families and individuals residing in the NY city area in proximity to Brooklyn, a primary market for Jamaica. Opportunity to promote Fall travel to Caribbean and US nationals.	Northeast	Dobson	2500	Consumers
The Seattle Times Adventures in Travel Expo	Seattle, WA	9/13-14/2008	Opportunity to promote the Seattle/Dallas/Montego Bay route by American Airlines as well as the Vancouver/MBJ flight by Air Canada	West	Holland	10000	Consumers
MACY'S SPELLING BEE EVENT (3rd of 8 locations)	Woodfield, IL	9/13/2008 0:00	JTB sponsorship of Macy's Spelling Bee contest in eight of their stores across the NE and Midwest states.	Northeast	Bucknor	150	Consumers

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MACY'S SPELLING BEE EVENT (4th of 8 locations)	Novi, MI	9/13/2008 0:00	JTB sponsorship of Macy's Spelling Bee contest in eight of their stores across the NE and Midwest states.	National	McDermoth	150	Consumers
MACY'S SPELLING BEE EVENT (5th of 8 locations)	Ridgefield, MN	9/13/2008 0:00	JTB sponsorship of Macy's Spelling Bee contest in eight of their stores across the NE and Midwest states.	National	Christie	150	Consumers
Main Line Bridal Event	St. Davids, PA	9/13/2008 0:00	Excellent opportunity to promote Jamaica's wedding and honeymoon product.	Northeast	Senior	3000	Consumers
MACY'S SPELLING BEE EVENT (6th of 8 locations)	Long Island, NY	9/14/2008 0:00	JTB sponsorship of Macy's Spelling Bee contest in eight of their stores across the NE and Midwest states.	Northeast	Dobson	150	Consumers
MACY'S SPELLING BEE EVENT (7th of 8 locations)	Columbia, MD	9/14/2008 0:00	JTB sponsorship of Macy's Spelling Bee contest in eight of their stores across the NE and Midwest states.	National	Taylor/RF	150	Consumers
AAA Nashville Bridal Show	Nashville, TN	9/14/2008 0:00	Opportunity to promote this niche market to prospective bridal couples.	South	Bronstorph	2000	Consumers
JHTA/Ocho Rios Diaspora Event	Miami, FL	9/15/2008 0:00	Joint event with Jamaica National, JHTA and JTB for the diaspora in the Miami-Dade area.	South	Henry	250	Consumers
GoGo Worldwide Vacations Training	Richmond & Virginia Beach	9/16-17/2008	Train and update reservation agents on the destination product	Northeast	Harper	18	Agents
Travel Impressions 2008 Trade Show	San Francisco, CA	9/16/2008 0:00	Annual tour operator trade event. JTB will showcase the destination to TI top agents.	West	Holland	80	Agents
JTB "Dine 'n Discover" - CANX	Phoenix, AZ	9/16/2008 0:00	Part of a series of intensive workshops geared towards providing travel agents with the tools and know-how to sell the destination.	West	DaCosta	25	Agents
TABS (Travel Agents of Brooklyn & Staten Island)	Brooklyn, NY	9/16/2008 0:00	JTB will sponsor this monthly meeting and use the opportunity to update their membership on the Jamaica product.	Northeast	Dobson	50	Agents
CTO Miami Chapter-Dinner Presentation	Miami, FL	9/16/2008 0:00	JTB will co-sponsor CTO's monthly meeting with the focus being the Ocho Rios resort. JHTA Ocho Rios Chapter members will visit Miami for this Jamaica evening.	South	Henry	50	Agents

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MLT In-house Training	Minott, ND	9/17/2008 0:00	Train and update reservation agents at one of our major tour operators in this region.	Midwest	McDermoth	80	Agents
GoGo Worldwide Vacations Training	Lynbrook, NY	9/17/2008 0:00	Train and update tour operator's reservation agents on the Jamaica product.	Northeast	Sinclair	8	Agents
Travel Impressions 2008 Trade Show	Orange County, CA	9/17/2008 0:00	Annual tour operator trade event. JTB will showcase the destination to TI top agents.	West	DaCosta	80	Agents
JTB Midwest Fall Seminar-Secondary Cities	Des Moines, IA	9/17/2008 0:00	JTB seminar in a secondary city to update agents on the destination product.	Midwest	25		Agents
Peninsula Travel Presentation	Columbia, SC	9/17/2008 0:00	Annual trade show in round table format to update agents on the destination product.	South	Bronstorph	60	Agents
JTB/NE Fam Trip	Ocho Rios, Jamaica	9/18-22/2008	Agents invited to fly from the JFK gateway via Air Jamaica to be updated on-island.	Northeast	Dobson	14	Agents
Travel Impressions 2008 Trade Show	Los Angeles, CA	9/18/2008 0:00	Annual tour operator trade event. JTB will showcase the destination to TI top agents.	West	Holland	100	Agents
JTB "Dine 'n Discover"	Denver, CO	9/18/2008 0:00	Part of a series of intensive workshops geared towards providing travel agents with the tools and know-how to sell the destination.	West	Holland	50	Agents
Peninsula Travel Presentation	Charleston, SC	9/18/2008 0:00	Annual trade show in round table format to update agents on the destination product.	South	Bronstorph	60	Agents
Costco Warehouse Road Show	Yorba Linda, CA	9/19/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	West	Mesquita	3500	Consumers
AJV/US Air Vacations/Mark Travel - Jamaica Day	Orlando, FL	9/19/2008 0:00	JTB will update reservation agents for these tour operators on the Jamaica product.	South	Wright	300	Agents

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Costco Warehouse Road Show	Nesconset, NY	9/20/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Sinclair	4000	Consumers
Costco Warehouse Road Show	Hawthorne, CA	9/20/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	West	Mesquita	4000	Consumers
Costco Warehouse Road Show	Charleston, SC	9/20/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	South	Bronstorph	2000	Consumers
MAGY'S SPELLING BEE EVENT - FINALS	New York, NY	9/20/2008 0:00	Semi-finalists from the 8 stores will compete for a grand prize to Jamaica compliments of Sunset Jamaica Grande. The Director of Tourism will be the judge at the finals scheduled to take place at Herald Square.	Northeast	West/Smith	50	Consumers

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Costco Warehouse Road Show	Charlotte, NC	9/21/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	South	Bronstorph	2000	Consumers
Costco Warehouse Road Show	Holbrook, NY	9/21/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Sinclair	4000	Consumers
Costco Warehouse Road Show	Temecula, CA	9/21/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	West	Mesquita	3500	Consumers
Washington Bridal Show	Greenbelt, MD	9/21/2008 0:00	Excellent opportunity to increase Jamaica's wedding/honeymoon business from the NE region	Northeast	Harper	600	Consumers
TNT Vacations Trade Show	Cranston, RI	9/22/2008 0:00	Annual tour operator show to update agents on their product offerings.	Northeast	Woolcock	120	Agents

