

For Six Month Period Ending 07/31/2010  
(Insert date)

**I - REGISTRANT**

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

(c) Business Address(es) of Registrant  
5201 BLUE LAGOON DR.  
SUITE 670  
MIAMI, FL 33126

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

- (a) If an individual:
  - (1) Residence address(es) Yes  No
  - (2) Citizenship Yes  No
  - (3) Occupation Yes  No
- (b) If an organization:
  - (1) Name Yes  No
  - (2) Ownership or control Yes  No
  - (3) Branch offices Yes  No
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.

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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 C<sup>1</sup>, 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

<sup>1</sup> 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.)

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4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name	Position	Date connection ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes  No

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes  No

If yes, identify each such person and describe his service.

N/A

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

If yes, furnish the following information:

Name	Position or connection	Date terminated
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(c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes  No

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement?

Yes  No

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

N/A

## II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes  No

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal<sup>2</sup> 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 principals<sup>2</sup> 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 A<sup>3</sup> Yes  No   
Exhibit B<sup>4</sup> Yes  No

NIA

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period? Yes  No

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

If no, please attach the required amendment.

NIA

<sup>2</sup> 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.)

<sup>3</sup> 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.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

**III - ACTIVITIES**

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

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

Jamaica Tourist Board conducted sales calls on travel agents, tour operators and incentive houses. The Board also visited airlines and group planners to encourage and educate their employees on travel to Jamaica. Educating these groups will ensure a better understanding of the destination product, thereby assisting the agent or planner in closing a sale for a client's vacation or group incentive meeting in Jamaica.

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

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

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes  No

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

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes  No

If yes, describe fully.

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<sup>5</sup> The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

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

If no, explain why.

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

Date	From whom	Purpose	Amount
FEBRUARY 1 - JULY 31, 2010	PLEASE SEE ATTACHED BREAKDOWN		

\$1,065,217.42

Total

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes [ ] No [x]

If yes, have you filed an Exhibit D 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 value other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes [ ] No [x]

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

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

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

15. (a) **DISBURSEMENTS – MONIES**

During this 6 month reporting period, have you

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

(2) transmitted monies to any such foreign principal? Yes  No

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

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

Date	To whom	Purpose	Amount
FEBRUARY 1 - JULY 31, 2010	PLEASE SEE ATTACHED BREAKDOWN	GENERAL OPERATING EXPENSES	

\$1,146,358.80  

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Total

**(b) DISBURSEMENTS – THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes  No

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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**(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes  No

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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<sup>10, 11</sup> 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 materials<sup>12</sup>?  
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

<sup>12</sup> 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.

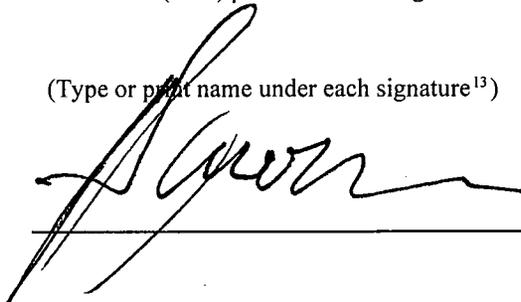
**VI – EXECUTION**

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 signature<sup>13</sup>)

10/15/10



DONALD DAWSON

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



# JAMAICA

## ATTACHMENT 14 (a)

### RECEIPTS – MONIES: JTB Miami, FL (6-month period ending JULY 2010)

<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 2010		General Operating Expenses	203,027.59
MARCH 2010		“ “ “	133,106.12
APRIL 2010		“ “ “	31,893.89
MAY 2010		“ “ “	104,922.46
JUNE 2010		“ “ “	264,650.01
JULY 2010		“ “ “	<u>327,617.35</u>
		TOTAL	<b>\$1,065,217.42</b>

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# JAMAICA

## ATTACHMENT 15 (a)

### DISBURSEMENTS – MONIES: JTB Miami, FL (6-month period ending JULY 2010)

<u>DATE</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
FEBRUARY 2010	General Operating Expenses	175,885.11
MARCH 2010	“ “ “	150,974.00
APRIL 2010	“ “ “	105,404.76
MAY 2010	“ “ “	14,003.85
JUNE 2010	“ “ “	369,073.00
JULY 2010	“ “ “	<u>331,018.08</u>
		<b>\$1,146,358.80</b>

