

For Six Month Period Ending 07/31/2009
(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 DRIVE
SUITE 670
MIAMI, FLORIDA 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.

CRM/ISS/REGISTRATION UNIT
2010 FEB 12 PM 3:04

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
------	----------	-----------------------

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
------	-------------------	-------------	----------	--------------

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

If yes, identify each such person and describe 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
RUBY HENRY	SNR. MARKETING REPRESENTATIVE	SEPT. 30, 2009

(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
------	-------------------	-------------	----------	--------------

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.

NIA

(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.

NIA

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

-
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 JTB 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.

-
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.

-
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
FEB 1, 2009 - JULY 31, 2009	PLEASE SEE ATTACHED BREAKDOWN		

\$995,434.21

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
------------------------------	------------------	----------------------------------	---------



^{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
FEB 1, 2009 - JULY 31, 2009	PLEASE SEE ATTACHED BREAKDOWN	GENERAL OPERATING EXPENSES	

\$1,023,905.78

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
---------------	------------------------------	-------------------------------------	-------------------------------	---------

(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
------	--------------------------	--------------------------------	-------------------

^{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.

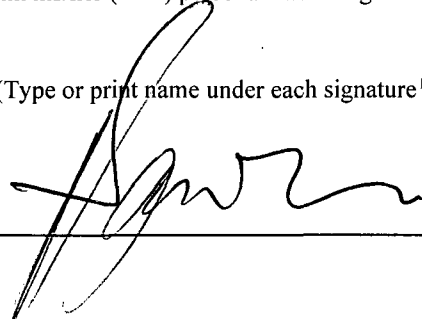
VI – EXECUTION

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)

1/27/10



DONALD DAWSON

2010 FEB 12 PM 3: 04
CRM/ISS/REGISTRATION UNIT

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



U.S. Department of Justice

National Security Division

Washington, DC 20530

THIS FORM IS TO BE AN OFFICIAL ATTACHMENT TO YOUR CURRENT SUPPLEMENTAL STATEMENT - PLEASE EXECUTE IN TRIPLICATE

SHORT-FORM REGISTRATION INFORMATION SHEET

SECTION A

The Department records list active short-form registration statements for the following persons of your organization filed on the date indicated by each name. If a person is not still functioning in the same capacity directly on behalf of the foreign principal, please show the date of termination.

Short Form List for Registrant: Jamaica Tourist Board, Florida

Last Name	First Name and Other Names	Registration Date	Termination Date	Role
Dawson	Donald W.	02/14/1977		
Henry	Ruby	02/22/1982		
Mignott	Roger D.	08/27/1980	6/16/05	Marketing Rep
Wright	Christopher Paul	02/26/1988		
Shervington	Gregory Allan	01/31/2006	12/30/06	" "
DaCosta	Rosemary Charmaine		3/18/09	" "
Holland	Dian G			
Bucknor	Glenton A.			
Rose	Philip Anthony			
King	Anthony Carson			
Dobson	Christopher George			
Harper	Cheryl Ann Victoria			
Senior	Kenton Washington			
Woolcock	John Milton			

2000 FEB 12 PM 3:00
CRM/ISS/REGISTRATION UNIT

JAMAICA

ATTACHMENT 14 (a)

RECEIPTS – MONIES: JTB Miami, FL *(for 6-month period ending JULY 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.		
FEBRUARY 2009		General Operating Expenses	168,202.10
MARCH 2009		“ “ “	294,652.28
APRIL 2009		“ “ “	104,677.02
MAY 2009		“ “ “	246,607.19
JUNE 2009		“ “ “	58,506.72
JULY 2009		“ “ “	<u>122,788.90</u>
		TOTAL	\$ 995,434.21

CRM/ISS/REGISTRATION UNIT

2010 FEB 12 PM 3:04

JAMAICA

ATTACHMENT 15 (a)

DISBURSEMENTS – MONIES: JTB Miami, FL (for 6-month period ending JULY 2009)

<u>DATE</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
FEBRUARY 2009	General Operating Expenses	222,329.99
MARCH 2009	“ “ “	249,665.45
APRIL 2009	“ “ “	107,764.18
MAY 2009	“ “ “	205,066.81
JUNE 2009	“ “ “	117,473.32
JULY 2009	“ “ “	<u>117,473.32</u>
		\$1,023,905.78

CRM/ISS/REGISTRATION UNIT
2010 FEB 12 PM 3:14

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
Multi-station Radio Remotes	USA, CAN, UK & EUR	2/1-3/31/2009	Radio remotes which will include 30 radio stations across continents.	National	Willis	250000	Listenership
2ND Annual Louise Bennett-Coverly Reading Festival	Pembroke Pines, FL	2/1/2009 0:00	Participation in Jamaican Diaspora event with opportunity to showcase the Jamaica product.	South	Henry	150	Consumers
US Airways Vacations Travel Agent Product Launch	Charlotte, NC	2/2/2009 0:00	Support of airline partner annual show which presents great opportunity to update their top-producing agents on the Jamaica product.	South	Bronstorph	70	Agents
Vero Beach Travel Show	Vero Beach, FL	2/3/2009 0:00	Participation in annual travel show to promote the destination.	South	Henry	300	Consumers
OSSN Jamaica Presentation	Atlanta, GA	2/3/2009 0:00	Jamaica presentation to the members of the Outside Sales Support Network.	South	Bronstorph	30	Agents
US Airways Vacations Travel Agent Product Launch	Phoenix, AZ	2/4/2009 0:00	Support of airline partner annual show which presents great opportunity to update their top-producing agents on the Jamaica product.	West	DaCosta	70	Agents
Kansas City Golf Show	Overland Park, KS	2/6/2009 0:00	JTB will promote Jamaica as a vacation and golf destination to upper middle class golf enthusiasts.	Midwest	Christie	3000	Consumers
The New York Times Travel Show	New York, NY	2/6-9/2009	Annual premier consumer/travel trade event in the Northeast region which attracts over 30,000 attendees and presents an excellent opportunity to showcase the Jamaica product.	Northeast	Sales team	34000	Agents-Cons
Lingerie Miami Promotion	Miami, FL	2/7/2009 0:00	JTB has the opportunity to participate in a very high-end event which will attract celebrities and socialites from New York, Miami and Dallas as well as designers and other philanthropic-minded individuals such as members of the YPO (Young Presidents Organ.). By participating in this event, the JTB's aim is to create awareness of the destination Jamaica.	South	Henry	500	Consumers
2009 Cruise & Travel Show	Amarillo, TX	2/7/2009 0:00	Consumer shows which presents opportunity to promote the destination.	Southwest	Rose	300	Consumers
2009 Cruise & Travel Show	Dallas/Ft. Worth, TX	2/8/2009 0:00	Consumer show which presents opportunity to promote the destination.	Southwest	Rose	600	Consumers