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IT&ME/The Motivation Show	Chicago, IL	9/23-25/2008	Annual premier motivation and premium travel show which provides an excellent opportunity to showcase the Jamaica product as an ideal location for meetings and conventions.	Groups	Bullock	20000	Planners
Tyree Travel - Jamaica Training	Long Island, NY	9/23/2008 0:00	JTB will partner with Air Jamaica and Air Jamaica Vacations to train and update reservation agents on the destination product.	Northeast	Senior	15	Agents
JTB Midwest Fall Seminar-Secondary Cities	Cincinnati, OH	9/23/2008 0:00	JTB seminar in a secondary city to update agents on the destination product.	Midwest	Mesquita	65	Agents
TNT Vacations Trade Show	Nashua, NH	9/23/2008 0:00	Annual tour operator show to update agents on their product offerings.	Northeast	Woolcock	100	Agents
JTB/Continental Airlines Vacations Training	Houston, TX	9/24/2008 0:00	JTB will join with Continental Airlines Vacations to train and update reservation agents at Vacations to Go, one of our tour operators.	Southwest	Rose	80	Agents
GoGo Worldwide Vacations Training	Raleigh, NC	9/24/2008 0:00	Training of reservation staff and appreciation reception for top clients to update and showcase Jamaica as the premier Caribbean destination.	South	Bronstorph	25	Agents-Cons
JTB Midwest Fall Seminar	Columbus, OH	9/24/2008 0:00	JTB seminar in a secondary city to update agents on the destination product.	Midwest	Mesquita	45	Agents
TNT Vacations Trade Show	Randolph, MA	9/24/2008 0:00	Annual tour operator show to update agents on their product offerings.	Northeast	Woolcock	100	Agents
JTB/NE Fam Trip	Montego Bay/Negril	9/25-29/2008	Educate agents on-island on the Jamaica product.	Northeast	Dobson	20	Agents
MEET US IN MBJ FAM - CANX	Montego Bay/Ocho Rios	9/25-29/2008	Agents will be responsible for their own flight to Jamaica and JTB for the land itinerary.	National	JTB/MBJ	12	Agents

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JTB Midwest Fall Seminar	Cleveland, OH	9/25/2008 0:00	JTB seminar in a secondary city to update agents on the destination product.	Midwest	Mesquita	65	Agents
CTO Long Island Jamaica Evening	Woodbury, LI	9/25/2008 0:00	Opportunity to update the CTO membership on the destination product.	Northeast	Sinclair	60	Agents
TNT Vacations Trade Show	Bedford, MA	9/25/2008 0:00	Annual tour operator show to update agents on their product offerings.	Northeast	Woolcock	130	Agents
GoGo Worldwide Vacations Top Agent Dinner	Raleigh, NC	9/25/2008 0:00	JTB will partner with GoGo for an appreciation dinner for GoGo's top selling agents.	South	Bronstorph	12	Agents
AAA Travel Extravaganza	Bangor, ME	9/27/2008 0:00	Great opportunity to market Jamaica to consumers in this area of Maine. AAA will have a radio station present and JTB will give a 5-minute on-air interview.	Northeast	Woolcock	200	Agents
Mansfield Farmers Market & Pecan Festival	Mansfield, TX	9/27/2008 0:00	Family event with activities for children. Also present will be food and craft vendors, a car show and music. Attendees will also participate in a 5K run. JTB will partner with a Jamaican food vendor and the stall will be branded "Jamaica Jerk Stall" where vacation packages will also be promoted.	Southwest	Rose	7000	Consumers
Costco Warehouse Road Show	Melville, NY	9/27/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Sinclair	4000	Consumers

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Costco Warehouse Road Show	Norwalk, NY	9/27/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Dobson	3500	Consumers
Costco Warehouse Road Show	Glen Burnie, MD	9/27/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Harper	3000	Consumers
Costco Warehouse Road Show	Chino Hills, CA	9/27/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	West	Holland	4000	Consumers

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Costco Warehouse Road Show	Harrisburg, PA	9/27/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Senior	3000	Consumers
Costco Warehouse Road Show	Plano, TX	9/28/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Southwest	Rose	4000	Consumers
Costco Warehouse Road Show	Commack, NY	9/28/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Sinclair	4000	Consumers

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Costco Warehouse Road Show	Gaithersburg, MD	9/28/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Harper	3000	Consumers
Costco Warehouse Road Show	Azusa, CA	9/28/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	West	Holland	4000	Consumers
Costco Warehouse Road Show	King of Prussia	9/28/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Senior	3000	Consumers

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2008 Mustard Seed Communities Benefit Luncheon	New York, NY	9/28/2008 0:00	Mustard Seed is a non-profit organization which supports needy children, youth and adults in 14 communities throughout the Caribbean, Central American and Africa. The JTB will support with a full page ad and 2 tickets to the benefit luncheon. Prime Minister Golding is scheduled to be the keynote speaker.	Northeast	Dobson	300	Consumers
Vacation Express Reservation Training	Atlanta, GA	9/30/2008 0:00	Train and update reservation agents on the Jamaica product.	South	Bronstorph	30	Agents
JTB Midwest Fall Seminar - Secondary Cities	Eau Claire, WI	9/30/2008 0:00	JTB seminar in a secondary city to update agents on the destination product.	Midwest	McDermoth	20	Agents
Azumano Tvl/Amex Training Seminar & Incentive	Portland, OR	9/30/2008 0:00	JTB will partner with Travel Impressions and Sandals & Beaches Resorts to conduct intensive training for the reservation agents at Azumano. The training will incorporate a media campaign for the PNW (Pacific Northwest), Azumano interoffice competition and personal agent incentive.	West	Holland	25	Agents
Grand Rapids Press West Michigan Travel Trade Show	Grand Rapids, MI	10/1/2008 0:00	This show will present an opportunity to connect/reconnect with both home-based and in-house travel agents.	Midwest	Mesquita	600	Agents
JTB Jamaica Spice Seminar - Secondary city	La Crosse, WI	10/1/2008 0:00	JTB seminar in a secondary city to update agents on the destination product.	Midwest	McDermoth	20	Agents
ASTA Travel Show	Detroit, MI	10/1/2008 0:00	Annual travel show hosted by ASTA.	Midwest	Mesquita	300	Agents
JTB/Travel Impressions Fam Trip	Montego Bay/Negril	10/2-6/2008	JTB will educate Travel Impressions (tour operator) reservations agents on-island.	Northeast	JTB/MBJ	10	Agents
Go Classy Tours Training	Clearwater, FL	10/2/2008 0:00	Train and update reservation agents on the destination product.	South	Wright	10	Agents