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ACTIVITY	LOCATION	DATE/S	REGION	RATIONALE	Responsibility	TARGET	QTY/TYPER
JTB/South Sales Call Blitz*CANX to blitz NE	Georgia	1/4-7/2010	South	JTB will form 3 teams to blitz the Atlanta and surrounding cities to update agencies on the product and introduce the new Air Tran service scheduled to start up February 11, 2010 from the Atlanta, GA gateway.	Christie	120	Agents
JTB Northeast Sales Call Blitz	New York/New Jersey	1/4-8/2010	Northeast	Intensive sales call blitz to drive winter bookings.	Sales team	200	Agents
NJACT Round Table Event (New Jersey Assn of Central Tvl Prof)	New Jersey	1/7/2010 0:00	Northeast	Opportunity to promote the destination to this group of travel professionals.	Senior	125	Agents
United Vacations 2010 Product Launch/Educational Retreat	Las Vegas, NV	1/8-10/2010	Midwest	Opportunity to update the trade on the Jamaica destination.	Bucknor	200	Agents
Utah Travel Expo 2010	Layton, UT	1/8-9/2010	West	An opportunity to promote the destination at this expo being organized by Columbus Travel which targets consumers from Salt Lake City, Northern Utah and Southern Idaho. The event will be heavily promoted on radio and TV as well as through email blasts and the show itself will include live radio coverage.	TBA	2500	Consumers
8th Annual Bay Area Travel Show*CANX	Santa Clara, CA	1/9-10/2010	West	Opportunity to meet with potential travelers who will attend this show to explore the world of travel and plan their next vacation. Mainly consumers will attend this event-approx. 8,000, however travel professionals also participate.	Holland	8400	Agents-Consumers
Macy's Travel Cruise & Vacation Expo-CANX	Minneapolis, MN	1/9/2010 0:00	Midwest	Annual consumer travel expo which targets upscale travelers visiting the largest shopping mall in the United States - Mall of the Americas.	McDermoth	5000	Consumers
Prestige Travel & Cruises Travel Fair 2010	Las Vegas, NV	1/9/2010 0:00	West	Prestige Travel is a top producing agency for the state of Nevada and this Fair will present an opportunity to promote the Jamaica product.	Rose	3000	Consumers
Caribbean Marketplace 2010	San Juan, Puerto Rico	1/10-12/2010	National	This annual event is recognized as the most important tourism marketing event of the year for the Caribbean region. JTB will take 3 booths. The Min. of Tourism, the Chairman/DOT, the Deputy Director/Americas as well as our Regional Directors will all participate.	JTB Team	1600	Trade
KC Weddings Bridal Spectacular-CANX	St. Charles, MO	1/10/2010 0:00	Midwest	A honeymoon show targeting consumers. Jamaica will be promoted as the leading Caribbean honeymoon and wedding destination with travel agency call-to-action.	Christie	5000	Consumers
Macy's Travel Expo	Bloomington, MN	1/10/2010 0:00	Midwest	Travel event showcasing Macy's suppliers at Mall of America. Extensive booking done on site. Event generates continuous calls from consumers with additional bookings.	McDermoth	2000	Consumers
JTB South Sales Calls Blitz*CANX to blitz NE	Orlando, FL	1/11-14/2010	South	JTB will form 3 teams to blitz Orlando and the surrounding areas to update agents on the Jamaica product and introduce the new Air Tran service scheduled to start up February 11, 2010.	Wright	120	Agents
JTB Northeast Sales Call Blitz	Baltimore, MD	1/11-15/2010	Northeast	Intensive sales call blitz to drive winter bookings.	Sales team	200	Agents
JTB Northeast Sales Call Blitz	Philadelphia, PA	1/11-15/2010	Northeast	Intensive sales call blitz to drive winter bookings.	Sales team	200	Agents
JTB/NE-Upstate NY Secondary City Seminar*CANX	Buffalo, NY	1/11/2010 0:00	Northeast	A series of 4 dinner seminars will be hosted in the upstate NY area to maintain and solidify travel agent relationships as well as to promote the destination for the 2010 winter travel season. These seminars will also be support for the new JetBlue Airways service recently introduced.	Dobson	50	Agents
JTB/NE-Upstate NY Secondary City Seminar*CANX	Rochester, NY	1/12/2010 0:00	Northeast	A series of 4 dinner seminars will be hosted in the upstate NY area to maintain and solidify travel agent relationships as well as to promote the destination for the 2010 winter travel season. These seminars will also be support for the new JetBlue Airways service recently introduced.	Dobson	60	Agents
JTB/NE-Upstate NY Secondary City Seminar*CANX	Albany, NY	1/13/2010 0:00	Northeast	A series of 4 dinner seminars will be hosted in the upstate NY area to maintain and solidify travel agent relationships as well as to promote the destination for the 2010 winter travel season. These seminars will also be support for the new JetBlue Airways service recently introduced.	Dobson	50	Agents
Avanti Travel Consumer Show	Redding, CA	1/14/2010 0:00	West	Opportunity to promote the destination to clients of this agency. Discounted packages will be offered to encourage on-site bookings.	Holland	400	Consumers

