

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

For Six Month Period Ending JAN 31, 2017

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.
JAMAICA TOURIST BOARD 2360

(c) Business Address(es) of Registrant

5201 BLUE LAGOON DR.
SUITE 670
MIAMI, FL 33126

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

- (a) If an individual:
- | | | |
|---------------------------|------------------------------|--|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (b) If an organization:
- | | | |
|--------------------------|------------------------------|-----------------------------|
| (1) Name | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

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

NSD/CES/REGISTRATION UNIT
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IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

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

Yes No

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

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, 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 the service rendered.

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

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

If yes, furnish the following information:

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

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes No

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

FRANCINE CARTER HENRY

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes No
- If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes No
- If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

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

JAMAICA TOURIST BOARD

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

Exhibit A³ Yes No

Exhibit B⁴ Yes No

If no, please attach the required exhibit.

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

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

If no, please attach the required amendment.

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

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

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

III - ACTIVITIES

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

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

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

The Board participated in trade and consumer shows during this 6-month period distributing trade brochures and promoting the brand. Jamaica Travel Specialists – graduates of our "One Love Rewards" online training program were hosted at breakfast or evening seminars throughout the United States to update them on the destination. Familiarization (fam) trips were held on-island to educate agents on the various resorts, hotels and attractions available for their clients.

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

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

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

If yes, describe fully.

⁵ "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

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

If no, explain why.

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

Date	From Whom	Purpose	Amount
AUG 1, 2016 - JAN 31, 2017	FOREIGN PRINCIPAL	OPERATING EXPENSES	

<u>\$1,101,840.00</u>
Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

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

If yes, have you filed an Exhibit D⁸ to your registration? Yes No

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

(c) RECEIPTS-THINGS OF VALUE

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

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

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

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

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

During this 6 month reporting period, have you

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

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

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

Date	To Whom	Purpose	Amount
AUG 1, 2016 - JAN 31, 2017	SUNDRIES	OPERATING EXPENSES	

\$1,113,336.00

Total

(b) DISBURSEMENTS-THINGS OF VALUE

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

Yes No

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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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	Political Organization or Candidate	Location of Event
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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. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
Yes No

If Yes, go to Item 17.

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

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

17. Identify each such foreign principal.

JAMAICA TOURIST BOARD

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

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

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

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

Electronic Communications

- Email
- Website URL(s): WWW.VISITJAMAICA.COM
- Social media websites URL(s): WWW.FACEBOOK.COM/VISITJAMAICA; WWW.TWITTER.COM/VISITJAMAICA
- Other (specify) _____

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

- Public officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) TRAVEL AGENTS & CONSUMERS

21. What language was used in the informational materials:

- English
- Other (specify) _____

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

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

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

HSD/CES/REGISTRATION UNIT
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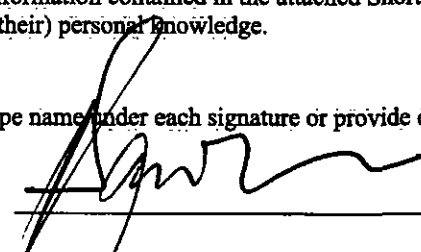
VI - EXECUTION

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

(Date of signature)

7/16/18

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



DONALD DAWSON

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



ATTACHMENT 14 (A)

RECEIPTS – MONIES: JTB MIAMI, FL

(6-month period ending JANUARY 31, 2017)

<u>MONTH</u>	<u>FROM WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT (U\$)</u>
	Jamaica Tourist Board 64 Knutsford Blvd. Kingston 5 Jamaica, W.I.		
AUGUST		General Operating Expenses	141,703.72
SEPTEMBER	"	"	319,955.00
OCTOBER	"	"	121,200.00
NOVEMBER	"	"	157,889.11
DECEMBER	"	"	239,577.53
JANUARY	"	"	<u>121,514.97</u>
		TOTAL	\$1,101,840



ATTACHMENT 15 (A)

DISBURSEMENTS – MONIES: JTB MIAMI, FL

(6-month period ending JANUARY 31, 2017)

<u>DATE</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
AUGUST	General Operating Expenses	152,529.05
SEPTEMBER	" "	150,531.84
OCTOBER	" "	239,661.60
NOVEMBER	" "	170,749.33
DECEMBER	" "	238,677.41
JANUARY	" "	<u>161,187.06</u>
		\$1,113,336

August 2016 - JANUARY 2017

Activity	Date	Location	Rationale
Bon Vivants Trade Seminar	July 20	Baltimore, MD	Approximately fifty (50) travel agents and industry partners are expected to be in attendance. 1 Bon Vivants July monthly meeting. Agents will be updated on the product.
JazzMobile Summerfest Jazz Concert	July 29	East Harlem, NY	
Vermont JerkFest	August 5-9	Stowe, VT	JTB promotional booth at the 2 nd Annual Vermont Jerkfest in Stowe, VT. The event will highlight Jamaican jerk food and other authentic food cooked by the best local and regional Caribbean chefs. JTB will promote event with destination brochures. One of our Jamaica Travel Specialists will join us in the booth.
2016 Independence Ball- Jamaican Association of Maryland	August 6	Baltimore, MD	JTB continues to support the Jamaican Diaspora through participation in this annual fundraising gala celebrating the nation's anniversary of Independence. 5300 consumers expected to attend. JTB will donate an Ad in their Souvenir Program Book.
Jamaica Independence Church Service	August 7	Washington, DC	Jamaica Independence Church service is hosted by the Embassy of Jamaica at Dunbarton Chapel. JTB will also provide collateral, giveaways and marketing material for distribution to some 5,000 attendees and will donate an ad for their souvenir program book.
Jamaica Independence Celebration Church Service	August 7	Baltimore, MD	Supporting the Jamaican diaspora through this faith-based annual Independence celebration church service highlighting Jamaica's rich cultural heritage. Approximately 1000 consumers, mainly from the diaspora are expected to be in attendance.
JICFI Jamaica Independence Ball	August 13	New York, NY	JTB continues to support the Jamaican Diaspora through participation in this annual fundraising gala celebrating the nation's anniversary of Independence. 1,000 consumers expected to attend.

TIME NOTATION: REG/SEC/DSN

Activity	Date	Location	Rationale
Travel Impressions 2016 Trade Show Series	August 23	Baltimore, MD	Tour Operator's product update to the destination's that they sell. Approximately agents expected to attend.
Jamaica Tourist Board/Fall Appreciation Trade Show/Dinner/Presentation	August 29	Buffalo, NY	JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. This is also a good opportunity to reach out to agents who are located in the behind the gateway cities. Approximately 40 agents are expected to attend.
Jamaica Tourist Board/Fall Appreciation Trade Show/Dinner/Presentation	August 30	Rochester, NY	JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. This is also a good opportunity to reach out to agents who are located in the behind the gateway cities. Approximately 40 agents are expected to attend.
Jamaica Tourist Board/Fall Appreciation Trade Show/Dinner/Presentation	August 31	Syracuse, NY	JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. This is also a good opportunity to reach out to agents who are located in the behind the gateway cities. Approximately 30 agents are expected to attend.