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Azumano Travel/Amex Training Seminar & Incentive	Seattle, WA	10/2/2008 0:00	JTB will partner with Travel Impressions and Sandals & Beaches Resorts to conduct intensive training for the reservation agents at Azumano. The training will incorporate a media campaign for the PNW (Pacific Northwest), Azumano interoffice competition and personal agent incentive.	West	Holland	25	Agents
Detroit Travel Show - ASTA	Detroit, MI	10/2/2008 0:00	This show will present the opportunity to connect/reconnect with both home-based and in-house travel agents.	Midwest	Mesquita	600	Agents
JTB Jamaica Spice Seminar - Secondary city	Wausau, WI	10/2/2008 0:00	JTB seminar in a secondary city to update agents on the destination product.	Midwest	McDermoth	25	Agents
JTB/JM Fam Tour	Montego Bay/Ocho Rios	10/3-8/2008	Agents from Gateway Travel in Las Vegas will be targeted to participate on this fam trip.	West	JTB/MBJ	14	Agents
Costco Warehouse Road Show	Plano, TX (West)	10/4/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Southwest	Rose	4000	Consumers
Costco Warehouse Road Show	Overland Park, KS	10/4/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Midwest	Christie	4000	Consumers

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ACTIVITIES	Location	Date	Rationale	REGION	Responsibility	Target	Qty/Type
Costco Warehouse Road Show	Bloomfield Town	10/4/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Midwest	Mesquita	3500	Consumers
Costco Warehouse Road Show	Alpharetta, GA	10/4/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	South	Bronstorph	3000	Consumers
Costco Warehouse Road Show	Danvers, MA	10/4/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Woolcock	4000	Consumers

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ACTIVITIES	Location	Date	Rationale	REGION	Responsibility	Target	Qty/Type
Costco Warehouse Road Show	Nanuet, NY	10/4/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Dobson	3000	Consumers
Costco Warehouse Road Show	Fredericksburg, VA	10/4/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Harper	3500	Consumers
Costco Warehouse Road Show	Hackensack, NJ	10/4/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Senior	4000	Consumers

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ACTIVITIES	Location	Date	Rationale	REGION	Responsibility	Target	Qty/Type
Costco Warehouse Road Show	Miami, FL (Kendall)	10/4/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	South	Henry	4000	Consumers
Costco Warehouse Road Show	Westlake Village	10/4/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	West	Holland	3500	Consumers
Main Street Festival	Fort Worth, TX	10/4-5/2008		Southwest	Rose	25000	Consumers
United Airlines Vacation Product Launch	Vail, CO	10/4/2008 0:00	Support for airline partner at their annual event. Jamaica collateral will be distributed.	West	Holland	100	Agents
HIGO (Hospitality Industry Golf Organization) CANX	Palm Beach Gardens, FL	10/5-7/2008	HIGO provides a forum that includes networking/golf and fun for the attendees that include association executives, meeting planners and sponsors within the meeting industry. The primary goal is to build relationships and do business.	Groups	Bullock	100	Planners

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ACTIVITIES	Location	Date	Rationale	REGION	Responsibility	Target	Qty/Type
Costco Warehouse Road Show	Dallas, TX	10/5/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 23 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Southwest	Rose	4000	Consumers
Costco Warehouse Road Show	Atlanta, GA (Cumberland N	10/5/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	South	Bronstorph	3000	Consumers
Costco Warehouse Road Show	Waltham, MA	10/5/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Woolcock	4000	Consumers

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ACTIVITIES	Location	Date	Rationale	REGION	Responsibility	Target	Qty/Type
Costco Warehouse Road Show	Staten Island, NY	10/5/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Dobson	4000	Consumers
Costco Warehouse Road Show	Pembroke Pines, FL	10/5/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	South	Henry	2000	Consumers
Costco Warehouse Road Show	Moreno Valley, CA	10/5/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	West	Holland	3500	Consumers
United Vacations Product Launch & Educational Retreat	Chicago, IL	10/5/2008 0:00	Opportunity to network with United Vacations' top producing travel agents and promote United Airlines' non-stop scheduled flight from Chicago to Montego Bay starting December 20, 2008 through May 2, 2009.	Midwest	Bucknor	200	Agents
MLT University Seminar	St. Paul, MN	10/6-8/2008		Midwest	McDermoth	1600	Agents

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JTB South Fall Presentation	Charlotte, NC	10/6/2008 0:00	Annual fall trade show to update the trade on the destination Product.	South	Bronstorph	50	Agents
GoGo Tours 2008 Appreciation Dinner/Trade Show	Providence, RI	10/7/2008 0:00	Support of annual tour operator show which provides opportunity to promote the destination product.	Northeast	Harper	80	Agents
JTB South Fall Presentation	Greenville, SC	10/7/2008 0:00	Annual trade show to update the trade on the destination product.	South	Bronstorph	50	Agents
GoGo Tours 2008 Appreciation Dinner/Trade Show	Boston, MA	10/8/2008 0:00	Support of annual tour operator show which provides opportunity to promote the destination product.	Northeast	Woolcock	80	Agents
JTB South Fall Presentation	Atlanta, GA	10/8/2008 0:00	Annual trade show to update the trade on the destination product.	South	Bronstorph	60	Agents
JTB/NE Fam Trip	Montego Bay/Ocho Rios	10/9-13/2008	Fam trip to update agents on the destination product.	Northeast	JTB/MBJ	15	Agents
Village Travel Consumer Show	Redding, CA	10/9/2008 0:00	Consumer show which will provide opportunity to promote the destination product to prospective travelers.	West	Holland	300	Consumers
GoGo Tours 2008 Appreciation Dinner/Trade Show	New Haven, CT	10/9/2008 0:00	Support of annual tour operator show which provides opportunity to promote the destination product.	Northeast	Dobson	100	Agents
JTB Midwest Trade Show/Presentation	St. Louis, MO	10/9/2008 0:00	Fall trade show to update agents on the destination product.	Midwest	Christie	100	Agents
Germantown Travel Show		10/9/2008 0:00		Midwest	McDermoth	300	Consumers
Costco Warehouse Road Show	Ft. Worth, TX	10/11/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Southwest	Rose	4000	Consumers