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JTB/NE-Upstate NY Secondary City Seminar*CANX	Fishkill, NY	1/14/2010 0:00	Northeast	A series of 4 dinner seminars will be hosted in the upstate NY area to maintain and solidify travel agent relationships as well as to promote the destination for the 2010 winter travel season. These seminars will also be support for the new JetBlue Airways service recently introduced.	Dobson	50 Agents
Cruise Brothers Vacation Expo	Lincoln, RI	1/16-17/2010	Northeast	This annual event attracts a large number of consumers over a 2-day period and the Jamaica product will receive great exposure. To jumpstart the winter booking, TNT Vacations will provide on-site booking.	Woolcock	6000 Consumers
AAA Cruise & Travel Show	San Antonio, TX	1/16/2010 0:00	West	Opportunity to promote the destination at this annual consumer show hosted by AAA Travel.	Rose	350 Consumers
AAA Cruise & Travel Show	Austin, TX	1/17/2010 0:00	Southwest	Opportunity to promote Jamaica at this annual consumer show hosted by AAA Travel.	Rose	250 Consumers
Baltimore/Washington Bridal Showcase	Greenbelt, MD	1/17/2010 0:00	Northeast	Opportunity to increase wedding and honeymoon business from the Baltimore market.	Harper	1200 Consumers
Cadillac Travel "Travel Expo"	Bloomington, MI	1/17/2010 0:00	Midwest	A travel show planned to generate business during the peak of winter and will attract a large consumer base. Jamaica will be featured in printed ads that will reach over 35,000 consumers.	Mesquita	5000 Consumers
Vacation Express Trade Show	Atlanta, GA	1/18/2010 0:00	South	Participation in tour operator trade show to support new Air Tran service from Atlanta to Montego scheduled for start up on February 11.	Christie	135 Agents
JTB Northeast Sales Call Blitz	Boston, MA	1/19-22/2010	Northeast	Intensive sales call blitz to drive winter bookings.	Sales team	160 Agents
Connecticut CTO & Travel Impressions Jamaica Presentation	New Haven, CT	1/19/2010 0:00	Northeast	Jamaica will be showcased at this meeting which presents an excellent opportunity for the JTB and supplier partners to connect with members/travel partners.	Dobson	80 Agents
About & Beyond Travel "Jamaica Night"	Duluth, MN	1/20/2010 0:00	Midwest	JTB will sponsor at Jamaica Night at this travel agency.	McDermoth	50 Consumers
Golfweek's Golfest	Orlando, FL	1/23-24/2010	South	Opportunity to showcase Jamaica as a major golf destination and to highlight their close proximity to some of the finest resorts in Jamaica.	Wright	5000 Consumers
Breton Village Travel Show	Grand Rapids, MI	1/23/2010 0:00	Midwest	This annual consumer show held at an upscale mall and hosted by Breton Village Travel attracts a large audience and is the only call-to-action consumer show of major significance in the Michigan area. Presents a great opportunity to promote the destination.	Mesquita	2000 Consumers
Majestic Travel Honeymoon Show-CANX	St. Charles, MO	1/24/2010 0:00	Midwest	A honeymoon show targeting consumers. Jamaica will be promoted as the leading Caribbean honeymoon and wedding destination with travel agency call-to-action.	Christie	225 Consumers
Mann Travels	Charlotte, NC	1/24/2010 18:00	South	The most popular annual consumer show in the Carolinas will be used to promote the destination.	Christie	1500 Consumers
Gulliver's Travel Vacation Expo*CANX by JTB	Germantown, TN	1/24/2010 0:00	South	The combination of cold weather, daily non-stop service and a travel expo hosted by one of Jamaica's major producers will provide an opportunity to present Jamaica to consumers who are already planning their summer vacations.	TBA	750 Consumers
JTB Midwest Sales Call Blitz	Chicago, IL	1/25-29/2010	Midwest	Intensive sales call blitz to drive winter bookings.	Sales team	200 Agents
JTB Product Launch Winter Series (secondary cities)*CANX	Indianapolis, IN	1/25/2010 0:00	Midwest	Annual dinner presentation in the secondary cities to update the trade and encourage bookings for the winter season.	Bucknor	45 Agents
RCMA (Religious Conference Mgmt Assn)	Indianapolis, IN	1/26-29/2010	Groups	Annual conference/trade event specifically targeting the US religious planners.	Bullock	2000 Planners
JTB Product Launch Winter Series (secondary cities)*CANX	Merrillville, IN	1/26/2010 0:00	Midwest	Annual dinner presentation in the secondary cities to update the trade and encourage bookings for the winter season.	Bucknor	60 Agents
JTB Product Launch Winter Series (secondary cities)*CANX	Oaklawn, IL	1/27/2010 0:00	Midwest	Annual dinner presentation in the secondary cities to update the trade and encourage bookings for the winter season.	Bucknor	70 Agents
JTB Product Launch Winter Series (secondary cities)*CANX	Rockford, IL	1/28/2010 0:00	Midwest	Annual dinner presentation in the secondary cities to update the trade and encourage bookings for the winter season.	Bucknor	35 Agents
AFUWI (Amer. Found. for University of the West Indies) Gala	New York, NY	1/28/2010 0:00	Northeast	JTB's support of this annual Jamaican/Caribbean Diaspora Fundraising Gala.	Sinclair/King/West	300 Consumers
ING Total Health & Fitness Expo	Miami, FL	1/29-30/2010	South	This is now an annual event which attracts a large number of sports/fitness enthusiasts and JTB will partner with Reggae Marathon Ltd. to promote the destination product to these consumers and fitness enthusiasts worldwide.	Wright	30000 Consumers