2009 FEB 12 PM 3:05
GPM/ISS/REGISTRATION UNIT

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
AAA Travel Show 2009	Orlando, FL	2/8/2009 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	400	Consumers
JTB Florida Sales Call Blitz	Dade & Broward, FL	2/9-13/2009	Intensive sales call blitz on agents in the Coral Gables, West Palm Beach, Boynton Beach and Boca Raton, Florida cities.	South	Henry	120	Agents
Post Haste Travel Jamaica Evening	Hollywood, FL	2/11/2009 0:00	Jamaica destination training for staff at this agency to update them on the changes on the island.	South	Henry	11	Agents
JTB/Sandals/CTO Jamaica Night	Des Plaines, IO	2/11/2009 0:00	JTB will partner with Sandals to update the membership of CTO on the destination product.	Midwest	Bucknor	55	Agents
Los Angeles Times Tvl & Adventure Show	Long Beach, CA	2/14-15/2009	This annual show always attracts a large quantity of both agents and consumers. Exhibitors and companies from all over the world attend. The travel portion features informative panel discussions led by travel experts and the LA Times editorial staff. Expected attendance - 16,000 cons/1,000 agts	West	Holland/Rose	17000	Consumers
International Wine & Food Festival	Washington, DC	2/14-15/2009	Great opportunity to promote the Jamaica destination to consumers in the Washington, D.C. area.	Northeast	Harper	9000	Consumers
AAA Reading-Berks Travel Odyssey & Vacation Expo	Wyomissing, PA	2/15/2009 0:00	Opportunity to educate consumers on the destination product.	Northeast	Senior	1000	Consumers
Peninsula Round Table Dinner Show	Clearwater, FL	2/17/2009 0:00	Opportunity to update the trade in this secondary city.	South	Wright	70	Agents
OSSN Luncheon Seminar	West Palm Beach, FL	2/18/2009 0:00	OSSN members are home-based agents who will be invited to a luncheon seminar for an update on the Jamaica product.	South	Henry	25	Agents
Peninsula Round Table Dinner Show	Orlando, FL	2/18/2009 0:00	Opportunity to update the trade on the destination.	South	Wright	80	Agents

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
UCLA Travel Fair	Los Angeles, CA	2/18/2009 0:00	Opportunity to promote the destination at this event opened to students, faculty and staff of UCLA.	West	Holland	1000	Consumers
Peninsula Round Table Dinner Show	Palm Beaches, FL	2/19/2009 0:00	Opportunity to update the trade in this secondary city.	South	Wright	80	Agents
Boston Globe Travel Show	Boston, MA	2/20-22/2009	This show is New England's premier consumer travel show and draws an audience of over 9,000. With their on-site booking engine, this will be a great opportunity to showcase the Jamaica product.	Northeast	Woolcock	9150	Agents-Cons
RaggaMuffins Festival	Long Beach, CA	2/21-22/2009	JTB will sponsor information booth at this annual event honouring Bob Marley's birthday.	West	DaCosta	25000	Consumers
Jamaican Consulate Award Function	Chicago, IL	2/21/2009 0:00	JTB will sponsor a table at this Awards Banquet. The Jamaican Ambassador to the U.S. the Hon. Anthony Johnson will give the keynote address.	Midwest	Bucknor	400	Consumers
Adventures in Travel Expo 2009	Washington, DC	2/22/2009 0:00	This Expo is the leading active and adventure travel exposition in the US - a one-stop shopping marketplace, where consumers and the travel trade will find vacation options and travel information. JTB will be joined by our partners to showcase the product.	Northeast	Sales team	10000	Agents-Cons
Vacation Express Training	Atlanta, GA	2/24/2009 0:00	Train and update reservation agents on the Jamaica product.	South	Bronstorph	30	Agents
Peninsula Round Table Presentation	Norfolk, VA	2/24/2009 0:00	Cost effective way to present the destination product.	Northeast	Harper	100	Agents
JTB Midwest 2009 Spring Product Launch	South Bend, IN	2/24/2009 0:00	Secondary city seminar to update the trade on the Jamaica product.	Midwest	Bucknor	30	Agents
Jamaica Evening - Long Island CTO	Woodbury, NY	2/25/2009 0:00	Opportunity to update this membership on the destination product.	Northeast	Sinclair	60	Agents
JTB Midwest 2009 Spring Product Launch	Indianapolis, IN	2/25/2009 0:00	Secondary city seminar to update the trade on the Jamaica product.	Midwest	Bucknor	70	Agents

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
Twin Cities Food & Wine Experience	Minneapolis, MN	2/26-28/2009	JTB will partner with JMO (Jamaica Minnesota Organ.) to showcase Jamaica's rich cuisine to participants who are trendy and passionate about new food experiences.	Midwest	McDermoth	30000	Consumers
Cox Communications - Training	Atlanta, GA	2/26/2009 0:00	Update these leisure agents who book travel for approx. 850,000 employees of Cox Communication, Inc.	South	Bronstorph		5 Agents
Greater Houston CTO Chapter Ja. Night-POSTPONED	Houston, TX	2/26/2009 0:00	Opportunity to update CTO members on the Jamaica product.	Southwest	Rose	40	Agents
JTB Midwest 2009 Spring Product Launch	Merrillville, IN	2/26/2009 18:00	Secondary city seminar to update the trade on the Jamaica product.	Midwest	Bucknor		40 Agents
Black History Celebration	Minneapolis, MN	2/27-28/2009	JTB will support the Jamaica Minnesota Organ. with giveaways and update the attendees on the destination with a DVD presentation.	Midwest	McDermoth	2500	Consumers
AAA Plantation	Plantation, FL	3/1/2009 0:00	JTB will partner with Travel Impressions in this AAA consumer promotion to showcase the Jamaica destination.	South	Henry		50 Consumers
Funjet Vacations 2009 Summer Product Launch	Dallas, TX	3/2/2009 0:00	JTB will showcase the destination while supporting our tour operator partner.	Southwest	Rose	350	Agents
JTB N.E. Spring 2009 Travel Agent Update	Boston, MA	3/2/2009 0:00	Seminar in primary markets to update the trade on the destination product.	Northeast	Sales team		80 Agents
Funjet Vacations 2009 Summer Product Launch	Houston, TX	3/3/2009 0:00	JTB will showcase the destination while supporting our tour operator partner.	Southwest	Rose	350	Agents
JTB N.E. Spring 2009 Travel Agent Update	Hartford, CT	3/3/2009 0:00	Seminar in a primary market to update the trade on the destination product.	Northeast	Woolcock		Agents
OSSN Luncheon Seminar (Outside Sales Support Network)	Ft. Lauderdale, FL	3/4/2009 0:00	OSSN members are home-based agents who will be invited to a luncheon seminar for an update on the Jamaica product.	South	Henry	25	Agents
Funjet Vacations 2009 Summer Product Launch	San Antonio, TX	3/4/2009 0:00	JTB will showcase the destination while supporting our tour operator partner.	Southwest	Rose		110 Agents
JTB N.E. Spring 2009 Travel Agent Update	West Orange, NJ	3/4/2009 0:00	Seminar in a primary market to update the trade on the destination product.	Northeast	Sales team	80	Agents

JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
OSSN Luncheon Seminar	Aventura, FL	3/5/2009 0:00	OSSN members are home-based agents who will be invited to a luncheon seminar for an update on the Jamaica product.	South	Henry	20	Agents
Destination Training - Jet Blue Reservation Ctr	Salt Lake City, UT	3/5/2009 0:00	Necessity to train this airlines' staff on the Jamaica product at their central reservation center following the recent announce-ment for Jet Blue to commence service from JFK to Montego Bay on May 31, 2009.	West	Holland	100	Agents
Liberty Managers Luncheon Meeting	Hanover, MD	3/5/2009 0:00	JTB and Air Jamaica will have the opportunity to showcase the destination product to the Liberty Managers (from the Mid-Atlantic area) and their top producing accounts.	Northeast	Harper	7	Trade
Funjet Vacations 2009 Summer Product Launch	Austin, TX	3/5/2009 0:00	JTB will showcase the destination while supporting our tour operator partner.	Southwest	Rose	80	Agents
JTB N.E. Spring 2009 Travel Agent Update	Philadelphia, PA	3/5/2009 0:00	Seminar in a primary market to update the trade on the destination product.	Northeast	Sales team	80	Agents
Appreciation Dinner - Destination Weddings/Horizons Unltd Tvl	Framington, MA	3/5/2009 0:00	JTB will partner with Travel Impressions, SuperClubs and Sandals to host the owners and top producers to an appreciation dinner. They will be recognized for their tremendous support of the Jamaica product.	Northeast	Woolcock	10	Trade
JTB/Ultimate Cruise Vacations/Funjet Fam Tour	Kansas City, MO	3/6-9/2009	JTB will host top agents from <i>Ultimate Cruise Vacations</i> on a fam tour of hotels and attractions. Seats provided by Funjet Vacations charter.	Midwest	Christie	10	Agents
Teachers Spring Break Presentation	Baltimore, MD	3/6/2009 0:00	A group of teachers and students scheduled to visit Jamaica and stay at the RIU Ocho Rios in April were given a presentation on the destination product, including the Meet the People program.	Northeast	Harper	25	Consumers

JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
AAA Southern New England Travel Marketplace	Foxborough, MA	3/6-8/2009	Annual consumer event to educate attendees on the Jamaica product which will have a booking engine on-site to facilitate complete travel arrangements at the show.	Northeast	Woolcock	12000	Consumers
Plano Bridal Show	Plano, Tx	3/8/2009 0:00	JTB will partner with Signature Travel Network to market the destination as an ideal wedding/honeymoon destination.	Southwest	Rose	1700	Agents-Cons
AAA Plantation/Pembroke Pines	Plantation/Pembroke Pi	3/8/2009 0:00	JTB will partner with Travel Impressions in a AAA promotion to showcase the destination to consumers in the Broward County area of Florida.	South	Henry	50	Consumers
JTB N.E. Spring 2009 Travel Agent Update	Baltimore, MD	3/9/2009 0:00	Seminar in a primary market to update the trade on the destination product.	Northeast	Sales team	80	Agents
Apple Vacations Seminar	Hollywood, FL	3/9/2009 0:00	Support of tour operator and opportunity to showcase the destination to their top accounts.	South	Henry	60	Agents
JTB Fam Trip - Louisiana Agents	Montego Bay/Negril	3/10-15/2009	Agents will fly to Jamaica from New Orleans, Louisiana to be updated on island via hotel site inspections and attractions.	South	Henry	15	Agents
Destination Training - GoGo Worldwide Vacations Res Center	Lynbrook, NY	3/10/2009 0:00	Train reservation agents at GoGo's newly merged Lynbrook/Lake Success Reservation Center.	Northeast	Sinclair	16	Agents
Peninsula Round Table Dinner Show	Greensboro, NC	3/10/2009 0:00	Opportunity to update the trade in this secondary city.	South	Bronstorph	60	Agents
JTB N.E. Spring 2009 Travel Agent Update	Tyson's Corner, VA	3/10/2009 0:00	Seminar in a primary market to update the trade on the destination product.	Northeast	Sales team	80	Agents
JTB Midwest 2009 Spring Product Launch	Toledo, OH	3/10/2009 0:00	Secondary city seminar to update the trade on the Jamaica product.	Midwest	Mesquita	40	Agents
Apple Vacations Seminar	Orlando, FL	3/10/2009 0:00	Support of tour operator and opportunity to showcase the destination to their top accounts.	South	Wright	60	Agents

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
Home Based Travel Agent Show & Conference	Chicago, IL	3/11-12/2009	JTB will host a booth at this event targeting agents who work from home. Over 250 domestic and international travel suppliers are expected to exhibit. During the General Session on March 11, Donnie Dawson, Deputy Director-USA, will give the keynote speech on "Tourism Opportunities in a Difficult Economy"	Midwest	Bucknor	1250	Trade
GoGo Tours Luncheon Seminar	Charlotte, NC	3/11/2009 0:00	Train and update reservation agents on the destination product.	South	Bronstorph	7	Agents
Peninsula Round Table Dinner Show	Charlotte, NC	3/11/2009 0:00	Opportunity to update the trade on the destination.	South	Bronstorph	80	Agents
JTB Midwest 2009 Spring Product Launch	Lansing, MI	3/11/2009 0:00	Secondary city seminar to update the trade on the Jamaica product.	Midwest	Mesquita	25	Agents
Apple Vacations Seminar	Jacksonville, FL	3/11/2009 0:00	Support of tour operator and opportunity to showcase the destination to their top accounts.	South	Wright	60	Agents
Peninsula Round Table Dinner Show	Greenville, SC	3/12/2009 0:00	Opportunity to update the trade on the destination.	South	Bronstorph	60	Agents
JTB Midwest 2009 Spring Product Launch	Flint, MI	3/12/2009 0:00	Secondary city seminar to update the trade on the Jamaica product.	Midwest	Mesquita	25	Agents
Apple Vacations Seminar	Tampa, FL	3/12/2009 0:00	Support of tour operator and opportunity to showcase the destination to their top accounts.	South	Wright	65	Agents
Travel Leaders/Main Street Destination Wedding/Honeymoon Show	Ft. Worth, TX	3/15/2009 0:00	Opportunity to promote the destination as an ideal wedding/honeymoon destination.	Southwest	Rose	500	Consumers
Omega Travel Show	Columbus, GA	3/16/2009 0:00	Opportunity to showcase the destination to the military personnel and their families on location at the US Airforce Base at Ft. Benning in Columbus.	South	Bronstorph	1000	Consumers
Destination Training - GoGo Worldwide Vacations Res Center	New York, NY	3/17/2009 0:00	Train reservation agents on the Jamaica product.	Northeast	Sinclair	8	Agents

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
JTB South Spring Update	Miami, FL	3/17/2009 0:00	Agents in the South Miami/Kendall area will be targeted to attend this Spring seminar to promote summer business in the South.	South	Henry	35	Agents
JTB South Spring Seminar	Port St. Lucie, FL	3/18/2009 0:00	Agents in the this area of North Florida will be targeted to attend this Spring seminar to promote summer business in the South.	South	Henry	35	Agents
Jam with the JTB - Jamaica Evening	Yonkers, NY	3/18/2009 0:00	JTB will launch its "Jam with the JTB" at Caprice Travel in their effort to educate agents on key selling point and strategies for Jamaica. The format will be a dinner seminar and Sandals/Beaches will partner with JTB.	Northeast	Dobson	20	Agents
GoGo Tours Buzz Night	Parlin, NJ	3/19/2009 0:00	JTB partnered with Air Jamaica to update GoGo Tours reservation agents.	Northeast	Senior	15	Agents
National Radio Broadcast/Radio Remote		3/20-25/2009		National			Agents
AAA Travel Show 2009	Kissimmee, FL	3/21/2009 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	400	Agents
Regency Travel Training	Memphis, TN	3/24/2009 0:00	Update reservation agents on the destination product.	South	Bronstorph	12	Agents
Peninsula Round Table Dinner Show	Memphis, TN	3/24/2009 0:00	Opportunity to update the trade on the destination.	South	Bronstorph	60	Agents
JTB N.E. Spring 2009 Travel Agent Update	Rochester, NY	3/24/2009 0:00	Seminar in a secondary city to update the trade on the destination product.	Northeast	Dobson	50	Agents
JTB Midwest 2009 Spring Product Launch	Youngstown, OH	3/24/2009 0:00	Secondary city seminar to update the trade on the Jamaica product.	Midwest	Mesquita	20	Agents
JTB Midwest 2009 Spring Product Launch	Springfield, IL	3/24/2009 0:00	Sales call blitz followed by a dinner presentation in this secondary city to update the trade on the Jamaica product.	Midwest	Bucknor	40	Agents
GoGo Tours Reservation Training	Nashville, TN	3/25/2009 0:00	Train and update reservation agents on the destination product.	South	Bronstorph	8	Agents
Peninsula Round Table Dinner Show	Nashville, TN	3/25/2009 0:00	Opportunity to update the trade on the destination.	South	Bronstorph	80	Agents