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ACTIVITIES	Location	Date	Rationale	REGION	Responsibility	Target	Qty/Type
Costco Warehouse Road Show	Naperville, IL	10/11/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Midwest	Bucknor	3000	Consumers
Costco Warehouse Road Show	Dedham, MA	10/11/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Woolcock	4000	Consumers
Costco Warehouse Road Show	Yonkers, NY	10/11/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Dobson	4000	Consumers

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Costco Warehouse Road Show	Union, NJ	10/11/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Senior	3500	Consumers
Costco Warehouse Road Show	Orlando, FL	10/11/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	South	Wright	2000	Consumers
Costco Warehouse Road Show	Laguna Niguel, CA	10/11/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	West	Wright, P	4000	Consumers

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ACTIVITIES	Location	Date	Rationale	REGION	Responsibility	Target	Qty/Type
Costco Warehouse Road Show	Brentwood, TN	10/11/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	South	Bronstorph	2000	Consumers
2008 Sandals Grande Unveiling Event	Miami, FL	10/11/2008 0:00	Sandals/Beaches will host a series of events to "unveil" the upgrades and/or new additions to their properties.	South	Henry	250	Agents
Costco Warehouse Road Show	Arlington, TX	10/12/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Southwest	Rose	4000	Consumers
Costco Warehouse Road Show	Memphis, TN	10/12/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	South	Bronstorph	3000	Consumers

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Costco Warehouse Road Show	Everett, MA	10/12/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Woolcock	4000	Consumers
Costco Warehouse Road Show	Edison, NJ	10/12/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Northeast	Senior	3500	Consumers
Costco Warehouse Road Show	Tustin, CA	10/12/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	West	Wright,P	3000	Consumers

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ACTIVITIES	Location	Date	Rationale	REGION	Responsibility	Target	Qty/Type
Costco Warehouse Road Show	Clearwater, FL	10/12/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	South	Wright	3000	Consumers
JTB Midwest Sales Calls Blitz	Pittsburgh, PA	10/13-17/2008	Intense sales call blitz in the Pittsburgh area to generate winter business.	Midwest	Sales team	270	Agents
JTB South Fall Presentation	Naples, FL	10/13/2008 0:00	Annual trade show to update the trade on the destination product.	South	Henry	40	Agents
Travel Impressions 2008 Trade Show	Long Island, NY	10/14/2008 0:00	Annual tour operator trade event. JTB will showcase the destination to TI top agents.	Northeast	Sinclair	100	Agents
CWT/Tubby Lohmer's Travel Show	Stillwater, MN	10/14/2008 0:00	Consumer show hosted by one of JTB's top producers - Carlson Wagonlit Travel - in a very upscale area of Minneapolis.	Midwest	McDermoth	200	Consumers
JTB Destination Update	Sarasota, FL	10/14/2008 0:00	Annual trade show to update the trade on the destination product.	South	Henry	30	Agents
Liberty Travel Buzz Night	Washington, DC	10/14/2008 0:00	Jamaica-themed Night to promote the destination to the travel managers and agents of Liberty Travel.	Northeast	Harper	35	Agents
Vacation Express Jamaica Training	Atlanta, GA	10/15/2008 0:00	Train and update reservation agents on the Jamaica product.	South	Bronstorph	20	Agents
GoGo Worldwide Vacations Training	Wilmington, DC	10/15/2008 0:00	Train and update tour operator's reservation agents on the Jamaica product.	Northeast	Harper	9	Agents
Travel Impressions 2008 Trade Show	Stamford, CT	10/15/2008 0:00	Annual tour operator trade event. JTB will showcase the destination to TI top agents.	Northeast	Dobson	80	Agents
JTB South Fall Presentation	Tampa, FL	10/15/2008 0:00	Annual trade show to update the trade on the destination product.	South	Henry	70	Agents
GoGo Worldwide Vacations Training	Lake Success, NY	10/16/2008 0:00	Train and update tour operator's reservation agents on the Jamaica product.	Northeast	Sinclair	16	Agents

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Travel Impressions 2008 Trade Show	Boston, MA	10/16/2008 0:00	Annual tour operator trade event. JTB will showcase the destination to TI top agents.	Northeast	Woolcock	80	Agents
JTB Midwest Trade Show/Presentation	Pittsburgh, PA	10/16/2008 0:00	Fall trade seminar to update agents on the destination product and generate winter business.	Midwest	Mesquita	90	Agents
JTB South Fall Presentation	Orlando, FL	10/16/2008 0:00	Annual trade show to update the trade on the destination product.	South	Wright	75	Agents
Costco Warehouse Road Show	St. Louis Park	10/18/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	Midwest	McDermoth	4000	Consumers
Costco Warehouse Road Show	Atlanta, GA (Perimeter)	10/18/2008 0:00	JTB will partner with Costco Travel on a road show which will run from Sept. 28 through Oct. 12. An in-store, island-themed promotion will be hosted by JTB to showcase the destination to thousands of Costco Stores' membership. Costco Travel will launch their online booking engine on August 29 which will enable the stores membership to book Jamaica directly online.	South	Bronstorph	4000	Consumers
JTB Midwest Sales Call Blitz	Wisconsin	10/20/2008 0:00	Intense sales call blitz in the state of Wisconsin to generate winter business.	Midwest	Sales team	270	Agents
GoGo Worldwide Vacations Training	Manhattan, NY	10/20/2008 0:00	Train and update tour operator's reservation agents on the Jamaica product.	Northeast	Sinclair	11	Agents
Jamaica Day at TNT Vacations	Boston, MA	10/21/2008 0:00	Train and update reservation agents at one of our major tour operators in this region.	Northeast	Woolcock	20	Agents
Travel Impressions 2008 Trade Show	Vienna, VA	10/21/2008 0:00	Annual tour operator trade event. JTB will showcase the destination to TI top agents.	Northeast	Harper	80	Agents