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14th Annual Morris Murdock Travel Show	Sandy, UT	1/29-30/2010	West	Opportunity to promote the destination directly to consumers in UTah.	Holland	2500 Consumers
Pleasant Holidays Travel Fair	The Villages, FL	1/30/2010 0:00	South	Largest street fair in this affluent community to promote travel to consumers.	Wright	5000 Consumers
2010 AAA Arizona Travel Show	Phoenix, AZ	1/30-31/2010	West	This event is expected to attract at least 10,000 attendees and will have on-site booking capabilities. It will also provide the opportunity to promote the new US Airways service PHX/MBJ scheduled to start up December 17, 2009.	Rose	10000 Consumers
AAA Cruise & Travel Show	Houston, TX	1/31/2010 0:00	Southwest	Opportunity to promote Jamaica at this annual consumer show hosted by AAA Travel.	Rose	1500 Consumers
Apollo Travel's 12th Annual Travel Show	Melbourne, FL	1/31/2010 0:00	South	Lend support to travel agency's show and use opportunity to promote the destination to consumers in this North Florida city.	Wright	150 Consumers
JTB Midwest Sales Call Blitz	Milwaukee, WI	2/1-5/2010	Midwest	Intensive sales call blitz to drive winter bookings.	Sales team	200 Agents
Destination Training - GoGo Worldwide Vacations	Parlin, NJ	2/5/2010 0:00	Northeast	Train and update reservation agents on the Jamaica product.	Senior	15 Agents
AAA Cruise & Travel Show (2 shows-Feb 6 & 28)	Dallas/Ft. Worth, TX	2/6/2010 0:00	Southwest	Opportunity to promote Jamaica at this annual consumer show hosted by AAA Travel.	Rose	1300 Consumers
JTB/US Airways Fam Trip	MBJ/NEG/S.Coast	2/7-11/2010	West	The first of 3 fam trips to promote new service by US Airways from Phoenix, Arizona to Montego Bay. Agents from the entire West Coast region will be targeted to participate in these fams.	JTB/MBJ	10 Agents
JTB Midwest Sales Call Blitz	Detroit, MI	2/8-12/2010	Midwest	Intensive sales call blitz to drive winter bookings.	Sales team	100 Agents
Vero Beach Travel Show	Vero Beach, FL	2/10/2010 0:00	South	Annual consumer show which presents opportunity to promote the Jamaica product.	Wright	300 Consumers
Miami Int'l Boat Show	Miami Beach, FL	2/11-15/2010	South	One of the largest annual consumer cruise shows in Florida which attracts a huge audience from all over the U.S. Great opportunity to promote Jamaica as a premier cruise and sport fishing destination.	Wright	8000 Consumers
Seattle Golf Show	Seattle, WA	2/12-14/2010	West	Opportunity to promote the Jamaica product as an ideal golf destination.	Holland	10000 Consumers
Food & Wine Festival - CANX due to conflict	Washington, DC	2/13-14/2010	Northeast	Opportunity to promote the destination in the Washington market.	Harper	2000 Consumers
Los Angeles Times Travel & Adventure Show 2010-NEW DATES	Los Angeles, CA	2/13-14/2010	West	Annual event which is most heavily attended show of its kind in Southern California. Supported by both agents and consumers, this event features informative panel discussions led by travel experts and the LA Times editorial staff, covering important travel issues.	Rose/Holland	17000 Agents-Consumers
Putman Travel 2010 Vacation Festival - CANX	Greenville, SC	2/13/2010 0:00	South	Opportunity to promote Jamaica at this consumer show in the Greenville/Spartanburg area of South Carolina.	Christie	500 Consumers
Baltimore/Washington Bridal Showcase	Inner Harbor, MD	2/13-14/2010	Northeast	Opportunity to increase wedding and honeymoon business from the Baltimore market.	Harper	1300 Consumers
JTB/US Airways Fam Trip	MBJ/OCJ	2/14-18/2010	West	The second of 3 fam trips to promote new service by US Airways from Phoenix, Arizona to Montego Bay. Agents from the entire West Coast region will be targeted to participate in these fams.	JTB/MBJ	15 Agents
Valentine's Day Concert	Miami, FL	2/14/2010 0:00	National	Air Jamaica will partner with JTB for this concert at Fairchild Tropical Gardens in Miami which will feature singer Jon Secada. A prize trip for two to Jamaica will be given away and Jamaica will receive 45 promotional spots on radio with banner exposure at the concert and on 88.9 FM website. This concert promises to attract up to a thousand upscale patrons.	Willis	800 Consumers
JTB/Golden Krust Bakery "Ja. Winter Break" Promotion	NE Tri-State	2/15/2010 0:00	Northeast	The focus of this promotion will be to target customers of Golden Krust to elevate travel to Jamaica during the 2010 winter season. This bakery has approx. 120 stores located in nine states with an average of about 1 million customers who pass through per month. Customers will get the opportunity to register for a prize trip (4 days/3 nts) which will be given away at the end of each month.	Dobson	1000000 Consumers
JTB Midwest Sales Call Blitz	St. Louis, MO	2/16-19/2010	Midwest	Intensive sales call blitz to drive winter bookings.	Sales team	160 Agents
Kansas City Golf Show	Overland Park, KS	2/19-21/2010	Midwest	Annual consumer event which presents great opportunity to promote this niche market in Jamaica.	Christie	3000 Consumers