Activity	Date	Location	Rationale
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	September 12	Boston, MA	JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business, and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. 80 agents expected
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	September 13	Long Island, NY	JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. 80 agents expected to attend.
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	September 14	Philadelphia, PA	JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business, and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. 95 agents expected to attend.
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	September 15	Baltimore, MD	JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business, and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. 100 agents expected to attend.

August 2016 - January 2017

Activity	Date	Location	Rationale
Sandals/Beaches Workshop	June 16	Ontario, CA	Opportunity to support our hotel partner and to see some of Sandals' top agents - Approximately 60 agents.
Travel Impressions 2016 Trade Show Series	June 22 Revised date	Los Angeles, CA	Tour Operator's product update to the destination's that they sell. Approximately 100-125 agents
Sandals/Beaches Workshop	June 22	Oklahoma City, OK	Opportunity to support our hotel partner and to see some of Sandals' top agents - Approximately 30 agents
Sandals/Beaches Workshop	June 23	Tulsa, OK	Opportunity to support our hotel partner and to see some of Sandals' top agents - Approximately 30 agents
Sandals Certified Specialist Workshop.	June 30	Las Vegas, NV	Opportunity to support our hotel partner and to see some of Sandals' top agents - Approximately 20 agents.
Jamaica Cultural Alliance Annual Tea Party	July 10	Beverly Hills, CA	Opportunity to support the Jamaica Diaspora.
Ziggy Marley Tour/Jamaica Promotion - Summer 2016	July 30	Del Mar, CA	Supporting Ziggy Marley Summer Tour Promotion across the western US. Strong consumer events to attract travel to Jamaica.
Ziggy Marley Tour/Jamaica Promotion - Summer 2016	August 2	Seattle, WA	Supporting Ziggy Marley Summer Tour Promotion across the western US. Strong consumer events to attract travel to Jamaica.
Jamaica Foundation of Houston Gala Awards	August 6	Houston, TX	The largest gala event supporting the Jamaica diaspora. JTB is always present to network with the organization and garner their support in helping to promote the destination from the region. Attendance: 400 Consumers

Activity	Date	Location	Rationale
Ziggy Marley Tour/Jamaica Promotion – Summer 2016	August 13	Costa Mesa, CA	Supporting Ziggy Marley Summer Tour Promotion across the western US. Strong consumer events to attract travel to Jamaica.
Jamaica Open House at Classic Vacations	August 19	San Jose, CA	Jamaica Day Open House for Resv agents and staff in conjunction with hotels in their program. Approx. 260 participants

Activity	Date	Location	Rationale
JTB/Mark Travel Corporation Farm Trip	June 8-12	Mobay & Ocho Rios	JTB with Mark Travel will host top agents from United Vacations, Southwest Vacations & Funjet Vacations (10 agents—Covered Local Rep)
JTB/Mark Travel Corporation Farm Trip	June 12-16	Mobay & Ocho Rios	JTB with Mark Travel will host top agents from United Vacations, Southwest Vacations & Funjet Vacations (10 agents—Covered by Woolcock)
Farm Tours	April – June and September - November	Various Resort areas	JTB will host approximately 500 Jamaica Travel Specialists during 2016.
The Global Golf Tourism Organization (IAGTO) NA	June 26-29	Pinehurst Resort, NC	Intl event for golf tour operators who plan golf travel to the US/Caribbean
Taste of Tennis	August 25	New York, NY	The world's greatest tennis players and NYC's top chefs will showcase their culinary skills at The Taste of Tennis. In addition to amazing food, this one-of-a-kind experience features a variety of themed lounges, signature cocktails and music by popular deejays—a perfect way to kick off two weeks of tennis excitement in NYC! JTB will host a themed booth at the event and have a local chef to provide food samplings. A Reggae band will also perform in the booth.

Activity	Date	Location	Rationale
SITE Southeast Supper	June 08	Atlanta, Georgia	Exclusive appointment event with qualified buyers from US, Canada & Europe
IBTM 2015: (Formerly AIBTM)	June 15-17	Nashville, Tenn	Exclusive appointment event with qualified buyers from US, Canada & Europe
MICE SITE INSPECTION	July	Jamaica	Product Update for qualified buyers of the Caribbean destinations
SITE Summer Golf Tournament	July (TBA)	TBA	Hole sponsorship; branding opportunities at annual industry event
Incentive Works	August 18-20	Toronto, Ont.	Annual conference/trade show targeting the Canadian meeting/incentive planner & travel professional
SMU-Caribbean 2015	August 21-25	Aruba	Premium face to face event matching the most active industry buyers with key global suppliers
Collaborate Marketplace Corporate	August 25-27	Grapevine, Texas	A reverse one-to-one appointment based trade event for corporate meeting planners providing opportunities to present MICE product

Activity

Date

Location

Rationale

Caribbean Meeting & Incentive Exchange (CMITE)

August 29 – September 01

Bridgetown, Barbados

3-day Caribbean meeting incentive featuring prescheduled one-on-one meetings networking activities with meeting professionals

Activity	Date	Location	Rationale
Travel Impressions 2016 Trade Show	August 25	Atlanta, GA	Opportunity to update this tour operator's top agents on the destination. 100-140/trade
Travel Impressions 2016 Trade Show	August 29	Tampa, FL	Opportunity to update this tour operator's top agents on the destination.
Travel Impressions 2016 Trade Show	August 30	Orlando, FL	Opportunity to update this tour operator's top agents on the destination.
Reggae Jerk & Wine Festival	August	Charleston, SC	Support for the Diaspora and promoting Jamaica culture and cuisine to some 4,000 consumers in the Charleston market
Travel Impressions 2016 Trade Show	August 31	Ft. Lauderdale, FL	Opportunity to update this tour operator's top agents on the destination.

Activity	Date	Location	Rationale
Sun County Travel Agent Expo	August 11	Bloomington, MN	JTB will attend Travel Agent Expo to Sun County agents from Bloomington, and Minneapolis/St. Paul area. 200 Agents Webster to Cover

Activity	Date	Location	Rationale
Jamaica Tourist Board Fall Appreciation Series - Sales Calls Blitz	September 1-2	Albany, Mid-Hudson Valley, NY Cornwall Newburgh, Fishkill New Paltz Poughkeepsie & Hopewell Junction, NY	JTB, along with supplier partners will blitz the Mid Hudson Valley Region and Albany to update agents on the product destination. This is also a good opportunity to reach out to agents who are located in the behind the gateway cities. Approximately 8-10 agencies will be targeted.
Pleasant Holidays Fam	Sept 11 - 15	OCJ/MBJ	JTB is working in conjunction with Pleasant Holidays to host 11 of their top agents on a fam tour. Areas to be visited are Montego Bay and Ocho Rios. Host hotels are Moon Palace Jamaica Grande and Hyatt Resorts.
Destination Training - JetSet Voyages	September 13	Oceanside, NY	Destination update to reservation agents at JetSet Voyages
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	September 12	Boston, MA	JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. 80 agents expected
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	September 14	Philadelphia, PA	JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. 95 agents expected to attend.
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	September 15	Baltimore, MD	JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. 100 agents expected to attend.