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ACTIVITIES	Location	Date	Rationale	REGION	Responsibility	Target	Qty/Type
JTB/JM Fam Tour	Montego Bay/Negril	10/22-26/2008	Fam tour especially tailored for Travel Store, the largest independently-owned agency in California with over 200 agents and over \$200 million in annual revenue. Their main focus is the luxury traveler.	West	Holland	14	Agents
Vacations to Training	Houston, TX	10/22/2008 0:00	Train reservation agents on the Jamaica product	Southwest	Rose	80	Agents
Travel Impressions 2008 Trade Show	Philadelphia, PA	10/22/2008 0:00	Annual tour operator trade event. JTB will showcase the destination to TI top agents.	Northeast	Senior	100	Agents
Sandals Luxury Redefined Convention	Atlanta, GA	10/22/2008 0:00	Sandals will unveil the new additions and upgrades made to their properties.	South	Bronstorph	400	Agents
Maine ASTA Trade Show	South Portland, OR	10/22/2008 0:00	A highly attended event by travel agents and members in the tourism industry. This will enable agents to sell the destination in a professional manner and provide clients with accurate details and information about the destination.	Northeast	Woolcock	60	Agents
JTB/NE Fam Trip	Montego Bay/Ocho Rios	10/23-27/2008	Owners and Managers will be invited to fly from the Baltimore, Maryland gateway via Air Jamaica for a Jamaica update on-island.	Northeast	Harper	20	Agents
JTB Midwest Trade Show/Presentation	Milwaukee, WI	10/23/2008 0:00	A series of seminars to update agents on the Jamaica product and also introduce the Boonoonooos program.	Midwest	McDermoth	70	Agents
Travel Impressions 2008 Trade Show	North Jersey, NJ	10/23/2008 0:00	Annual tour operator trade event. JTB will showcase the destination to TI top agents.	Northeast	Senior	80	Agents
Palm Beach Travel Expo	West Palm Beach, FL	10/25-26/2008	Opportunity to showcase the destination product in this affluent area of Florida. This event is the largest and most dynamic travel show hosted in Palm Beach County.	South	Henry	10000	Consumers

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Home & Lifestyle Show/Bridal & Beauty Expo	Reno, NV	10/25-26/2008	Opportunity to promote the destination at this joint event which is widely attended by consumers. JTB and Sandals/Beaches will be the showcased partners at the Travel Unlimited booth.	West	Rose	6000	Consumers
Reggae Jerk Jam Festival	Tampa, FL	10/25/2008 0:00	This is an annual event sponsored by <i>Making Waves</i> . Jamaica's food and culture will be showcased. Air Jamaica, the Tampa Tribune and Mango Radio will also be present.	South	Wright	600	Consumers
Macy's Travel Cruise & Vacation Expo	Minneapolis, MN	10/25/2008 0:00	Consumer event used to showcase the Jamaica product.	Midwest	McDermoth	2000	Consumers
Passageways American Express Fast Break Promotion	Novi, MI	10/27/2008 0:00		Midwest	McDermoth		Agents
JTB Destination Update	New Orleans, LA	10/28/2008 0:00	Destination presentation to update agents on the Jamaica product.	South	Henry	60	Agents
World Religious Travel Expo & Educational Conference	Orlando, FL	10/29-11/01	Opportunity to meet face to face with buyers and sellers of faith tourism and promote the destination product.	South	Clarke/Wright	500	Agents
JTB/American Airlines/AA Vacations Destination Pres	Arlington, TX	10/29/2008 0:00	Opportunity to update American Airlines Vacations top 30 producers on the Jamaica destination.	Southwest	Rose	30	Agents
JTB Midwest Spice Seminars-Secondary Cities	Toledo, OH	10/29/2008 0:00	Fall seminar in one of several secondary cities to update agents on the destination product.	Midwest	Mesquita	38	Agents
JTB Destination Update	Baton Rouge, LA	10/29/2008 0:00	Destination presentation to update agents on the Jamaica product.	South	Henry	50	Agents
The ING New York City Marathon	New York, NY	10/30-11/01	JTB will support the annual NY Marathon with display and collateral material by sharing a booth with Reggae Marathon. Information on the Rose Hall Health and Fitness scheduled for December in Montego Bay will also be disseminated.	Northeast	NE Team	25000	Consumers

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JTB/NE Fam Trip	Montego Bay/Negril	10/30-11/03	Agents from the Philadelphia and Baltimore gateways will be invited to participate on a fam.	Northeast	Harper	30	Agents
JTB Midwest Spice Seminars-Secondary cities	Saginaw, MI	10/30/2008 0:00	Fall seminar in one of several secondary cities to update agents on the destination product.	Midwest	Mesquita	20	Agents
2008 Sandals Grandé Unveiling Event	Chicago, IL	10/30/2008 0:00	Sandals/Beaches will host a series of events to "unveil" the upgrades and/or new additions to their properties.	Midwest	Bucknor	600	Agents
Cape Fear Wedding Show	Southport, NC	11/2/2008 0:00	JTB will partner with Couples Resorts and Travelling Dolphin (a major producer of Wedding/Honeymoon business for Jamaica in NC). This is a preeminent show in an affluent North Carolina beach-front community and presents an excellent opportunity to entice prospective couples to our destination.	South	Bronstorph	300	Consumers
GoGo Tours 2008 Appreciation Dinner/Trade Show	Los Angeles, CA	11/5/2008 0:00	Support of annual tour operator show which provides opportunity to promote the destination product.	West	Holland	100	Agents
The New England Brides Show	Andover, MA	11/5/2008 0:00	Excellent potential to increase wedding and honeymoon business from this market. On-site booking will be available to the brides looking for a destination wedding.	Northeast	Woolcock	200	Consumers
GoGo Tours 2008 Appreciation Dinner/Trade Show	Sacramento, CA	11/6/2008 0:00	Support of annual tour operator show which provides opportunity to promote the destination product.	West	Holland	80	Agents
Southeast ASTA Trade Show	Atlanta, GA	11/6/2008 0:00	Annual event provides opportunity to update ASTA's membership on the Jamaica product.	South	Bronstorph	150	Agents
VSTA Show	Burlington, VT	11/6/2008 0:00	The annual Vermont Society of Travel Agents is a highly attended event and presents an opportunity to update their members on the Jamaica product.	Northeast	Woolcock	60	Agents

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Skyland World Travel/Start Packing Radio Interview	Hackettstown, NJ	11/7/2008 0:00	Skyland is a member of Vacation.com and hosts a live 1-hour radio program on WRNJ (ABC Radio) called <i>Start Packing</i> . JTB has been invited to be interviewed live and will speak about developments in the Jamaican tourism product. Listenership est. at 40,000 per week.	Northeast	Dobson	40000	Listenership
Dube Travel Retreat	North Conway, NH	11/8/2008 10:00	Dube/Carlson Wagonlit, a top producer for Travel Impressions tour operator will host a retreat for their in-house as well as home-based agents from three locations in Maine. The JTB will train these agents on the destination and promote the new service by US Airways from Boston to MBI.	Northeast	Woolcock	22	Agents
CTO-Maryland Chapter Mini Trade Show	Baltimore, MD	11/8/2008 0:00	JTB will sponsor CTO's monthly meeting to update their membership on the destination product and solidify our strong marketing presence in the region.	Northeast	Harper	100	Agents
South Florida Jerk Festival	Weston, FL	11/9/2008 0:00	Annual event which attracts a wide cross-section of consumers from the Miami-Dade (South) and Broward (North Florida) areas. Excellent opportunity to showcase Jamaica's cuisine. Event features several cook-offs throughout the day.	South	Henry/Willis	10000	Consumers
Travel Impressions 2008 Trade Show	Houston, TX	11/10/2008 0:00	Annual tour operator trade event. JTB will showcase the destination to TI top agents.	Southwest	Rose	100	Agents
JTB Midwest Spice Seminars-Secondary cities	Appleton, WI	11/10/2008 0:00	Fall seminar in one of several secondary cities to update agents on the destination product.	Midwest	McDermoth	30	Agents
JTB N.E. Fall Presentation	Boston, MA	11/10/2008 0:00	Annual trade show to update the trade on the destination product.	Northeast	NE Team	90	Agents