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The Boston Globe Travel Show	Boston, MA	2/19-21/2010	Northeast	This show is New England's premier consumer travel event and attracts a large audience with over 150 exhibitors. With on-site booking engines available, this will be a great opportunity for Jamaica to showcase it's product and turn the 'interested' consumer into 'sold'. JTB will provide entertainment.	Woolcock	10000 Agents-Consumers
AAA Cruise & Travel Show	Houston, TX	2/21/2010 0:00	Southwest	Opportunity to promote Jamaica at this annual consumer show hosted by AAA Travel.	Rose	1500 Consumers
Jamaica Minnesota Organ. - Black History Celebration	Minneapolis, MN	2/21-28/2010	Midwest	JMO together with Insight News Media will host a trade symposium and community meetings during this week of celebration. JTB will provide support and join panel discussions giving updates on the destination and giveaways.	McDermoth	500 Consumers
11th Annual UCLA Travel Fair	Los Angeles, CA	2/21/2010 0:00	West	Opportunity to promote the destination at this event opened to students, faculty and staff of UCLA.	Holland	1000 Consumers
Long Island CTO Ja. Evening Presentation - CANX	Woodbury, NY	2/24/2010 0:00	Northeast	Opportunity to update the membership of this CTO group.	Sinclair	50 Agents
The New York Times Travel Show	New York, NY	2/26-28/2010	Northeast	Great opportunity to garner added exposure for the Jamaica product at this expo that caters to one of the fastest segments of the leisure market.	Sinclair/Dobson/S	18500 Agents-Consumers
Destination Training - Cox Communications Leisure Dept.	Atlanta, GA	2/26/2010 0:00	South	Train and update agents who specifically book leisure travel for approx. 850,000 employees of Cox Christie Communications, Inc.		5 Agents
Rhythms of Africa, Music Around the World.	Ft. Lauderdale, FL	2/27/2010 0:00	South	JTB will sponsor a booth at this event which is a great opportunity to showcase Jamaica as the premier Caribbean destination to consumers in the Ft. Lauderdale and surrounding areas of North Florida.	Wright	Consumers
Travel Leaders Travel Show	Kennewick, WA	2/27/2010 0:00	West	Travel show hosted by Travel Leaders agency to promote winter travel.	Holland	500 Consumers
JTB/US Airways Fam Trip	MBJ/NEG	2/28-3/4/2010	West	The last of 3 fam trips to promote new service by US Airways from Phoenix, Arizona to Montego Bay. Agents from the entire West Coast region will be targeted to participate in these fams.	JTB/MBJ, Rose	30 Agents
Perfect Wedding Guide Bridal Show	Altamonte Springs, FL	2/28/2010 0:00	South	This show was postponed from an earlier schedule in Sept 2009. Great opportunity to promote Jamaica's weddings/honeymoon niche market at this annual show in North Florida.	Wright	800 Consumers
2010 AAA Cruise & Travel Show	Dallas/Ft. Worth	2/28/2010 0:00	Southwest	Opportunity to promote Jamaica at this annual consumer show hosted by AAA Travel (2 shows in February).	Rose	500 Consumers
KHM Travel Expo	Brunswick, OH	3/2/2010 0:00	Midwest	Annual travel expo featuring a mix of both trade and consumer presenting a great opportunity to promote the Jamaica product.	Mesquita	2000 Agents-Consumers
PTANA 'Caribbean Island Hopping' Show	Philadelphia, PA	3/3/2010 0:00	Northeast	Opportunity to update the Professional Travel Agents of North America (PTANA) on the destination product.	Senior	135 Agents
WPTY FM 105.3 Radio Remote/come-along	Long Island, NY	3/4-8/2010	National	Holiday Inn in Montego Bay will host the crew and come-along persons for this radio remote which will be broadcast from here as well. Approx. 5 crew and 75 come-alongs will participate.	Willis	Listenership
AAA Southern New England Travel Marketplace 2010	Foxborough, MA	3/5-7/2010	Northeast	Annual travel show which attracts a large number of consumers and therefore presents an excellent opportunity to promote the destination and the new US Airways non-stop service from Boston, MA.	Woolcock	10000 Consumers
IOWA Golf Show - CANX	Des Moines, IA	3/6-8/2010	Midwest	A golf consumer show used to update golf enthusiasts on Jamaica as the premier golf destination.	Christie	5000 Consumers
Golfweek's Golfest*CANX	The Villages, FL	3/6-7/2010	South	Opportunity to showcase Jamaica as a major golf destination and to highlight their close proximity to some of the finest resorts in Jamaica. Golfweek hosts a similar show in Orlando, Jan 2010.	Wright	5000 Consumers
Adventures in Travel Expo 2010	Washington, DC	3/6-7/2010	Northeast	This annual expo is the leading active and adventure travel event in the United States where consumer and the travel trade find vacation options and travel information. The JTB will be joined by their partners to showcase the destination's unique vacation options.	Harper/Sinclair/Se	10500 Agents-Consumers