Activity	Date	Location	Rationale
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	September 29	West Orange, New Jersey	JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. 90 agents expected
Travel Agents of Suffolk County (TASC) Monthly Dinner Meeting sponsored by JTB.	September (tba)	East Islip, NY	JTB will sponsor this event and use this opportunity as a medium (in lieu of a JTB event) to update members of this organization on the product. We will continue to recruit agents for the JTS program and/or encourage registered agents to log in their bookings. Industry partners will be invited. 35 plus industry partners expected to participate.
PTANA New England Chapter Meeting	October 3	Bedham, MA	A very cost effective way to showcase Destination Jamaica, promote 2015 winter season and recruit Jamaica Specialists from among a top quality group of travel agents who are members of this organization.
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	October 4	Manchester, NH	JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. This is also a good opportunity to reach out to agents who are located in the behind the gateway cities. Approximately 50 agents are expected to attend.
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	October 4	Pittsburgh, PA	JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. This is also a good opportunity to reach out to agents who are located in the behind the gateway cities. Approximately 70 agents are expected to attend.

Activity	Date	Location	Rationale
Apple Vacations Fall Show Series	October 6	Cherry Hill, NJ	Update this tour operator's top agents on the Jamaica winter product. 150 agents expected to attend.
Jamaica Tourist Board Secondary City Fall Appreciation Trade Show/Dinner/Presentation	October 6	Hartford, CT	JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. This is also a good opportunity to reach out to agents who are located in the behind the gateway cities. Approximately 75 agents are expected to attend.
Vacation Express 2016 Fall Trade Show	October 10	New Rochelle, NY	Tour Operator's product Fall Product. Update in key markets across the U.S. Approximately 60 agents are expected to attend.
Apple Vacations Fall Trade Show Series	October 10	New Jersey	Update this tour operator's top agents on the Jamaica winter product. Approximately 130 agents expected to attend.
Vacation Express Fall Trade Show Series	October 10	New Rochelle, NY	Update this tour operator's top agents on the Jamaica winter product. Approximately 100 agents expected to attend.
Vacation Express 2016 Fall Trade Show	October 11	Queens, NY	Tour Operator's product Fall Product. Update in key markets across the U.S. Approximately 90 agents are expected to attend.

Activity	Date	Location	Rationale
Vacation Express Fall Trade Show Series	October 12	Long Island, NY	Update this tour operator's top agents on the Jamaica winter product. Approximately 150 agents expected to attend.
Apple Vacations Fall Trade Show Series	October 13	Boston, MA	Update this tour operator's top agents on the Jamaica winter product. Approximately 160 agents expected to attend.
Vacation Express Fall Trade Show Series	October 13	Brooklyn, NY	Update this tour operator's top agents on the Jamaica winter product. Approximately 100 agents expected to attend.
Apple Vacations Fall Show Series	October 14	Bradley, CT	Update this tour operator's top agents on the Jamaica winter product. Approximately 160 agents expected to attend.
Apple Vacations Fall Show Series	October 17	Pittsburgh, PA	Update this tour operator's top agents on the Jamaica winter product. Approximately 160 agents expected to attend.
TANQ (Travel Agents of Nassau & Queens Counties Dinner Meeting	October	New Hyde Park, NY	Travel agent members of this Organization will be updated on the Jamaica product, during their Caribbean Round Table Presentations. 50-60 expected to attend.
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	October 18	Long Island, NY	JTB, in conjunction with our partners will host travel agents to a Dinner. Seminar to thank them for their business and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. 80 agents expected to attend.
2016 Philadelphia Festival of Food, Wine & Spirits	October 21-23	Valley Forge, PA	An excellent forum for promoting winter travel to the "power buyers" who attend this annual event and at the same time showcase samplings of Jamaica's famous array of cuisine. 20,000 expected to attend.

Activity	Date	Location	Rationale
2016 AWTA Fall Trade Show	October	New Rochelle, NY	The annual Alliance of Westchester Travel Agencies, Inc. (AWTA) Trade Show is strongly supported by their membership; actively selling in-store and home-based agents from across Rockland, Westchester & Putnam Counties. This show is known to attract travel consultants from across the region that use this opportunity to network/meet with vendors who do not necessarily conduct standard service calls. 200+ members expected to attend.
Jamaica Destination Training Travel Impressions	November	Bethlehem, PA	JTB in conjunction with Half Moon will conduct a Jamaica training update to this tour operator's res agents. 45 res agents expected to participate.
Vermont Society of Travel Agents (VSTA) Trade Show	November	Burlington, VT	Annual VSTA Trade Show for agents in Vermont. JTB will update agents on the Jamaica product with an aim to push business for the winter season. 75 agents expected.
Travel Agents Society of Connecticut Trade Show & Dinner	November 9	New Haven, CT	JTB will sponsor this event and invite our industry partners to join us. Agents will be updated on the Jamaica product and the JTS program.
Destination Training at Exclusive Group Travel	November	Bethpage, NY	In-House destination training update to 60 res agents at EGT, to ensure that these team members are updated on the Jamaican tourism product and be able to confidently share this information with their retail agents.

Activity	Date	Location	Rationale
Jamaica Month Promotion with Travel Leaders in Rice Lake, MN	September 1 - 30	Rice Lake, MN	JTB will co host with Travel Leaders a to promote Jamaica, For A Month" with window displays, in-house events and client database blasts of Jamaica promotional information. (2,000 consumers)
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	September 6	Chicago, IL	Travel Agents Appreciation Dinner & Tradeshow/Presentation and update on destination - 125 agents
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	September 7	Orland Park, IL	Travel Agents Appreciation Breakfast & Tradeshow Presentation and update on destination - 50 agents
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	September 7	Milwaukee, WI	Travel Agents Appreciation Dinner & Tradeshow/Presentation and update on destination - 90 agents
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	September 8	Minneapolis, MN	Travel Agents Appreciation Dinner & Tradeshow/Presentation and update on destination - 90 agents
The Palace Fall Bridal Celebration	September 11	Detroit, MI	This is one of Michigan's largest Bridal Show events attracting major hotel sponsors such as the Knot and Men's Wearhouse, and resort brands such as Mella and Paradisus and Barceló which are major players in the Mexico and Dominican Republic Markets. 1,000 consumers
JTB/Mark Travel Destination Fam Trip	September 12-16	Montego Bay/Ocho Rios	General Destination Update for Midwest Agents - 17 Agents McDermott
Apple Vacations Fall Show Series	September 13	Oakbrook, IL	Tour operator top travel agents update on winter product. JTB will highlight Jamaica's tourism. (120 agents) Covered by Webster
Apple Vacations Fall Show Series	September 14	St. Louis, MO	Tour operator top travel agents update on winter product. JTB will highlight Jamaica's tourism. (120 agents)
Apple Vacations Fall Show Series	September 19	Milwaukee, WI	Tour operator top travel agents update on winter product. JTB will highlight Jamaica's tourism. (120 agents)
Vacation Express 2016-17 Fall & Winter Trade Shows	September 19	Columbus, OH	Destination update on Fall & Winter packages to this tour operator's top agents to boost winter bookings. Expected 100 agents.