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
JTB N.E. Spring 2009 Travel Agent Update-POSTPONED	Cromwell, CT	3/25/2009 0:00	Seminar in a secondary city to update the trade on the destination product.	Northeast	Dobson	40	Agents
JTB Midwest 2009 Spring Product Launch	Moline, IL	3/25/2009 0:00	Sales call blitz followed by a dinner presentation in this secondary city to update the trade on the Jamaica product.	Midwest	Bucknor	30	Agents
Peninsula Round Table Dinner Show	Knoxville, TN	3/26/2009 0:00	Opportunity to update the trade on the destination.	South	Bronstorph	80	Agents
JTB N.E. Spring 2009 Travel Agent Update-POSTPONED	Westchester, NY	3/26/2009 0:00	Seminar in a secondary city to update the trade on the destination product.	Northeast	Dobson	50	Agents
JTB Midwest 2009 Spring Product Launch-RESCHEDULED	Rockford, IL	3/26/2009 0:00	Sales call blitz followed by a dinner presentation in this secondary city to update the trade on the Jamaica product.	Midwest	Bucknor	20	Agents
JTB/JM Virtuoso Fam Trip	MBJ/Ocho Rios	3/27-30/2009	JTB will host a group of high-end agents (virtuoso) on island and inspections will include the elegant resorts as well as the new attractions.	Northeast	JTB/MBJ	12	Agents
ING Georgia Marathon	Atlanta, GA	3/27-28/2009	JTB will participate with a booth to promote the destination product.	South	Bronstorph	40000	Consumers
Beneath the Sea 2009	Secaucus, NJ	3/27-29/2009	This 3-day event is one of the largest consumer dive and travel exposition in the U.S. which attracts a very large number of consumers from the country's wealthiest divers and non-diver enthusiasts. Great opportunity to gain added exposure for Jamaica and this niche market.	Northeast	Senior/Dobson	10000	Agents-Cons
Vacation Express Reservations Training-POSTPONED	Atlanta, GA	3/27/2009 0:00	Update reservation agents on the Jamaica product.	South	Bronstorph	30	Agents
Greater Houston Travel & Adventure Show - CANX by organizers	Houston, TX	3/28-29/2009	Annual consumer and trade event which will provide an excellent opportunity to promote the destination's attractions niche market.	Southwest	Rose	6300	Agents-Cons
Washington Bridal Showcase	Fairfax, VA	3/29/2009 0:00	Event with great potential to increase the wedding and honeymoon business from the Virginia market to Jamaica.	Northeast	Harper	900	Consumers

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
Destination Wedding & Honeymoon Expo	Westbury, NY	3/29/2009 0:00	Excellent potential to increase Jamaica's wedding and honeymoon business from Long Island's Nassau & Suffolk Counties, NY City and its 5 boroughs. This event will have Jamaica as the exclusive co-sponsor of its inaugural exposition and JTB will promote the island as the preferred Caribbean wedding/honeymoon destination.	Northeast	Sales team	500	Consumers
JTB 2009 Summer Destination Product Launch	Los Angeles, CA	3/30/2009 0:00	Annual series of presentations to update the trade on the destination and product offerings for the summer period.	West	Holland	100	Agents
TRAVEL IMPRESSIONS 2009 TRADE SHOW	Charlotte, NC	3/30/2009 0:00	Annual support of tour operator program.	South	Bronstorph	100	Agents
Austin Travel Destination Training	Melville, NY	3/31/2009 0:00	Provide update on the destination to the reservation agents at this travel agency.	Northeast	Sinclair	15	Agents
JTB Midwest Sales Call Blitz	Omaha, NE	3/31-4/2/2009	Industry partners will join JTB on an intensive 3-day blitz of this secondary city.	Midwest	Christie	42	Agents
JTB 2009 Summer Destination Product Launch	Pomona, CA	3/31/2009 0:00	Annual series of presentations to update the trade on the destination and product offerings for the summer period.	West	Holland	80	Agents
TRAVEL IMPRESSIONS 2009 TRADE SHOW	Atlanta, GA	3/31/2009 0:00	Annual support of tour operator program.	South	Bronstorph	150	Agents
Maritz Travel Supplier Marketing		4/1-30/2009	"Supplier of the Month" (SOM) opportunity to promote the destination online to the 800 Maritz travel buyers and account executives.	Groups	Bullock	265	Buyer
JTB 2009 Summer Destination Product Launch	Costa Mesa, CA	4/1/2009 0:00	Annual series of presentations to update the trade on the destination and product offerings for the summer period.	West	DaCosta	80	Agents
TRAVEL IMPRESSIONS 2009 TRADE SHOW	Tampa, FL	4/1/2009 0:00	Annual support of tour operator program.	South	Wright	125	Agents
Cruise3Sixty Trade Show	Ft. Lauderdale, FL	4/2-5/2009	Participation in this annual cruise show to highlight Jamaica as the premier cruise destination in the Caribbean.	South	Henry	30000	Agents-Cons
JTB 2009 Summer Destination Product Launch	San Diego, CA	4/2/2009 0:00	Annual series of presentations to update the trade on the destination and product offerings for the summer period.	West	DaCosta	80	Agents

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
JTB Midwest 2009 Spring Product Launch	Omaha, NE	4/2/2009 0:00	Secondary city seminar to update the trade on the Jamaica product.	Midwest	Christie	30	Agents
TRAVEL IMPRESSIONS SHOW	Ft. Lauderdale, FL	4/2/2009 0:00	Annual support of tour operator program.	South	Henry	120	Agents
JTB 2009 Summer Destination Product Launch	Phoenix, AZ	4/3/2009 0:00	Annual series of presentations to update the trade on the destination and product offerings for the summer period.	West	DaCosta	70	Agents
JTB-Apple Vacations-Travel Quest Fam Trip	MBJ/OCJ/NEG	4/4-8/2009	Apple Vacations has provided seats on their <i>Sun Country</i> charter out of Minneapolis for top-producing agents at Travel Quest to participate in a specially designed fam trip/product update on the Jamaica destination.	Midwest	McDermoth	10	Agents
MK Travel Arts & Family Expo-POSTPONED	Miami, FL	4/5/2009 0:00	Participation in consumer event to generate interest in the destination as the premier Caribbean vacation island.	South	Henry	5000	Consumers
JTB 2009 Summer Destination Product Launch	Houston, TX	4/6/2009 0:00	Annual series of presentations to update the trade on the destination and product offerings for the summer period.	Southwest	Rose	120	Agents
JTB Midwest Sales Call Blitz	Kansas City, MO	4/7-9/2009	Intensive sales call blitz on 70 agencies in Kansas City over a 2-day period to update the agents on the destination product.	Midwest	Christie	70	Agents
Destination Training - Tyree Travel	Old Bethpage, NY	4/7/2009 0:00	Train and update the reservation agents at this travel agency.	Northeast	Sinclair	10	Agents
JTB 2009 Summer Destination Product Launch	Ft. Worth, TX	4/7/2009 0:00	Annual series of presentations to update the trade on the destination and product offerings for the summer period.	Southwest	Rose	75	Agents
JTB 2009 Summer Destination Product Launch	Dallas, TX	4/8/2009 0:00	Annual series of presentations to update the trade on the destination and product offerings for the summer period.	Southwest	Rose	120	Agents
JTB Midwest Dinner Presentation	Kansas City, MO	4/9/2009 0:00	Trade show/dinner presentation to agents in Kansas City.	Midwest	Christie	45	Agents
Incentive House Presentations	Dallas, TX	4/13-17/2009	A select number of incentive houses in the Dallas metro area will be targeted and a JTB presentation given to generate group business to the destination.	Groups	Bullock	50	Incentive PLNR