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Destination Training - Tyree Travel/Altour	Old Bethpage, NY	3/9/2010 0:00	Northeast	Tyree Travel, a top producing agency recently announced their new partnership with Altour Travel and JTB will train and update these agents on the Jamaica product.	Sinclair	10 Agents
JTB Mini Dinner Seminar	Toledo, OH	3/9/2010 0:00	Midwest	Seminar in secondary city to update agents on the destination product.	Mesquita	45 Agents
JTB Mini Dinner Seminar-CANX	Grand Rapids, MI	3/11/2010 0:00	Midwest	Seminar in secondary city to update agents on the destination product.	Mesquita	55 Agents
Milwaukee Golf Show	Milwaukee, WI	3/12-14/2010	Midwest	Premier golf show in Wisconsin which attracts the largest number of golf aficionados and therefore a great event to showcase Jamaica's offerings. Primary strategy is to offer Jamaica as the alternative destination for golf in the winter.	McDermoth	3200 Consumers
The Romance Travel Expo	Burlington, MA	3/14/2010 0:00	Northeast	This bridal show attracts couples from East Massachusetts and South New Hampshire and presents a great opportunity to promote this niche market.	Woolcock	2000 Consumers
Sea Trade Cruise Ship Convention	Miami, FL	3/15-18/2010	South	JTB will partner with Port Authority of Jamaica to promote the Jamaica product as the premier cruise destination in the Caribbean.	Wright	10000 Agents-Consumers
ING Georgia Marathon	Atlanta, GA	3/19-20/2010	South	JTB will partner with Reggae Marathon Ltd. to expose the Jamaica product to consumers and fitness enthusiasts worldwide.	Christie	30000 Consumers
2010 Black Travel Expo	Philadelphia, PA	3/19-20/2010	Northeast	The African American travel market is the fastest growing segment of the travel industry. This expo will attract an elite group of African American executives and is considered a major event in this region bringing both national and international attention to the Greater Philadelphia area.	Senior	2000 Agents-Consumers
JTB Spring Fam (Louisiana Agents)	MBJ/OCI	3/20-24/2010	South	Agents in the New Orleans and Baton Rouge areas of Louisiana will be invited to participate in a fam trip for an update on the Jamaica product. Agents will find their own air to Jamaica.	JTB/MBJ	10 Agents
Destination Wedding & Honeymoon Expo	Flushing, NY	3/21/2010 0:00	Northeast	Excellent opportunity to reach this honeymoon and weddings niche market.	Sinclair	5000 Consumers
Vacation World Expo	Ft. Lauderdale, FL	3/21/2010 0:00	South	This expo will draw a mixed audience of travel agents, consumers and group planners mostly from the Florida area but it will be nationally advertised in the travel trade, press and online travel market.	Wright	1000 Agents-Consumers