Activity	Date	Location	Rationale
Jamaica Tourist Board Dinner Secondary Cities	October 5	Fargo, ND	Travel Agents Appreciation Dinner & Tradeshow Presentation and update on destination - 30 agents
Vacation Express: 2016-17 Fall & Winter Trade Shows	October 5	Cincinnati, OH	Destination update on Fall & Winter packages to this tour operator's top agents to boost winter bookings. Expected 120 agents.
Jamaica Tourist Board Dinner Secondary Cities	October 6	Sioux Falls, ND	Travel Agents Appreciation Dinner & Tradeshow Presentation and update on destination - 30 agents
Germantown Travel Show	October 6	Germantown, WI	Promoting Jamaica at the Washington County Fair Park in Germantown, Wisconsin.
Jamaica Tourist Board Dinner	October 11	Indianapolis, IN	Travel Agents Appreciation Tradeshow Dinner Presentation and update on destination - 80 agents
Jamaica Tourist Board Dinner	October 12	Cincinnati, OH	Travel Agents Appreciation Tradeshow Dinner Presentation and update on destination - 80 agents
Jamaica Tourist Board Dinner	October 13	Detroit, MI	Travel Agents Appreciation Tradeshow Dinner Presentation and update on destination - 80 agents
Destination Success - KHM Travel Group	October 18	Brunswick, OH	Jamaica Update Presentation to Members of the KHM Travel Group. The booth will promote and visually educate agents to sell the product to their clients, and to improve Jamaica's position in this marketplace. (75 Travel Agents)
Apple Vacations Trade Show	October 18	Cleveland, OH	Tour operator top travel agents update on winter product. JTB will highlight Jamaica's tourism. (120 agents)
Apple Vacations Trade Show	October 19	Columbus, OH	Tour operator top travel agents update on winter product. JTB will highlight Jamaica's tourism. (120 agents)

Activity	Date	Location	Rationale
Jamaica Tourist Board Dinner	October 31	Bloomington, IL	Travel Agents Appreciation Tradeshow/Dinner/Presentation and update on destination - 40 agents
Jamaica Tourist Board Dinner	November 1	Springfield, IL	Travel Agents Appreciation Tradeshow//Breakfast Presentation and update on destination - 25 agents
Jamaica Tourist Board Dinner	November 1	Davenport (Quad Cities)	Travel Agents Appreciation Tradeshow/Dinner/Presentation and update on destination:- 40 agents.
Jamaica Tourist Board Dinner	November 2	Des Moines, IA	Travel Agents Appreciation Tradeshow//Breakfast Presentation and update on destination - 15 agents
Jamaica Tourist Board Dinner	November 2	Omaha, NE	Travel Agents Appreciation Tradeshow/Dinner/Presentation and update on destination:- 40 agents
Jamaica Tourist Board Dinner	November 2	Cleveland, OH	Travel Agents Appreciation Breakfast Tradeshow/Dinner/Presentation and update on destination - 40 agents
Jamaica Tourist Board Dinner	November 3	Columbus, OH	Travel Agents Appreciation Tradeshow/Dinner/Presentation and update on destination:- 40 agents

Activity	Date	Location	Rationale
Travel Impressions 2016 Trade Show	September 1	Miami, FL	Opportunity to update this tour operator's top agents on the destination.
Atlanta Caribbean Jerk Festival	September 4	Atlanta, GA	Support for the Diaspora and promoting Brand Jamaica to 20,000 consumers
Georgia State University Spring Break 2016 Marketing Campaign	September 6-8	Atlanta, GA	Marketing Jamaica, to students at the Georgia State University, as a Spring Break Destination
AAA Travel Caribbean & Mexico Consumer Show	September 10	Atlanta, GA	Partnering with Couples Resorts to market the destination to AAA clients. Participation includes a 25 minute presentation with a Q&A session
Georgia Bridal Showcase	September 11	Duluth, GA	Duluth's largest Bridal Show attracting 1500 Brides and guests consumers at last year's event. Jamaica will be showcased at a booth as a honeymoon and vacation destination. We will have the opportunity to market the destination and capture this niche market, having the potential to increase wedding & honeymoon business.
2016 MLT University	September 17-18	Atlanta, GA	Annual event hosted by MLT to showcase products and updates to travel agents.
Jamaica Night at Wilcox Travel	September 27	Asheville, NC	JTB will have the opportunity to partner with Sandals Resorts to promote Jamaica to 40 Consumers.

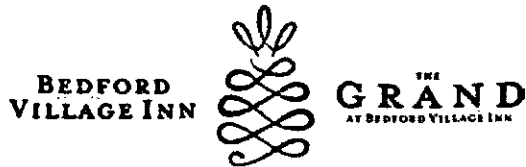
Activity	Date	Location	Rationale
Vacation Express Trade Shows	November 1	Atlanta, GA	Participation in support of Vacation Express charter flights and to update the 200 participating travel agents on the Jamaica Product.
Vacation Express Trade Shows	November 2	Nashville, TN	Participation in support of Vacation Express charter flights and to update the 110 participating travel agents on the Jamaica Product.
Vacation Express Trade Shows	November 3	Memphis, TN	Participation in support of Vacation Express charter flights and to update the 80 participating travel agents on the Jamaica Product.
JTB "Design for Success" Dinner Seminar	November 9	Charlotte, NC	Extensive Jamaica Training with the use of PowerPoint presentation and distribution of Jamaica materials to 60 travel professionals.
Grace Jamaica Jerk Festival	November 13	Ft. Lauderdale, FL	Annual Diaspora activity to highlight Jamaican cuisine, music and culture
TAGNO (Travel Agents of Greater New Orleans) Jamaica Update Dinner	November	New Orleans, LA	JTB & Travel Impressions will host workshop for TAGNO travel professionals to highlight air service, resort & product updates. Cost for dinner will be shared by both JTB and Travel Impressions.

Activity	Date	Location	Rationale
In-house training at Costco Travel reservations center	September 1	Issaquah, WA	Opportunity to update reservations agents on the developments on island.
Jamaica Open House at Classic Vacations	Sept. 9	San Jose, CA	Jamaica Day Open House for Resv agents and staff in conjunction with hotels in their program. Approx. 260 participants
Montrose Travel Annual Educational Conference	September	Montego Bay	JTB will support Montrose Travel and provide on island assistance. A JTB update presentation will also be done.
PRIVATE Luxury Forum	Sept. 14-18	Monarch Beach, CA	PRIVATE is a platform for the highest quality luxury travel buyers to meet extraordinary suppliers from around the world.
Jamaica Home of Alright Event	Sept. 20	Oklahoma City, OK	Opportunity to update agents on the destination and prepare them with relevant information on Jamaica's summer program while recruiting agents for the JTS Program. Attendance: 30 Travel Consultants.
Southwest Airlines Employee Event	Sept. 26	Dallas, TX	Opportunity to meet and interact with SWA employees in reservation, customer service and network planning. Approx. 300
Melia Braco Village Event	Sept. 28	Orange County, CA	Supporting Melia Braco in their travel agent event in the So California Market.
Melia Braco Village Event	Sept. 29	San Francisco, CA	Supporting Melia Braco in their travel agent event in the No. California Market.