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
JTB "Summer Kick Off" Seminar	Oaklawn, IL	4/13/2009 0:00	Part of a series of seminars to update the trade on the destination product.	Midwest	Bucknor	100	Agents
Destination Training - Apple Vacations	Philadelphia, PA	4/14/2009 0:00	Train and update reservation agents on the destination product.	Northeast	Senior	15	Agents
JTB South 2009 Spring Product Launch	Little Rock, AR	4/14/2009 0:00	Spring presentation to promote summer business to the agents in the South.	South	Henry	35	Agents
JTB "Summer Kick-Off" Seminar	Saginaw, MI	4/14/2009 0:00	Part of a series of seminars to update the trade on the destination product.	Midwest	Mesquita	90	Agents
JTB N.E. 2009 Spring Travel Agent Update	South Portland, ME	4/14/2009 0:00	Agents in this secondary city will be updated on the destination product.	Northeast	Woolcock	50	Agents
JTB South 2009 Spring Product Launch	Fayetteville, AR	4/15/2009 0:00	Spring presentation to promote summer business to the agents in the South.	South	Henry	35	Agents
JTB "Summer Kick Off" Seminar	Rockford, IL	4/15/2009 0:00	Part of series of seminars to update the trade on the destination product.	Midwest	McDermoth	20	Agents
Liberty Travel Buzz Night-CANX	Long Island, NY	4/15/2009 0:00	JTB will partner with Sandals/Beaches to update the reservation agents at Liberty Travel on the Jamaica product.	Northeast	Sinclair	15	Agents
JTB N.E. 2009 Spring Travel Agent Update	Nashua, NH	4/15/2009 0:00	Agents in this secondary city will be updated on the destination product.	Northeast	Woolcock	50	Agents
JTB "Summer Kick Off" Seminar	Brooklyn Park, MN	4/15/2009 0:00	Part of series of seminars to update the trade on the destination product.	Midwest	McDermoth	65	Agents
JTB Presentation to Galactic Incentive House	Arlington, TX	4/16/2009 0:00	Presentation to the sales executives at this incentive house to generate group business for the destination product.	Groups	Bullock	20	Incentive PLNR
JTB "Summer Kick Off" Seminar	Clayton, MO	4/16/2009 0:00	Part of series of seminars to update the trade on the destination product.	Midwest	Christie	80	Agents
Amer Express/Distant Lands 'Passport to the World' Promotion	Pasadena, CA	4/16/2009 0:00	Opportunity to promote the destination to clients of American Express and Distant Lands (a travel bookstore and outfitters). JTB will decorate the agency's store-front, provide a 1-man band and a chef for "a taste of Jamaica".	West	Holland	250	Consumers
Liberty Travel Buzz Night - CANX	Manhattan, NY	4/16/2009 0:00	JTB will partner with Sandals/Beaches to update the reservation agents at Liberty Travel on the Jamaica product.	Northeast	Sinclair	15	Agents

JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
JTB N.E. Spring 2009 Travel Agent Update	Warwick, RI	4/16/2009 0:00	Agents in this secondary city will be updated on the destination product.	Northeast	Woolcock	50	Agents
John Hancock Sports & Fitness Expo	Boston, MA	4/17-19/2009	JTB will participate with a booth to promote the destination product.	Northeast	Woolcock	80000	Consumers
JAMUSA BIRTHDAY COME-ALONG - WAVS RADIO	Miami, FL	4/17-20/2009	Sunset Jamaica Grande in Ocho Rios will provide accommodation for approx. 50 persons joining the come-along with WAVS Radio Station talk-show host, Jamusa.	National	Willis		Listenership
Diaspora Meeting with JAMCCAR	Spring Valley, NY	4/17/2009 0:00	JTB will join the membership of the Jamaican Civic & Cultural Assoc. of Rockland (JAMCCAR) at their monthly meeting and have an opportunity to update this diaspora group on the destination product.	Northeast	Dobson	40	Consumers
iFEST (Houston Intl Festival)	Houston, TX	4/18-19/2009 6:00	Annual event which takes place the last two weekends of April. A tremendous opportunity to showcase Jamaica's culture, i.e. cuisine, music, arts and crafts.	Southwest	Rose	112500	Consumers
JTB/JM Fam Trip	MBJ/RBAY	4/21-24/2009 8:00	Agents will fly via Air Jamaica from the Philadelphia gateway to be educated on-island via site inspection, tours of the larger hotels in the Runaway Bay and Montego Bay areas.	Northeast	JTB/MBJ	8	Agents
Destination Training - Travel Impressions	Bethlehem, PA	4/21/2009 11:00	Train and update reservation agents on the Jamaica product.	Northeast	Senior	15	Agents
JTB Midwest 2009 Spring Product Launch	St. Cloud, MN	4/21/2009 0:00	Secondary city seminar to update the trade on the Jamaica product.	Midwest	McDermoth	25	Agents
JTB 2009 Summer Destination Product Launch	Oklahoma City, OK	4/21/2009 0:00	Annual series of presentations to update the trade on the destination and product offerings for the summer period.	Southwest	Rose	15	Agents
Liberty Buzz Night	Coral Springs, FL	4/21/2009 0:00	JTB will partner with GoGo Worldwide Vacation to showcase Jamaica as the premier travel destination in the Caribbean.	South	Henry	35	Agents

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
AAA Travel/Travel Impressions/JTB	Sun City, FL	4/21/2009 0:00	A Jamaica Golf Night at a private golf club in the Tampa area will be hosted by the JTB and industry partners to promote a golf group to the Rose Hall Resort & County Club.	South	Wright	80	Consumers
Destination Training - Travel Impressions	Farmingdale, NY	4/22/2009 0:00	Train and update reservation agents on the Jamaica product.	Northeast	Sinclair	18	Agents
JTB Midwest 2009 Spring Product Launch	Rochester, MN	4/22/2009 0:00	Secondary city seminar to update the trade on the Jamaica product.	Midwest	McDermoth	30	Agents
JTB 2009 Summer Destination Product Launch	Tulsa, OK	4/22/2009 0:00	Annual series of presentations to update the trade on the destination and product offerings for the summer period.	Southwest	Rose	50	Agents
JTB Midwest 2009 Spring Product Launch	Duluth, MN	4/23/2009 0:00	Secondary city seminar to update the trade on the Jamaica product.	Midwest	McDermoth	30	Agents
JTB West CTO Destination Presentation	Berkeley, CA	4/23/2009 0:00	Dinner presentation to the CTO Northern California Chapter affiliated travel agents.	West	Holland	50	Agents
Jamaica Day at Maritz	Fenton, MO	4/24/2009 0:00	Presentation to incentive house sales executives at Maritz.	Groups	Bullock	25	Incentive PLNR
VIRTUAL Destination Wedding & Honeymoon Expo-CANX		4/24/2009 11:00	The organizers of this first ever <i>virtual</i> wedding and honeymoon expo will partner with OurWeddingDay.com to bring thousands of brides-to-be registered with their agency to the event. JTB representatives will engage in multi-user live chats and have the ability to engage a participant or send email messages directly to the potential brides. This 2-day event as well as access to videos and electronic brochures will be available for 90 days after the event.	Midwest	Sales team	3000	Consumers
Re-Discover the Caribbean	Barbados	4/24-25/2009	Opportunity to showcase destination Jamaica and encourage travel to Jamaica from our neighbouring Caribbean islands.	South	Henry	500	Trade

JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
iFEST (Houston Intl Festival)	Houston, TX	4/25-26/2009	Annual event which takes place the last two weekends of April. A tremendous opportunity to showcase Jamaica's culture, i.e. cuisine, music, arts and crafts.	Southwest	Rose	112500	Consumers
JTB Midwest 2009 Spring Product Launch-CANX	Sioux Fall, SD	4/28/2009 0:00	Secondary city seminar to update the trade on the Jamaica product.	Midwest	McDermoth	30	Agents
JTB Midwest 2009 Spring Product Launch-CANX	Fargo, ND	4/29/2009 0:00	Secondary city seminar to update the trade on the Jamaica product.	Midwest	McDermoth	25	Agents
JTB Midwest 2009 Spring Product Launch-CANX	Johnstown, PA	4/30/2009 0:00	Secondary city seminar to update the trade on the Jamaica product.	Midwest	Mesquita	25	Agents
LIBERTY/GOGO FAM TRIP	TBA by LIB/GO	5/1-4/2009	Seats have been provided by Air Jamaica and American Airlines for this program and Lib/Go will invite agents to participate. Lib/Go will also secure accommodations in the resort areas.	National	JTB/MBJ	96	Agents
MILO (Meeting Industry Ladies Open) Golf Tournament	La Jolla, CA	5/3-6/2009	Annual event for the MILO membership to educate women executives on the skills of golf to enhance business opportunities.	Groups	Clarke	150	Planners
Travel Planners Bridal Show	Birmingham, AL	5/3/2009 0:00	Opportunity to promote this niche market to consumers in Birmingham and the surrounding cities.	South	Wright	400	Consumers
International Reggae & World Music Awards	New York, NY	5/3/2009 0:00	This prestigious event now in it's 28th year will be held at the NY College Performing Arts Center. Main sponsors will include American Airlines, Coco Cola, Irie Jam Media and WVIP 93.5 FM	Northeast	Senior	400	Consumers
JTB Midwest Sales Call Blitz	Wichita, KS	5/5-7/2009	Sales calls on 25 agencies in this secondary city to update them on the destination product.	Midwest	Christie	25	Agents
LITAA (Long Island Travel Agents Association) RE-SCHEDULED	Long Island, NY	5/5/2009 0:00	Opportunity to showcase the destination at this annual trade show.	Northeast	Sinclair	300	Agents
JTB Midwest 2009 Spring Product Launch-POSTPONED	Wichita, KS	5/7/2009 0:00	Trade show/dinner presentation to agents in this secondary city.	Midwest	Christie	30	Agents
JTB Midwest 2009 Spring Product Launch-CANX	Louisville, KY	5/7/2009 0:00	Secondary city seminar to update the trade on the Jamaica product.	Midwest	Mesquita	20	Agents

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
JAPEX FAM TRIP	NEG/MBJ	5/9-13/2009	Annual fam trip tied in with JAPEX scheduled to be held at the Ritz Carlton Resort in Montego Bay this year. Agents will fly from the Chicago gateway for site inspection tours and will get the opportunity to visit the Japex floor and connect with participating hoteliers and tour operators.	Midwest	JTB/MBJ	25	Agents
Mother's Day Coffee Hour	Highland Park, NJ	5/10/2009 0:00	A faith-based audience will be targeted at the Reform Church of Highland Park on Mother's Day. Jamaican coffee will be served and the destination promoted to increase awareness in this niche market.	Northeast	Senior	250	Consumers
JAPEX	Montego Bay, Ja	5/11-13/2009	Annual Jamaica Product Exchange with tour operators participating from the US and Latin America. Hoteliers will have the opportunity to network with these partners and develop packages for the summer season.	National	Dawson	50	Trade
JAPEX FAM TRIP	OCJ/MBJ	5/11-15/2009	Annual fam trip tied in with JAPEX scheduled to be held at the Ritz Carlton Resort in Montego Bay this year. Agents will fly from the Orlando gateway for site inspection tours and will get the opportunity to visit the Japex floor and connect with participating hoteliers and tour operators.	South	JTB/MBJ	25	Agents
Jamaica Me Crazy Promotion (25 weeks)	Virginia	5/14/2009 21:30	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
JAPEX FAM TRIP	All resorts	5/12-16/2009	Annual fam trip tied in with JAPEX scheduled to be held at the Ritz Carlton Resort in Montego Bay this year. Agents will fly from 3 NE gateways (BWI/JFK/PHL) for site inspection tours and will have the opportunity to visit the Japex floor and connect with participating hoteliers and tour operators.	Northeast	Dobson	75	Agents
JAPEX FAM TRIP	MBJ/OCJ/NEG	5/12-16/2009	Annual fam trip tied in with JAPEX scheduled to be held at the Ritz Carlton Resort in Montego Bay this year. Agents will fly from the Ft. Lauderdale gateway for site inspection tours and will get the opportunity to visit the Japex floor and connect with participating hoteliers and tour operators.	South	Wright	25	Agents
TRAVEL IMPRESSIONS 2009 TRADE SHOW	Houston, TX	5/12/2009 0:00	Annual support of tour operator program.	Southwest	Rose	150	Agents
American Express/Centurion Center Jamaica Day	Salt Lake City, UT	5/13/2009 0:00	Train reservation agents on selling the Jamaica product.	West	Holland	100	Agents
TRAVEL IMPRESSIONS 2009 TRADE SHOW	Milwaukee, WI	5/13/2009 0:00	Annual support of tour operator program.	Midwest	McDermoth	100	Agents
WPAT Radio/Atlas Vacation Come-Along to Jamaica-POSTPONED	New York, NY	5/14-17/2009	WPAT Radio afternoon drive-time show based in NY will partner with Atlas Vacations for a come-along that primarily reaches the Jamaican and Caribbean audience. Barbara Whittaker, co-owner of Atlas is the host of this radio show.	National	Willis		Listenership
American Express/Centurion Center Jamaica Day	Los Angeles, CA	5/14/2009 0:00	Train reservation agents on selling the Jamaica product.	West	Holland	200	Agents
Destination Training at JetBlue Reservation Center	Salt Lake City, UT	5/14/2009 0:00	Opportunity to train JetBlue Airways Getaways reservation agents on the Jamaica product following the airline's announcement to commence air service to Montego Bay from New York's JFK gateway on May 21, 2009.	West	Rose	65	Agents
IRF* 16th Annual Incentive Invitational Golf Tournament	Palm Springs, CA	5/14-17/2009	*Incentive Research Foundation - Premier event targeting major incentive travel buyers.	Groups	Bullock	1000	Buyer
TRAVEL IMPRESSIONS 2009 TRADE SHOW	Chicago, IL	5/14/2009 0:00	Annual support of tour operator program.	Midwest	Bucknor	150	Agents