JTB Midwest Sales Call Blitz	Indianapolis, IN	3/22/2010 0:00	Midwest	Sales call blitz of secondary cities with support of hotel representatives to update travel agents on the destination.	Sales team	Agents
Destination Training - Funjet Vacations	Milwaukee, WI	3/22/2010 0:00	Midwest	Train and update reservation agents at this tour operator's call center.	McDermoth	90 Agents
Celebration of Diversity Fair	Washington, DC	3/22-26/2010	Northeast	JTB will provide collateral for this week long annual fair at the World Bank in Washington.	Harper	2000 Consumers
Destination Training - Go Classy Vacations*CANX	Palm Harbor, FL	3/23/2010 0:00	South	Train and update agents on the Jamaica product.	Wright	6 Agents
JTB Midwest Sales Call Blitz	Schereville, IN	3/23/2010 0:00	Midwest	Sales call blitz of secondary cities with support of hotel representatives to update travel agents on the destination.	Sales team	10 Agents
JTB Midwest Sales Call Blitz	Merrilville, IN	3/24/2010 0:00	Midwest	Sales call blitz of this secondary city with the support of hotel representatives to update agents on the destination.	Sales team	10 Agents
JTB Midwest Sales Call Blitz	South Bend, IN	3/25/2010 0:00	Midwest	Sales call blitz of this secondary city with the support of hotel representatives to update agents on the destination.	Sales team	10 Agents
Destination Training - GoGo Worldwide Vacations*CANX	Nashville, TN	3/25/2010 0:00	South	Train and update reservation agents on the Jamaica product.	Christie	8 Agents
Destination Training - Apple Vacations	Elk Grove Village, IL	4/6/2010 0:00	Midwest	Bi-annual Jamaica sales training and update for the reservation agents at this tour operator's headquarters.	Bucknor	30 Agents
JTB West/SW Sales Call Blitz	DFW & Waco, TX	4/6-9/2010	Southwest	A sales blitz targeting agencies in the Dallas, Ft. Worth and Waco cities to update the trade on the destination product.	Rose	25 Agencies
Lady Sandals Event	Miami, FL	4/6/2010 0:00	South	Opportunity to network with Sandals preferred agents aboard the Lady Sandals.	Wright/Willis/Cha	20 Agents
Destination Training - Liberty Travel	Chicago, IL	4/8/2010 0:00	Midwest	Train and update reservation agents in 2 of Liberty's 6 branch locations in Chicago.	Bucknor	8 Agents
Lady Sandals Event	Palm Beach, FL	4/8/2010 0:00	South	Opportunity to network with Sandals preferred agents aboard the Lady Sandals.	Wright	20 Agents
Destination Training - GoGo Worldwide Vacations	Lake Success, NY	4/8/2010 0:00	Northeast	Train and update reservation agents at this tour operator's reservation center.	Sinclair	16 Agents
Lady Sandals Event	Palm Beach, FL	4/9/2010 0:00	South	Opportunity to network with Sandals preferred agents aboard the Lady Sandals.	Wright	40 Agents