Activity	Date	Location	Rationale
Fall Fly-in	Sept. 12-16	Ocho Rios and Montego Bay	Destination update to Jamaica Travel Specialists. 50 agents (3 Groups).
Fall Fly-in (Bridal Expo)	Sept. 12-16	Montego Bay	Agents to attend Bridal Expo and destination update to Jamaica Travel Specialists. 50 agents (3 Groups)
The Mark Travel Corporation Summit	Sept. 23 - 27	Cancun, Mexico	3 rd Annual TMTCS Summit, JTB will sponsor Jamaica Training Classes which is an added one-of-a-kind opportunity. The Jamaica booth will highlight destination and interaction to some 2,800 travel agents. (McDermott)
Fall Fly-in	Oct. 6-10	Negril and South Coast	Destination update to Jamaica Travel Specialists. 50 agents (3 Groups).
Fall Fly-in	Oct. 20-24	Ocho Rios and Montego Bay	Destination update to Jamaica Travel Specialists. 50 agents (3 Groups)
Jamaica Invitational: Pro-Am 'Annie's Revenge'	November 16-20	Hyatt Ziva/Zilara	Annual golf tournament attracting players from the U.S., Canada, Europe and the Caribbean.

Event Payments

Client/Organization Jamaica Tourist Board	Event Date 11/8/2018 (Thu)	Booking Contact Margaret Murray	Site Contact Margaret Murray	Event # E13247
Address 5201 Blue Lagoon Drive, Suite 670, Miami, FL 33126		Telephone (305) 665-0557	Theme Dinner Meeting	Guests 45 (Act)
Party Name Jamaica Tourist Board	Theme Dinner Meeting	Category Dinner	Sales Rep Nicolette Spehar	



Pay Date	Amount	Category	Pay Method	Comment	Check Number	Card Number
7/26/2018	200.00		Payment Due Upon Departure	AX-1001		
Count: 1	200.00					

Activity	Date	Location	Rationale
Caribbean Meeting & Incentive Exchange (CMIIE)	August 29 - September 01	Bridgetown, Barbados	3-day Caribbean meeting Incentive featuring prescheduled one-on-one meetings, networking activities with meeting professionals
Fall Meeting Planners Fam Trip (Canada)	Oct. 02-06	Jamaica	Destination Orientation for planners to increase knowledge of the destination
IMEX America	Oct. 18-20	Sands Expo & Convention Center, Las Vegas, NV	Largest hosted buyer programme in NA for the US meetings and incentives industry
Fall Meeting Planners Fam Trip (USA)	Oct. 02-06	Jamaica	Target market - incentive planners
HelmsBriscoe Destination Partnership			Programme is designed to keep one front of mind with HelmsBriscoe Associates with a range of marketing and sales tools as well as access to special HB teams

Activity	Date	Location	Rationale
Vacation Express 2016 Fall Trade Show	November 15	Baltimore, MD	Tour Operator's product Fall Product Update in key markets across the U.S. Approximately 100 agents are expected to attend.
Vacation Express 2016 Fall Trade Show	November 16	Washington, DC	Tour Operator's product Fall Product Update in key markets across the U.S. Approximately 120 agents are expected to attend.
Destination Training - GoGo Worldwide Vacations	November 16	Lake Success & Lynbrook, NY	Destination training to 4 res agents to update them on the Jamaica product.
Vacation Express 2016 Fall Trade Show	November 17	Philadelphia, PA	Tour Operator's product Fall Product Update in key markets across the U.S. Approximately 130 agents are expected to attend.
Destination Training - Travel Impressions	November 17	Farmingdale, NY	Reservations training remains key to the ongoing effort/strategy to keep the res & product staff of our wholesale partners updated on the destination. This will ensure that these individuals have updated Jamaica product information to confidently share same with retail agents while selling Jamaica. 25 reservation agents expected to participate.
Jamaica Destination Training Travel Impressions	November 22	Bethlehem, PA	JTB in conjunction with Half Moon will conduct a Jamaica training update to this tour operator's res agents. 20-25 res agents expected to participate.
Waketfield Community Access TV (Travel Agency) TV Interviews	December 1	Waketfield, MA	JTB BDM will have the opportunity to join Holliday Travel (who has made a 1 year commitment to WCAT to film at least on travel show a year) to do television shows which will be aired at least 10 times the first week and used as a filler throughout the year. Shows will also be listed on their website. Great opportunity to promote the destination in this market which needs some boosting.
Travel & Adventure Show	January 14-15	Washington, DC	Showcase Jamaica at the leading activity & adventure travel exposition in the US, a one-stop shopping marketplace where consumers & travel trade will find vacation and travel information. Expected approximately 23,000 consumers.

Activity	Date	Location	Rationale
Vacation Express Tirade Shows	December 14	Detroit, MI	Update this tour operator's top agents on the Jamaica winter product. Approximately 40 expected to attend. Covered by Chris Dobson
Vacation Express Trade Shows	December 15	Detroit, MI	Update this tour operator's top agents on the Jamaica winter product. Approximately 55 expected to attend. Covered by Chris Dobson
The Bridal Bliss Winter Classic	January 08, 2017	Lexington, KY	JTB will partner with Memorable Travels in Lexington, Kentucky to promote honeymoon packages and destination weddings to Jamaica. 1,200 consumers (500 Brides) expected to attend.
JTB/Apple Vacation MBU Inaugural Flight Passenger Reception	January 09, 2017	Rockford, IL	JTB reception for passengers on the inaugural flight to Montego Bay. Airport has committed to supporting with media, based on the level of investment JTB is willing to undertake. Reggae band, Jamaican snack items, giveaways and collateral material to be on hand. 500 cons.
JTB Midwest Sales Calls Blitz	January 10-13	Chicago	JTB in conjunction with our partners will visit agencies based in Chicago and surrounding areas with an aim to increase business for the Winter season and to support air service. (60 Agencies)
Breton Travel Expo	January 14	Grand Rapids, MI	This well-structured consumer show has a history of attracting a very strong mix of high and medium income consumers which has benefited Jamaica over the years. Another good reason to participate is the fact that this show will also complement Apple's charter flights to Jamaica.
JTB Midwest Sales Calls Blitz	January 17-20	Minnesota	JTB in conjunction with our partners will visit agencies based in Minnesota and surrounding areas with an aim to increase business for the Winter season and to support air service. (60 Agencies)

Activity	Date	Location	Rationale
Vacation Express Trade Shows	November 1	Atlanta, GA	Participation in support of Vacation Express charter flights and to update the 200 participating travel agents on the Jamaica Product.
Vacation Express Trade Shows	November 3	Memphis, TN	Participation in support of Vacation Express charter flights and to update the 80 participating travel agents on the Jamaica Product.
Destination Update at Bookit.com Call Center	November 4	Panama City, FL	Ongoing training at Bookit.com call center remains key to our efforts to keep our wholesaler partners updated on the Jamaica tourism product.
JTB Dinner Seminar	November 10	Charlotte, NC	Extensive Jamaica Training with the use of PowerPoint presentation and distribution of Jamaica materials to 60 travel professionals.
Grace Jamaica Jerk Festival	November 13	Fl. Lauderdale, FL	Annual Diaspora activity to highlight Jamaican cuisine, music and culture.
Georgia Bridal Showcase	January 8	Atlanta, GA	Atlanta's largest Bridal Show attracting some 1500 Brides and guests consumers. Jamaica will be showcased as a honeymoon and vacation destination with the potential to increase wedding & honeymoon business.
Vacation Express 2017 Trade Shows	January 11	Charlotte, NC	Participation in support of Vacation Express charter flights and to update the 90 participating travel agents on the Jamaica Product.
Vacation Express 2017 Trade Shows	January 12	Greensboro, NC	Participation in support of Vacation Express charter flights and to update the 70 participating travel agents on the Jamaica Product.