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ACTIVITIES	Location	Date	Rationale	REGION	Responsibility	Target	Qty/Type
JTB In-house Training at Apple Vacations	Chicago, IL	11/11/2008 0:00	Train and update reservation agents at Apple Vacations, one of our major tour operators in this region.	Midwest	Bucknor	100	Agents
JTB N.E. Fall Presentation	Long Island, NY	11/11/2008 0:00	Annual trade show to update the trade on the destination product.	Northeast	NE Team	110	Agents
JTB N.E. Fall Presentation	North New Jersey, NJ	11/12/2008 0:00	Annual trade show to update the trade on the destination product.	Northeast	NE Team	100	Agents
JTB/JM Fam Trip	Montego Bay/Ocho Rios	11/13-16/2008	Fam trip to educate agents on-island.	Midwest	Bucknor	15	Agents
JTB Meet us in MBI Fam	Montego Bay/Ocho Rios	11/13-17/2008	Agents will be responsible for their own airfare to Jamaica and JTB will be responsible for the land itinerary.	National	TBC	19	Agents
Delta Airlines Vacations - Jamaica Training	Atlanta, GA	11/13/2008 0:00	Train and update the airline reservation agents on the Jamaica product.	South	Bronstorph	1350	Agents
MK Tours - Jamaica Training	Miami, FL	11/13/2008 0:00	Train and update reservation agents at this tour operator location.	South	Henry	20	Agents
JTB N.E. Fall Presentation	Baltimore, MD	11/13/2008 0:00	Annual trade show to update the trade on the destination product.	Northeast	NE Team	120	Agents
JTB N.E. Fall Presentation	Philadelphia, PA	11/14/2008 0:00	Annual trade show to update the trade on the destination product.	Northeast	NE Team	100	Agents
NBC5 Travel Expo	Chicago, IL	11/15-16/2008	Consumer event which attracts a large audience and so will present excellent opportunity to showcase the destination.	Midwest	Bucknor	10000	Consumers
US Airways Vacations Resrvations Training	Tempe, AZ	11/15/2008 0:00	JTB will join with hotel partners to update reservation agents on the Jamaica product.	Southwest	Rose	60	Agents
Elite Travel Show	Cape Girardeau, MO	11/15/2008 0:00	Consumer travel show sponsored by Time to Travel, a Funjet 500 Club Agency. Jamaica will be promoted for 2 consecutive months in their newsprint and location advertising.	Midwest	Christie	60	Consumers
Jamaica Awareness Assoc of CA Annual Scholarship Dinner	Los Angeles, CA	11/15/2008 0:00	Annual support of Jamaican association event which also presents the opportunity to network with the diaspora.	West	Holland	250	Consumers

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Balise Auto Group Promotion	Warwick, RI	11/16/2008 0:00	JTB will partner with the Travel Connection and Balise Auto Group to host a Jamaica Day for the Auto employees, family members and general consumers. On-site booking will be available.	Northeast	Woolcock	250	Consumers
IAGTM (Intl Assoc. Golf Travel Market)	Marbella, Spain	11/17-20/2008	Event targeting international golf travel buyers	Groups	Bullock	1000	Buyer
JTB Midwest Spice Seminars - Secondary cities	St. Cloud, MN	11/17/2008 0:00	Fall seminar in one of several secondary cities to update agents on the destination product.	Midwest	McDermoth	20	Agents
JTB Midwest Spice Seminars-Secondary cities	Indianapolis, IN	11/18/2008 0:00	Fall seminar in one of several secondary cities to update agents on the destination product.	Midwest	Bucknor	40	Agents
GoGo Appreciation Dinner/Trade Show	Miami, FL	11/18/2008 0:00	Support of tour operator partner as well as to update agents on the destination.	South	Henry	70	Agents
American Airlines Vacations Reservations Training	Tulsa, OK	11/19/2008 0:00	Training to update reservation agents on the destination product.	Southwest	Rose	100	Agents
JTB Presentation to North Texas CTO	Dallas, TX	11/20/2008 0:00	Opportunity to update Caribbean Specialists on the Jamaica product and promote the increased air service from the Dallas gateway.	Southwest	Rose	50	Trade
JTB Midwest Spice Seminars-Secondary cities	Kenosha, WI	11/20/2008 0:00	Fall seminar in one of several secondary cities to update agents on the destination product.	Midwest	McDermoth	30	Agents
Lunch & Learn Unique Vacations	Miami, FL	11/21/2008 0:00	Jamaica Day at Unique Vacations (Sandals) reservations center to update resv. agents on the product.	South	Henry	25	Agents
U.S. Airways Vacations Training	Tempe, AZ	11/24/2008 0:00	Train and update reservation agents on the Jamaica product.	West	DaCosta	70	Agents