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
TCTIA Jamaica Evening	Ft. Pierce, FL	5/14/2009 0:00	Jamaica presentation to the Treasure Coast Travel Industry Association (TCTIA) membership.	South	Henry	25	Agents
LIBERTY/GOGO FAM TRIP	NE gateways	5/15-18/2009	Seats have been provided by Air Jamaica and American Airlines for this program and Lib/Go will invite agents to participate. Lib/Go will also secure accommodations in the resort areas.	National	Sinclair	89	Agents
Jamaica Me Crazy Promotion (May-Oct)	Fairfax, VA	5/15/2009 18:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
WITS* Jamaica Evening	Albany, NY	5/19/2009 18:00	JTB will showcase the destination at Jamaica Evening for the WITS (Working in Travel Services) membership at their monthly meeting to be held aboard a boat which will sail along the river.	Northeast	Dobson	100	Agents
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	5/21/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers

2010 FEB 12 PM 3:06
CRM/ISS/REGISTRATION UNIT

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
MARK TRAVEL - Destination Training	Milwaukee, WI	5/22/2009 0:00	JTB will train and update reservation agents at the Mark Travel Call Center.	Midwest	McDermoth	250	Agents
Rocket Star Show	Tampa, FL	5/23/2009 18:00	Consumer show which attracts participants from Tampa and the surrounding areas and presents a great opportunity to promote the destination.	South	Wright	8000	Consumers
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	5/28/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
LIBERTY/GOGO FAM TRIP	TBA by LIB/GO	5/29-6/1/2009	Seats have been provided by Air Jamaica and American Airlines for this program and Lib/Go will invite agents to participate. Lib/Go will also secure accommodations in the resort areas.	National	TBA	115	Agents
Rock 'n' Roll Marathon - CANX	San Diego, CA	5/29-30/2009	JTB will participate with a booth to promote this niche market.	West	Holland	60000	Consumers
Hispanic Telemundo Mall Promotion	Wheaton, MD	5/30/2009 0:00	Telemundo TV is a Hispanic station JTB will partner with Air Jamaica in this mall promotion that targets mainly hispanic consumers and will be a great opportunity to promote the destination to the growing Hispanic market in this area. Bahia Principe Hotel will provide a 5 day/4 night prize.	Northeast	Harper	20000	Consumers
"Porches by the Sea" 39th Annual White glove Concourse	Dana Point, CA	5/30/2009 0:00	Opportunity to promote Jamaica to an upscale audience.	West	Holland	400	Consumers

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
Friends Travel Expo	Levittown, NY	5/30/2009 0:00	A consumer show which presents an excellent opportunity to showcase the destination at this event organized by Friends Travel.	Northeast	Sinclair	150	Consumers
VIRTUOSO TRAVEL AGENTS FAM TOUR	MBJ/OCJ	5/31-6/3/2009	JTB will host agents on a fam trip who only sell high-end properties. Site inspections of deluxe hotels in the Montego Bay and Ocho Rios resort areas as well as attractions.	Northeast	JTB/MBJ & JM	12	Agents
JTB N.E. Spring 2009 Secondary City Seminar	Williamsville, NY	6/1/2009 0:00	Secondary city seminar to update agents on the destination product.	Northeast	Dobson	50	Agents
American Express/Centurion Center Jamaica Day	Phoenix, AZ	6/2/2009 0:00		West	Holland	100	Agents
JTB N.E. Spring 2009 Secondary City Seminar	Fishkill, NY	6/2/2009 0:00	This secondary city seminar previously scheduled for March and subsequently postponed will now be held this month to update the trade on the destination product.	Northeast	Dobson	50	Agents
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	6/2/2009 18:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
JTB N.E. Spring 2009 Secondary City Seminar	Elmsford, NY	6/3/2009 0:00	Secondary city seminar to update the trade on the destination product.	Northeast	Dobson	50	Agents
WEDR Radio	Montego Bay, Ja	6/4-8/2009	In it's 9th come-along to Jamaica, JTB will present a birthday cake to "Ice T" Lorenzo Thomas. Group will celebrate at the Iberostar, Grand Suites.	National	Willis	144	Consumers
11th Annual JAMEX (Jamaica Meetings Exchange)	Montego Bay, Ja	6/4-8/2009	Annual product update event targeting meeting and incentive buyers globally.	Groups	MIA/CAN	35	Planners

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
JTB Spring "Niche" Fam Trip	Negril/MBJ	6/4-8/2009	A series of three (3) fams will be hosted in June this year and each trip will be themed. This fam (#1) will be "Affinity Group/Family".	National	TBA	120	Agents
Larchmont Sidewalk Sale	Larchmont, NY	6/4-5/2009	JTB will partner with Bayside Travel to promote the destination to consumers in this area.	Northeast	Dobson	150	Consumers
ACT Trade Show (Association of Central NJ Travel Agents)	Freehole, NJ	6/4/2009 0:00	Opportunity to update the trade on the destination product.	Northeast	Senior	150	Agents
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	6/4/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
ACTS/Caribbean Week-New York (Annual Carib. Tourism Summit)	New York, NY	6/8-12/2009	Annual event sponsored by CTO (Caribbean Tourist Assn) will include several events such as the Caribbean Fair, the Media and Allied Awards Luncheon (June 11 & 12), Press Conference and the Govt. of the Caribbean State Ball on the final night.	National	Willis		Trade
CARIBBEAN TOURISM WEEK	Lower Manhattan, NY	6/8-12/2009	Annual event sponsored by CTO open to the trade and consumer. JTB will host a booth and tourism officials such as the Min. of Tourism and the Director of Tourism will be in attendance. The activities of Caribbean Week are designed to reach a wide range of tourism industry personnel as well as to provide a forum for policy discussions between the 33-member states of the CTO.	National	Dawson		Trade

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/type
The Nova University Medical Mission	KGN/Ocho Rios	6/10-19/2009 7:00	Don Daly of WZAB Radio will lead a group of medical personnel to Jamaica and they will be hosted by Jamaica Pegasus and Sandcastles.	National	Willis	90	Consumers
JTB Spring "Niche" Fam Trip	MBJ/OCJ	6/11-15/2009	A series of three (3) fams will be hosted in June this year and each trip will be themed. This fam (#2) will be "Health & Wellness/Spa".	National	Mesquita	120	Agents
LIBERTY TRAVEL - JAMAICA DAY	Saugus, MA	6/12/2009 0:00	Great opportunity for JTB to partner with Liberty Travel, one of the largest travel agencies in the New England area. For Jamaica Day, Liberty will promote this event through tagged advertising in the Boston Globe newspaper along with a direct mail campaign. JTB will decorate the agency and provide collateral, food and refreshments.	Northeast	Woolcock	40	Consumers
Dine 'n Learn Seminar	Miami, FL	6/12/2009 0:00	JTB presentation to a select group of agents to update them on family travel to Jamaica. The new family resorts will be highlighted.	South	Henry	10	Agents
GoGo Worldwide Vacations "Open House"	Lebanon, NH	6/13/2009 0:00	GoGo will host this event at their newly refurbished office. Great opportunity for JTB to penetrate the secondary markets of New Hampshire and Vermont and create a greater awareness of the product.	Northeast	Woolcock	45	Agents
Roy Miller Radio Host - WDJA	Negril, Jamaica	6/17-22/2009	Live broadcast (streaming) on WDJA, VibeZ Radio/WAVS to audience in South Florida from Pt. Village in Negril. Crew of 3.	National	Willis		Listenership
WDNA Radio 88.9	Ocho Rios	6/18-22/2009	Live radio remote from the RIU in Ocho Rios hosted by Howard Duperly on the Jazz station based in Florida. There will be a come-along of 14 persons.	National	Willis		Listenership
JTB Spring "Niche" Fam Trip	Ocho Rios/MBJ	6/18-22/2009	A series of three (3) fams will be hosted in June this year and each trip will be themed. This fam (#3) will be "Destination Wedding".	National	JTB/MBJ	120	Agents