Activity	Date	Location	Rationale
Training at CheapCaribbean.com	November 1	Phoenix, AZ	Opportunity to update reservations agents on the developments on island - Approximately 65 agents
Jamaica Awareness Association of California Annual Fund Raising Banquet	November 5	Los Angeles, CA	Opportunity to support the Jamaica Diaspora.
Resv. Center Training - COSTCO Travel	November 10	Seattle, WA	Jamaica Training to update their resv. Agents on the destination.
2017	2017	2017	2017
13th North Texas Vacation Expo	January 21	Richardson, TX	Sponsored by Cruise & Tour Center travel agency in Dallas, TX - Excellent opportunity to showcase Destination Jamaica. Expected attendance 500 consumers.
Vacation Express 2017 Winter Trade Shows	January 23	Dallas, TX	Supporting tour operator partner in their Winter Shows in the Texas market.
Vacation Express 2017 Winter Trade Shows	January 24	Dallas, TX	Supporting tour operator partner in their Winter Shows in the Texas market.
Vacation Express 2017 Winter Trade Shows	January 25	Austin, TX	Supporting tour operator partner in their Winter Shows in the Texas market.

Activity	Date	Location	Rationale
Travel Adventure Show	January 21-22	Chicago, IL	<p>The Annual Chicago Travel & Adventure Show is where travel lovers come for travel inspiration, expert information and fun, cultural interaction. This large-scale annual travel expo is billed as "The Country's Most Exciting Travel Show". Special Guest Speaker includes Peter Greenberg and Cheryl Strayed. Jamaica will sponsor Culinary Stage Cooking Demo. Grace Foods is working on partnering with the Board. 20,000 consumers</p>
JTB Midwest Sales Calls Blitz	January 24-27	Wisconsin	<p>JTB in conjunction with our partner Apple Vacations will visit agencies based in Wisconsin with an aim to increase business for the Winter season and Rockford charter 40 Agencies</p>
AAA Vacation Planning Expo	January 28	Indianapolis, IN	<p>This show is known to attract a large number of consumers in this Region which is economically viable and strongly supports Jamaica. Indianapolis remains a very productive area for Jamaica. 1,500 consumers</p>
KHM Travel Group Crystal Cruise Training Conference	Jan. 29 – Feb. 4	Carnival Conquest	<p>JTB will do onboard Jamaica presentation and training to agents. Expected approximately 1,500 agents</p>

Activity	Date	Location	Rationale
Milne Travel (American Express) Travel Show	January 16	Burlington, VT	Branding and face to face opportunity in this Northern New England region prior to the peak of winter will help to strengthen and increase business to the destination, as well as to promote the destination to travel agencies/tour operators in the region during the day. Expected
Milne Travel (American Express) Travel Show	January 17	Barre, VT	Branding and face to face opportunity in this Northern New England region prior to the peak of winter will help to strengthen and increase business to the destination, as well as to promote the destination to travel agencies/tour operators in the region during the day. Expected
Milne Travel (American Express) Travel Show	January 18	West Lebanon, NH	Branding and face to face opportunity in this Northern New England region prior to the peak of winter will help to strengthen and increase business to the destination, as well as to promote the destination to travel agencies/tour operators in the region during the day. Expected
Milne Travel (American Express) Travel Show	January 19	Manchester, NH	Branding and face to face opportunity in this Northern New England region prior to the peak of winter will help to strengthen and increase business to the destination, as well as to promote the destination to travel agencies/tour operators in the region during the day. Expected
New York Times Travel Show	January 27-29	New York, NY	The premier consumer travel show for the Northeast, this event has always been an excellent way of creating & maintaining consumer awareness for Brand Jamaica. With support of industry partners, the JTB is able to showcase its vacation product. 600 trade & 20,000 consumers expected to attend.
Pittsburgh Travel Showcase	January 27-29	Pittsburgh, PA	Travel show produced by AAA East Central (covering the Mid Atlantic, West Virginia, Ohio (inclusive of Cleveland), Finger Lakes, NY & PA. JTB will do a 45-minute presentation and one of two supplier partners will be invited to share the booth in return for their donation of an all-inclusive stay for two, this will help drive traffic to the booth. AAA will provide onsite booking services. Expected: 10-12,000 attendees.

Activity	Date	Location	Rationale
Southwest Airlines Deck Party	October 3	Dallas, TX	Jamaica focused event for Southwest Employees to update them on the destination.
JTB/Mark Travel/Southwest /Modern Vacations Farm trip	October 13-16	Houston, TX	Travel agent farm for Modern Vacations agents to update them on the destination.. 10 agents
Training at CheapCaribbean.com	October 20	Phoenix, AZ	Opportunity to update reservations agents on the developments on island – Approximately 65 agents
In-house training at GoGo Vacations	October	Las Vegas, NV	Opportunity to update approximately 15 reservations agents on the developments on island
Jamaica Awareness Association of California Annual Fund Raising Banquet	November 5	Los Angeles, CA	Opportunity to support the Jamaica Diaspora
AA Vacations Resv. Agents Fam	November	Tulsa, OK	Resv. Agent Farm trip for AA Vacations Resv staff to showcase the destination. 10 travel agents

Activity	Date	Location	Rationale
Destination Update at BookIt.com Call Center	October	Panama City, FL	Ongoing training at BookIt.com call center remains key to our efforts to keep our wholesaler partners updated on the Jamaica tourism product.
Destination Update at The Mark Travel Corporation Reservations Center	October	Orlando, FL	Reservations training to keep our tour operator partners' reservations agents updated on the destination and tourism product. JTB will provide lunch.
Home Based Travel Agent Forum	October 2-5	Miami, FL	Face time with home based agents. We do not otherwise meet during regular service calls.
JTB/Apple Vacations Dinner Presentation	October 4	Little Rock, AR	Joint presentation with Apple Vacations to update 30 travel professionals.
Couples Resorts Top Agent Account Dinner	October 12	Atlanta, GA	JTB will have the opportunity to provide a destination update to Couples resorts top accounts in the area.
Triangle Bridal Show	October 16	Chapel Hill, NC	Showcase Jamaica as a wedding and honeymoon destination.
Diaspora Honour Awards	October 22	Fort Lauderdale, FL	Support for the Diaspora via sponsorship of this event hosted by the Consulate General of Jamaica in Miami.
Taste of Atlanta	October 22-23	Atlanta, GA	JTB will partner with Delta Airlines/Delta Vacations to showcase Jamaica's cuisine and music to some 44,000 consumers.