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10th Annual Luxury & Home-Based Travel Expo	Las Vegas, NV	12/2-4/2008	Annual event with focus on luxury travel and niche markets. Presents great opportunity showcase the destination at the largest gathering of travel professionals dedicated to the luxury market.	National	Rose	4000	Trade
US Airways Vacations - Jamaica Training	Phoenix, AZ	12/2/2008 0:00	Train and update airline reservation agents on the destination product.	West	DaCosta	150	Agents
Sandals Unveiling - Continuing series	Baltimore, MD	12/2/2008 0:00	Continuing series of Sandals seminars will enable JTB to interact with the Sandals preferred agents and update them on the destination product.	Northeast	Harper	150	Agents
NCBMP (Natl Coalition of Black Mtg Planners)	Washington, DC	12/3-7/2008	Annual event targeting the U.S. African-American planners	Groups	Bullock	1200	Planners
JTB Travel Agents' Award Dinner/Presentation	St. Louis, MO	12/3/2008 0:00	Jamaica's top producing agents will be hosted by JTB and awarded a memento as a thank you for their business.	Midwest	Christie	50	Agents
Sandals Unveiling - Continuing series	Philadelphia, PA	12/3/2008 0:00	Continuing series of Sandals seminars will enable JTB to interact with the Sandals preferred agents and update them on the destination product.	Northeast	Harper	175	Agents
JTB/JM Fam Trip	MBJ/Runaway Bay/Negril	12/4-7/2008	Fam trip to educate agents on-island.	Midwest	Bucknor	15	Agents
Air Jamaica/Baltimore Consumer Show	Baltimore, MD	12/5/2008 0:00	JTB will promote the destination at this Air Jamaica event.	Northeast	Harper	300	Consumers
Bayfront Reggae Festival	Duluth, MN	12/7/2008 0:00	This is their 3rd Annual Festival which attracts internationally recognized performers from the Caribbean and JTB will have an opportunity to showcase the destination.	Midwest	McDermoth		Consumers
Liberty Travel/Sandals/JTB In-Store Promotion	Elmhurst, NY	12/7/2008 0:00	Queens Center Mall is the largest shopping mall in Queens County and Jamaica will be showcased here with the aim to increase Liberty's Jamaica business. This will also be a celebratory opening for the mall which re-located recently to this area.	Northeast	Sinclair	5000	Consumers

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NBC6 Travel Expo	Miami Beach, FL	12/13-14/2008	JTB will partner with Air Jamaica to promote the destination to a large group of consumers at this 2-day weekend expo. TV stations NBC6/WTVJ and Telemundo 51 TV will heavily promote the event.	South	Henry	50000	Consumers
Sandals Unveiling - Continuing Series	Dearborn, MI	12/16/2008 0:00	Continuing series of Sandals seminars will enable JTB to interact with the Sandals preferred agents and update them on the destination product.	Midwest	Mesquita	150	Agents
Sandals Unveiling - Continuing Series	Bloomington, MN	12/17/2008 0:00	Continuing series of Sandals seminars will enable JTB to interact with the Sandals preferred agents and update them on the destination product.	Midwest	McDermoth	150	Agents
Jamaica Cultural Alliance Dinner/Dance	Los Angeles, CA	12/31/2008 0:00	Support of annual event on New Year's Eve	West	Holland	250	Consumers
WLDB Radio Remote	Milwaukee, WI	1/4-11/2009	JTB will partner with Funjet for this radio remote which will feature a come-along participant component. The group will be hosted at Sunset Jamaica Grande in Ocho Rios.	National	Willis		Consumers
Gateway Travel Consumer Show	Conyers, GA	1/8/2009 0:00	Opportunity to showcase Jamaica to consumers clients of Gateway Travel	South	Bronstorph	70	Consumers
JTB/AA/Funjet Fam Trip	Montego Bay/Ocho Rios	1/9-12/2009	JTB will partner with American Airlines and one of our major tour operators in TX, Funjet Vacations, to educate a group of agents on-island.	Southwest	Rose	10	Agents
Barbara Gordon Leukemia Miami Race	Miami, FL	1/10/2009 0:00	Support for community event.	South	P. Wright	200	Consumers
2009 AAA Cruise & Travel Show	San Antonio, TX	1/10/2009 0:00	Consumer show which presents opportunity to promote the destination.	Southwest	Rose	200	Consumers
KC Weddings Bridal Spectacular	Kansas City, MO	1/10/2009 0:00	Opportunity to promote the bridal and honeymoon market in Jamaica	Midwest	Christie	2000	Consumers
Travel Expo 2009	Daytona, FL	1/10/2009 0:00	Opportunity to showcase Jamaica to consumers in this area.	South	Wright	500	Consumers

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"Jazz it up" Jamaica	Hackettstown, NJ	1/10/2009 0:00	JTB and Skyland World Travel, a member of Vacation.com, will highlight the destination at the above event at Centenary College's January 2009 concert series in New Jersey.	Northeast	Senior	1000	Consumers
Premier Bridal Show	Knoxville, TN	1/11/2009 0:00	Opportunity to showcase Jamaica to potential brides and honemooners. Over 1,300 brides are expected.	South	Bronstorph	3000	Consumers
Vacation Express 2009 Trade Show Series	Atlanta, GA	1/12/2009 0:00	Support tour operator product launch.	South	Bronstorph	75	Agents
Vacation Express 2009 Trade Show Series	Nashville, TN	1/13/2009 0:00	Support tour operator product launch.	South	Bronstorph	60	Agents
New Era Travel/Elks Lodge Annual Travel Show	Miami, FL	1/13/2009 0:00	Support travel agency consumer show. Opportunity to educate the lodge membership on the destination.	South	Henry	60	Consumers
Jensen Beach Travel Show	Jensen Beach, FL	1/15/2009 0:00	Great opportunity to promote the destination at the North Florida consumer event.	South	Henry	300	Consumers
Jamaica Town Hall Meeting	Boston, MA	1/15/2009 0:00	JTB will co-sponsor this event with the Jamaican Consulate in NY and have an opportunity to address the group with a presentation on Jamaica and the "Jamaica Winter Rescue Program" scheduled for Jan/Feb in the key target areas of the NE, including Boston.	South	Wright	400	Consumers
Global Tours Consumer Show	Melbourne, FL	1/16/2009 0:00	Travel agency consumer show. JTB will partner with Air Jamaica to showcase the destination product.	Northeast	Woolcock	5000	Consumers
The Cruise Brothers Vacation Expo	Lincoln, RI	1/17-18/2009	Opportunity to connect with thousands of consumers in this 2-day event and promote the destination.	South	Bronstorph	800	Consumers
Give Me A Break Bridal Show	Memphis, TN	1/17/2009 0:00	Opportunity to educate consumers on this niche market in Jamaica.	South	Wright	300	Consumers