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
JTB/AIR JAMAICA Dinner Presentation for LibGo	Philadelphia, PA	6/18/2009 0:00	Part of ongoing effort to reach this important group of industry constituents and update them on the destination product.	Northeast	Woolcock	40	Agents
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	6/18/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
Rujohn Foundation - Mission Group	Kingston/MBJ	6/21-26/2009	This mission group will visit Jamaica and stay at the Half Moon and Courtleigh Hotels in Jamaica.	National	Willis	46	Consumers
Incentive Travel Exchange	Las Vegas, NV	6/22-24/2009	An exclusive, appointment-based event catering to the needs of both the incentive travel buyer and incentive travel supplier. The event will give the supplier an opportunity to meet with the top buyers in the marketplace. Corporate incentive buyers, incentive companies will be matched with suppliers for up to 35 appointments.	Groups	Bullock	200	Buyer
Michael Baisden Radio Remote - Island Jam Take-Over	Runaway Bay, Ja	6/24/2009 0:00	This show will host their 3rd annual <i>Island Jam Take-Over</i> and will be accompanied by 650 come-along participation. The show will broadcast from Grand Lido Braco over a 2-day period and is syndicated to 68 markets in the USA reaching millions. Michael Baisden will celebrate his birthday on June 26 with a big Birthday Bash on that day.	National	Willis	1E+07	Listenership

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	6/25/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTJ for this 25-week promotion.	Northeast	Harper	200	Consumers
Taste of Chicago	Chicago, IL	6/26/2009 0:00	Annual event spanning two weekends which attracts thousands of consumers from Chicago and the surrounding areas. This year, the JTJ will project a much larger presence with the assistance of the Board's PR firm Ruder Finn.	Midwest	Bucknor	500000	Consumers
7th Annual Caribbean Festival of Palm Coast	Palm Coast, FL	6/27-28/2009	This event will present a great opportunity to showcase Jamaica and reach consumers directly to encourage them to vacation in Jamaica.	South	Wright	8000	Consumers
Liberty Travel Grand Re-Opening Celebration	Woodbury, NY	6/27/2009 0:00	Excellent opportunity for Jamaica to support this agency, a member of one of the most successful consumer booking chains in the Northeast.	Northeast	Sinclair	200	Consumers
Maritz Travel Supplier Marketing		7/1-31/2009	"Supplier of the Month" (SOM) opportunity to promote the destination online to the 800 Maritz travel buyers and account executives.	Groups	Bullock	265	Buyer
Liberty Travel Buzz Night	Trumbull, CT	7/1/2009 0:00	Opportunity to network with Liberty's team leaders and consultants as well as to educate this group on the destination product.	Northeast	Woolcock	35	Trade

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	7/2/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
Liberty Travel Buzz Night	Dedham, MA	7/2/2009 0:00	Opportunity to network with Liberty's team leaders and consultants as well as to educate this group on the destination product.	Northeast	Woolcock	45	Trade
The Steve Harvey Radio Broadcast & Golf Tournament-POSTPONED	Montego Bay	7/8-12/2009	Popular morning show with Steve Harvey, host and crew. This show is syndicated to 90 radio stations across the US with their home base studio in NY.	National	Willis		Listenership
Air Jamaica/Superclubs Breakfast Seminar	Princeton, NJ	7/9/2009 0:00	JTB has been invited to participate in this seminar to update agents on the Jamaica product.	Northeast	Senior	30	Agents
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	7/9/2009 18:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
MPI World Education Congress (Meeting Professionals Intl)	Salt Lake City, UT	7/11-14/2009	Annual networking/trade event open to the national membership of MPI.	Groups	Bullock	1800	Buyer

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
Jamaica Night at the Shoppes at Chino Hills	Chino Hills, CA	7/11/2009 0:00	Opportunity to promote the destination to the consumers who patronize the stores in this mall	West	Holland	3000	Consumers
Jamaica Cultural Alliance Annual Tea Party	Beverly Hills, CA	7/12/2009 0:00	An opportunity to promote the destination to attendees of this annual Diaspora event.	West	Holland	200	Consumers
JTB & Superclubs Breakfast Update @ Panera Bread	Nashua, NH	7/14/2009 0:00	A series of 4 updates targeting agents on their way to work. JTB will sponsor coffee and pastries at the Panera Bread locations while delivering an update on Jamaica to the agents.	Northeast	Woolcock	20	Agents
JTB & Superclubs Breakfast Update	North Andover, MA	7/15/2009 0:00	A series of 4 updates targeting agents on their way to work. JTB will sponsor coffee and pastries at the Panera Bread locations while delivering an update on Jamaica to the agents.	Northeast	Woolcock	20	Agents
Destination Training - Bookit.com	Panama City, FL	7/15/2009 0:00	Train and update reservation agents on the destination product at one of the largest online booking centers in the US.	South	Wright	200	Agents
JTB & Superclubs Breakfast Update	Woburn, MA	7/16/2009 0:00	A series of 4 updates targeting agents on their way to work. JTB will sponsor coffee and pastries at the Panera Bread locations while delivering an update on Jamaica to the agents.	Northeast	Woolcock	20	Agents
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	7/16/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
JTB & Superclubs Breakfast Update	Quincy, MA	7/17/2009 0:00	A series of 4 updates targeting agents on their way to work. JTB will sponsor coffee and pastries at the Panera Bread locations while delivering an update on Jamaica to the agents.	Northeast	Woolcock	20	Agents

CRM/ISS/REGISTRATION UNIT
2009 FEB 12 PM 3:06

**JAMAICA TOURIST BOARD
CALENDAR OF ACTIVITIES-USA > FEBRUARY - JULY 2009**

ACTIVITY	Location	Date	Rationale	REGION2	Responsibility	Target	Qty/Type
American Express/Centurion Center Jamaica Day	Jacksonville, FL	7/20/2009 0:00	Train reservation agents on selling the Jamaica product.	South	Wright	100	Agents
American Express/Centurion Center Jamaica Day	Atlanta, GA	7/21/2009 0:00	Train reservation agents on selling the Jamaica product.	South	Bronstorph	100	Agents
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	7/23/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers
2009 NAUTICA NYC TRIATHLON	New York, NY	7/24/2009 0:00	This triathlon event is the largest and most popular one in America. The JTB	Northeast	Sales team	30000	Consumers
American Express/Centurion Center Jamaica Day	Miramar, FL	7/24/2009 0:00	Train reservation agents on selling the Jamaica product.	South	Henry	100	Agents
NYASTA Summer Outing (New York Allied Society of Tvl Agts)	New York, NY	7/30/2009 0:00	JTB will network at this event to solidify business relationships with agency owners.	Northeast	Dobson	90	Agents
Jamaica Me Crazy Promotion (25 weeks)	Fairfax, VA	7/30/2009 0:00	Great networking consumer promotion which will attract approx. 200 working professionals each week from the Northern Virginia, DC and Southern Maryland areas. Every Thursday of the month starting May through October, this event will take place at the Hyatt Fair Lakes Hotel in Virginia. Activities will include a live reggae band and Caribbean cuisine to create a tropical atmosphere. Air Jamaica will partner with JTB for this 25-week promotion.	Northeast	Harper	200	Consumers

CRM/ISS/REGISTRATION UNIT
2009 FEB 12 PM 3:06