Activity	Date	Location	Rationale
ASTA Midwest Travel Fest Tradeshow	October 19	Roselle, Ill.	JTB's participation creates an opportunity to promote the product to the agents under one umbrella. The goals is to push winter business to Jamaica. 150 Travel Agents
Jamaica Tourist Board Dinner	October 20	St. Louis, MO	Travel Agents Appreciation Tradeshow Dinner: Presentation and update on destination - 90 agents
Apple Vacations Trade Shows	Oct. 20	Cincinnati, OH	Tour operator top travel agents update on winter product. JTB will highlight Jamaica's tourism. (120 agents) Covered by John Woolcock
Jamaica Tourist Board Dinner	October 24	Green Bay, WI	Travel Agents Appreciation Tradeshow/Dinner/Presentation and update on destination - 30 agents
Jamaica Tourist Board Dinner	October 25	Madison, WI	Travel Agents Appreciation Tradeshow/Dinner/Presentation and update on destination - 30 agents
Jamaica Tourist Board Dinner	October 26	Eau Claire, WI	Travel Agents Appreciation Tradeshow Breakfast Presentation and update on destination - 15 agents
Jamaica Tourist Board Dinner	October 26	La Crosse, WI	Travel Agents Appreciation Tradeshow/Dinner/Presentation and update on destination - 25 agents
Jamaica Tourist Board Dinner	October 27	Grand Rapids, MI	Travel Agents Appreciation Tradeshow Presentation and update on destination - 60 agents
Jamaica Tourist Board Dinner	October 27	Mankato, MN	Travel Agents Appreciation Tradeshow Breakfast Presentation and update on destination - 15 agents
Jamaica Tourist Board Dinner	October 27	Rochester, MN	Travel Agents Appreciation Tradeshow/Dinner/Presentation and update on destination - 30 agents
Cruise & Travel Experts - Lakeshore Travel Show	October 29	Spring Lake, MI	Annual event which are designed to both highlight travel and family fun. The JTB will have a booth at the event to promote destination Jamaica. 150 consumers

Activity	Date	Location	Rationale
Vacation Express 2016-17 Fall & Winter Trade Shows	September 20	Cleveland, OH	Destination update on Fall & Winter packages to this tour operator's top agents to boost winter bookings. Expected 80 agents.
Apple Vacations Trade Show Series	September 20	Grand Rapids, MI	Tour operator top travel agents update on winter product. JTB will highlight Jamaica's tourism. (120 agents) McDermoth
Classic Vacations Partner Appreciation Series	September 21	Chicago, IL	Tour operator top travel agents update on winter product. JTB will highlight Jamaica's tourism. (140 agents)
Apple Vacations Fall Show Series	September 22	Minneapolis, MN	Tour operator top travel agents update on winter product. JTB will highlight Jamaica's tourism. (120 agents)
Classic Vacations Partner Appreciation Series	September 22	Cincinnati, OH	Tour operator top travel agents update on winter product. JTB will highlight Jamaica's tourism. (75 agents)
Apple Vacations Rockford Airport Consumer Event	October 1	Rockford, IL	Consumer/travel agent event at the Rockford airport 10a-2pm to promote Apple Vacations weekly Jamaica flight January 6- April 17, 2017. Approximately 500 consumers and agents will attend from Illinois, Iowa & Wisconsin
Vacation Express 2016-17 Fall & Winter Trade Shows	October 3	Louisville, KY	Destination update on Fall & Winter packages to this tour operator's top agents to boost winter bookings. Expected 100 agents.
Vacation Express 2016-17 Fall & Winter Trade Shows	October 4	Indianapolis, IN	Destination update on Fall & Winter packages to this tour operator's top agents to boost winter bookings. Expected 100 agents.
MLT Vacations Jamaica Day & Training	October 4	Minot, ND	JTB will host training sessions to update Res agents on Jamaica's new product. Approximately 100-130 Res Agents
Jamaica Tourist Board Pizza Secondary Cities	October 4	Bismarck, ND	Travel Agents Appreciation Dinner & Tradeshow Presentation and update on destination - 20 agents

Activity	Date	Location	Rationale
Destination Training - GoGo Worldwide Vacations	November	Lake Success/Lynbrook, NY	Destination training to 4 res agents to update them on the Jamaica product.
Eastern Travel Association (ETA) 2016 Trade Shows	November 14	Harrisburg, PA	This three day event draws approx. agents from Harrisburg/ York/Lancaster areas and is a very cost effective way to showcase Jamaica to and recruit Jamaica Specialists from among a top quality group of travel agents who are members of this organization. 80-100 agents expected to attend.
Eastern Travel Association (ETA) 2016 Trade Shows	November 15	Harrisburg, PA	This three day event draws approx. agents from Wilkes Barre/Scranton, areas and is a very cost effective way to showcase Jamaica to and recruit Jamaica Specialists from among a top quality group of travel agents who are members of this organization. 80-100 agents expected to attend.
Eastern Travel Association (ETA) 2016 Trade Shows	November 16	Harrisburg, PA	This three day event draws approx. agents from Allentown/Bethlehem/Easton areas and is a very cost effective way to showcase Jamaica to and recruit Jamaica Specialists from among a top quality group of travel agents who are members of this organization. 80-100 agents are expected to attend.
Destination Training - Travel Impressions	November	Farmingdale, NY	Reservations training remains key to the ongoing effort/strategy to keep the res & product staff of our wholesale partners updated on the destination. This will ensure that these individuals have updated Jamaica product information to confidently share same with retail agents while selling Jamaica. 25 reservation agents expected to participate.
Destination Training - GoGo Worldwide Vacations	November	Manhattan, NY	Destination training to 5 agents in this office to update them on the Jamaica product.

Activity	Date	Location	Rationale
Liberty Travel Buzz Night	October (tba)	Boston, MA	JTB, in its continuing efforts to push winter business to the destination, will sponsor a Buzz Night for Liberty offices in the Boston region to update agents on the Jamaica Product. Approximately 45 agents will be in attendance.
18th Annual TASC Trade Show	October 22	Ronkonkoma, NY	Networking and promoting Jamaica at this annual trade show hosted by the Travel Agents of Suffolk County (TASC) which usually attracts some 300 agents both storefront and home-based from across Suffolk County.
Vacation Express 2016 Fall Trade Show	October 25	Weehawken, NJ	Tour Operator's product Fall Product Update in key markets across the U.S. Approximately 100 agents are expected to attend.
Vacation Express 2016 Fall Trade Show	October 26	Red Bank, NJ	Tour Operator's product Fall Product Update in key markets across the U.S. Approximately 100 agents are expected to attend.
Vacation Express 2016 Fall Trade Show	October 27	Cherry Hill, NJ	Tour Operator's product Fall Product Update in key markets across the U.S. Approximately 100 agents are expected to attend.
Destination Training - Cheap Caribbean.com	October 27	Doylestown, PA	Res agents will be updated on the Jamaica Tourism product. 65 agents expected to participate.
Maine ASTA Fall Trade Show	October 26	South Portland, ME	Annual event supported by agents from New Hampshire and Vermont. The JTB will use this opportunity to update these agents from the behind the gateway cities to effectively sell the product and to encourage those agents who are not JTS to register and those who are, to register their bookings.