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AAA Travel Impressions Show 2009	St. Petersburg, FL	1/17/2009 0:00	For the period January-March, Travel Impressions will partner with AAA Travel in a series of consumer shows in central Florida. JTB will participate to educate the attendees on the Jamaica product.	South	Wright	300	Consumers
Caribbean Marketplace	Gros Islet, St. Lucia	1/18-20/2009	This is an annual event which is recognized as the most important tourism marketing event of the year for the Caribbean Region.	National	Dawson	450	Trade
Gulliver's Travel Expo	Germantown, TN	1/18/2009 0:00	Annual event on a larger scale which attracts their audience from Memphis and the surrounding cities. Great opportunity at the beginning of the year to maintain our presence in the marketplace.	South	Bronstorff	750	Consumers
2009 AAA Cruise & Travel Show	Austin, TX	1/18/2009 0:00	Consumer show which presents opportunity to promote the destination.	Southwest	Rose	200	Consumers
AAA Travel Show 2009	Tampa, FL	1/18/2009 0:00	For the period January-March, Travel Impressions will partner with AAA Travel in a series of consumer shows in central Florida. JTB will participate to educate the attendees on the Jamaica product.	South	Wright	300	Consumers
AAA Travel Show 2009	Sun City, FL	1/21/2009 0:00	For the period January-March, Travel Impressions will partner with AAA Travel in a series of consumer shows in central Florida. JTB will participate to educate the attendees on the Jamaica product.	South	Wright	200	Consumers
Liberty Travel Buzz Night	Long Island, NY	1/21/2009 0:00	JTB will sponsor a Jamaica evening featuring a fun-filled but informative night showcasing the destination's tourism product.	Northeast	Sinclair	90	Agents
AAA Travel show 2009	Brandon, FL	1/21/2009 0:00	For the period January-March, Travel Impressions will partner with AAA Travel in a series of consumer shows in central Florida. JTB will participate to educate the attendees on the Jamaica product.	South	Wright	200	Consumers

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Avanti Travel Consumer Show	Redding, CA	1/22/2009 0:00	Opportunity to promote the destination to Avant's clientele. The agency provides various added incentives to encourage onsite bookings.	West	Holland	400	Consumers
2009 ING Miami Marathon Expo	Miami, FL	1/23-24/2009	JTB will participate with a booth to promote the destination product.	South	Henry	30000	Consumers
Apple Vacations Reservations Training	San Jose, CA	1/23/2009 0:00	Update agents on the Jamaica product.	West	Holland	25	Agents
Atlanta Travel Expo	Atlanta, GA	1/23-25/2009	One of the first major travel events for the year to be held in Atlanta will provide a great opportunity to update the consumers and trade on the destination.	South	Bronstorph	5000	Consumers
Seattle Travel Show	Seattle, WA	1/24-25/2009	This event attracts a huge audience and will be an opportunity to highlight the destination.	West	Holland	5000	Consumers
Majestic Travel Honeymoon Show	St. Peters, MO	1/24/2009 0:00	Great opportunity to educate consumers on this niche market	Midwest	Christie	225	Consumers
African-American Club Jamaica Night	Miami, FL	1/24/2009 0:00	JTB presentation to club members to promote the destination.	South	Henry	50	Consumers
Breton Village Travel Expo	Grand Rapids, MI	1/24/2009 0:00	Annual event which provides opportunity for JTB to push winter business during this cold and snowy period. On-site booking will be available.	Midwest	Mesquita	1600	Consumers
The Original Wedding Expo	Marlborough, MA	1/24-25/2009	One of the largest wedding expos in the New England area which will attract over 700 prospective brides. The honeymoon market remains one of the most recession proof areas of the travel industry and as Jamaica holds a strong position in this niche market, this event is an excellent opportunity to promote it.	Northeast	Woolcock	700	Consumers
2009 AAA Cruise & Travel Show	Houston, TX	1/25/2009 0:00	Consumer show which presents opportunity to promote the destination.	Southwest	Rose	1700	Consumers

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Mann Travel Show	Charlotte, NC	1/25/2009 0:00	Annual consumer show which attracts over 500 people and presents a great opportunity to promote the Jamaica product.	South	Bronstorph	500	Agents
Vacation Supermarket	Cool Springs, TN	1/25/2009 0:00	This show has been described as the most successful consumer show in Tennessee and will present a great opportunity to educate the attendees on the destination.	South	Bronstorph	2000	Consumers
Vacation Express 2009 Trade Show Series	Greenville, SC	1/26/2009 0:00	Support tour operator product launch.	South	Bronstorph	50	Agents
US Airways Vacations Travel Agent Product Launch	Boston, MA	1/26/2009 0:00	Support of airline partner annual show which presents great opportunity to update their top-producing agents on the Jamaica product.	Northeast	Woolcock	75	Agents
RCMA (Religious Conference Mgmt Assoc)	Grand Rapids, MI	1/27-30/2009	Annual conference/trade event showcases services to key executives in the field of religious convention, conference and meeting planners in the U.S.	Groups	Bullock	1200	Planners
Vacation Express 2009 Trade Show (A.M.)	Columbia, SC	1/27/2009 0:00	Support of tour operator annual show to promote the destination.	South	Bronstorph	50	Agents
US Airways Vacations Travel Agent Product Launch	Woodbury, NY	1/27/2009 0:00	Support of airline partner annual show which presents great opportunity to update their top-producing agents on the Jamaica product.	Northeast	Sinclair	75	Agents
Vacation Express 2009 Trade Show Series	New Orleans, LA	1/28/2009 0:00	Support tour operator product launch.	South	Henry	75	Agents
US Airways Vacations Travel Agent Product Launch	Philadelphia, PA	1/28/2009 0:00	Support of airline partner annual show which presents great opportunity to update their top-producing agents on the Jamaica product.	Northeast	Senior	70	Agents
US Airways Vacations Travel Agent Product Launch	Baltimore, MD	1/29/2009 0:00	Support of airline partner annual show which presents great opportunity to update their top-producing agents on the Jamaica product.	Northeast	Harper	70	Agents
AFUWI (American Foundation/University of the West Indies)	New York, NY	1/29/2009 0:00	Support of the Jamaican/Caribbean Diaspora through the purchase of tickets for the above Fundraising Gala, a leading event in the Americas for the advancement of higher education in the Caribbean.	Northeast	Sinclair	300	Consumers

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Global Excellence Jamaica Night	Warwick, RI	1/29/2009 0:00	JTB will partner with one of the largest travel agencies in Warwick, Global Excellence, to host a Jamaica Night for consumers in the Rhode Island area. Gran Bahia Principe will provide a prize for 2, Al. On-site booking will also be available.	Northeast	Woolcock	50	Consumers
Vacation Express Spring Product Launch	Birmingham, AL	1/29/2009 0:00	Support tour operator product launch.	South	Wright	50	Agents
13th Annual Morris Murdock Travel Show	Sandy, UT	1/30-31/2009	Morris Murdock is the top producing agency in Utah for Jamaica and this area is an untapped market for consumer shows, which presents an excellent opportunity to promote the destination product.	West	DaCosta	2500	Consumers
St. Louis Travel Show	Kansas City, MO	1/30-2/01/2009	Opportunity to update agents on the destination product.	Midwest	Christie	10000	Consumers
AAA Alabama Consumer Show	Birmingham, AL	1/31/2009 0:00	Opportunity to promote the destination to consumers.	South	Bronstorph	1000	Consumers