Activity	Date	Location	Rationale
Destination Training at Apple Vacation Reservation Centre	October 11	Newtown Square, PA	JTB in conjunction with our Industry Partners will update Apple Vacations reservations agents on the Jamaica product as well as hosting them to a luncheon. Promotional literature will be distributed to reservation staff. Approximately 70-85 agents are expected to participate.
PTANA Hampton Roads Chapter Trade Show	October 11	Hampton, VA	A very cost effective way to showcase Destination Jamaica, promote 2015 winter season and recruit Jamaica Specialists from among a top quality group of travel agents who are members of this organization.
Long Island ASITA Seminar & Tradeshow	October	Westbury, NY	Updating ASITA agents in the Long Island area and its environs on Jamaica Product offerings for winter 2015. Expected attendance: 300 agents.
Apple Vacations Fall Trade Show Series	October 11	New York, NY	Update this tour operator's top agents on the Jamaica winter product. Approximately 100 agents expected to attend.
Vacation Express Fall Trade Show Series	October 11	Queens, NY	Update this tour operator's top agents on the Jamaica winter product. Approximately 100 agents expected to attend.
Apple Vacations Fall Trade Show Series	October 12	Warwick, RI	Update this tour operator's top agents on the Jamaica winter product. Approximately 150 agents expected to attend.

Activity	Date	Location	Rationale
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	October 4	Manchester, NH	JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. This is also a good opportunity to reach out to agents who are located in the behind the gateway cities. Approximately 50 agents are expected to attend.
Jamaica Tourist Board Fall Sales Calls Blitz	October 4-5	Pittsburgh, PA	JTB, in conjunction with Vacation Express and our Industry Partners will conduct a sales blitz of Pittsburgh and surrounding areas to push winter business to the destination and also to support Vacation Express charter which is scheduled to start Summer 2017. 40 agencies to be visited.
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	October 4	Pittsburgh, PA	JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. This is also a good opportunity to reach out to agents who are located in the behind the gateway cities. Approximately 70 agents are expected to attend.
Apple Vacations Fall Show Series	October 4	Baltimore, MD	Update this tour operator's top agents on the Jamaica winter product. Approximately 250 agents expected to attend.
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	October 5	Providence, RI	Update this tour operator's top agents on the Jamaica winter product. Approx. 280 agents attended.
JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. This is also a good opportunity to reach out to agents who are located in the behind the gateway cities. Approximately 65 agents are expected to attend.			

Activity	Date	Location	Rationale
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	September 19	Brooklyn, NY	JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. 85 agents expected.
Travel Impressions 2016 Trade Show Series	September 20	Philadelphia, PA	Tour Operator's product update to the destination's that they sell. Approximately 120 agents expected to attend.
Travel Impressions 2016 Trade Show Series	September 21	North Jersey, NJ	Tour Operator's product update to the destination's that they sell. Approximately 130 agents expected to attend.
Vacation Express 2016 Fall Trade Show	September 21	Pittsburgh, PA	Tour Operator's product Fall Product Update in key markets across the U.S. Approximately 130 agents are expected to attend.
Travel Impressions 2016 Trade Show Series	September 22	Long Island, NY	Tour Operator's product update to the destination's that they sell. Approximately 110 agents expected to attend.
Flight Centre USA's Partner Pride Business Showcase & Partner Awards Ceremony	September 26	Montvale, NJ	JTB will attend Flight Centre USA's new office opening in Montvale, NJ.
Travel Impressions 2016 Trade Show Series	September 27	Syracuse, NY	Tour Operator's product update to the destination's that they sell. Approximately 55 agents expected to attend.
Jamaica Tourist Board Fall Appreciation Trade Show/Dinner/Presentation	September 28	Washington/DC VA	JTB, in conjunction with our partners will host travel agents to a Dinner Seminar to thank them for their business and to update them on Jamaica's new products in order to generate additional winter bookings to support seasonal charter and scheduled air services. 70 agents expected.

Activity	Date	Location	Rationale
PTNA Greater Detroit Chapter Jamaica Presentation	June 22	Detroit, MI	Jamaica Update Presentation to Members of Professional Travel Agents of North America, Greater Detroit Chapter at their annual monthly meeting. This is a good opportunity to promote the JTS program and visually educate these agents to sell the product to their clients and improve Jamaica's position in this marketplace - 50 Travel Agents
Joint Sales Calls with Pleasant Holidays	June 22 -24	Detroit, MI	JTB and Pleasant Holidays will make joint sales calls in the area with an aim to increase business for the winter season. 16 agencies.
Jamaica Travel Open House	June 24	Detroit, MI	JTB will partner with Leisure Lady Travel to host consumer Open House to promote destination. 60 consumers
Wisconsin Woodchuck Jamaica Night	June 29	Wausau, WI	Jamaica Night event at the brand-new rebuilt home stadium of the popular college baseball team, the Wisconsin Woodchucks, area travel partners & their clients will be invited for a great showing of Brand Jamaica. 3,000 consumers
Joint Sales Calls with Pleasant Holidays	July 5 - 15	Indiana	JTB and Pleasant Holidays will make joint sales calls in Indiana with an aim to increase business for the winter season. 35 agencies.
Jamaica Presentation Markham Meeting	July 30	Chicago, IL	JTB will do presentation to Markham partners - 60 Agents
Joint Sales Calls with Unique Vacations	July 19-22	Michigan	JTB and Unique Vacations will make joint sales calls in Northern Michigan area with an aim to increase business for the winter season. 15 agencies.
Joint Sales Calls with Vacation Express	August 2 - 5	Ohio	JTB and Vacation Express will make joint sales calls in Toledo, Cleveland and Youngstown, Ohio with an aim to increase business for the winter season. 20 agencies.

Activity	Date	Location	Rationale
Atlanta Food & Wine Festival	June 2-5	Atlanta, GA	A chance to showcase Jamaica as a spice island highlighting the Jamaica Jerk trail etc. 4000 Consumers
JTB/Classic Vacations Luxury Familiarization Trip	June 2-6	Montego Bay/Ocho Rios	The opportunity to update 10 travel agents from the Atlanta & Charlotte gateways on high end resorts in Jamaica. Classic Vacations input will be utilized in the agent selection process along with the JTS booking record
Sandals Workshop	June 8	Huntsville, AL	Participation in hotel workshop to showcase Jamaica. Over 50 travel agents expected to attend.
Sandals Workshop	June 9	Birmingham, AL	Participation in hotel workshop to showcase Jamaica. Over 60 travel agents expected to attend.
Taste of the Islands	June 9	Miami, FL	Showcasing Jamaican cuisine and promoting Brand Jamaica
JetBlue Business Partner Training	June 16	Orlando, FL	Update airline partner's reservations agent on the Jamaica Tourism Product
Jamaica World Travel Destination Show	June 18	Atlanta, GA	Partnership with Jamaica Travel Specialist and David's Bridal to increase destination wedding to Jamaica
Travel Impressions 2016 Tradeshow	August 8	Charlotte, NC	Participation to support tour operator partner and showcase destination Jamaica to their top travel agents
Sandals Unveiling Seminar Series	August	Raleigh, NC	Product update for 250-300 trade being hosted by Sandals at their annual Unveiling Seminars
The Southern Bridal Show	August 21	Birmingham, AL	Showcasing Jamaica as a wedding and honeymoon destination. Jamaica Travel Specialist, Irene Sauger of Vacation Guru will be onsite for call to action