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AAA/Pleasant Holidays Tropical Event	Dallas, TX	4/10/2010 0:00	Southwest	April falls within the spring booking season in Texas and JTB will promote to the AAA clientele in this city.	Rose	125 Consumers
Jamaica Day at Aqueduct Racetrack	Queens, NY	4/10/2010 0:00	Northeast	JTB in association with NYRA (New York Racing Assn) will sponsor this all-day event targeting the Diaspora. The day will feature live music, Jamaica food tasting and signage. Our hotel partners will join us and provide prize giveaways which will be broadcast via IrieJam radio on-site to an approximate listenership of 25,000. Ruder Finn, our PR firm, will work very closely with JTB & NYRA to ensure this unique opportunity is promoted via press releases, NYRA's on line site, etc.	Sinclair/Dobson/S	6000 Consumers
WDNA Radio - Fine Art Concert > POSTPONED	Miami, FL	4/10/2010 0:00	National	JTB will co-host a Fine Arts concert on WDNA Radio which will feature Jamaica's jazz saxophonist Tony Greene and his Quintet. A reception will be held for listeners and members of the station featuring an art exhibition with displays from Jamaican artists - Errol 'Elgo' Lewis and Tina Spiro.	Willis	150 Consumers
AAA/Pleasant Holidays Tropical Event	Ft. Worth, TX	4/11/2010 0:00	West	April falls within the spring booking season in Texas and JTB will promote to the AAA clientele in this city.	Rose	125 Consumers
Incentive House Presentations (3 cities)	MN/IL/MI	4/12-15/2010	Groups	JTB will provide an update on the groups and incentives product in Jamaica to planners in three cities during this period.	Bullock/Bucknor/I	150 Planners
Travel Impressions Tradeshow	Charlotte, NC	4/12/2010 0:00	South	Annual tour operator trade show to promote their product offerings.	Christie	80 Agents
JTB West/SW Sales Call Blitz	Portland, OR	4/13-14/2010	Southwest	A sales blitz targeting agencies in the city of Portland, Oregon to update the trade on the destination product.	Holland	12 Agencies
Midwest ASTA Trade Show	Cleveland, OH	4/13/2010 0:00	Midwest	An opportunity to promote Jamaica to the majority of travel agents in Cleveland.	Mesquita	140 Agents
Travel Impressions Trade Show	Atlanta, GA	4/13/2010 0:00	South	Annual tour operator trade show to promote their product offerings.	Christie	100 Agents
Travel Impressions Trade Show	Ft. Lauderdale, FL	4/14/2010 0:00	South	Annual tour operator trade show to promote their product offerings.	Wright	120 Agents
Home Based Travel Agent Show & Conf.	Ft. Lauderdale, FL	4/14-16/2010	South	Opportunity to reach a large contingent of agents who are home-based and update them on the destination.	Wright	1200 Agents
JTB Top Agents Fam Trip	Montego Bay/Ocho Rios	4/15-19/2010	Midwest	Fam trip targeting top producing agents in the Ohio, Michigan and Kentucky states with "high end" clientele.	Mesquita	14 Agents
JTB West/SW Sales Call Blitz	Seattle, WA	4/15-16/2010	West	A sales blitz targeting agencies in the city of Seattle, Washington to update the trade on the destination product.	Rose	12 Agencies
Travel Impressions Trade Show	New Orleans, LA	4/15/2010 0:00	South	Annual tour operator trade show to promote their product offerings.	Wright	80 Agents
National Assn of Caree Travel Agents (NACTA)	Seattle, WA	4/15/2010 0:00	West	Destination presentation to the members of this group.	Holland	60 Agents
John Hancock Sports & Fitness Expo	Boston, MA	4/16-18/2010	Northeast	Large consumer leading up to the famous annual Boston Marathon event. This expo is also used to promote Jamaica's Reggae Marathon.	Woolcock	80000 Consumers
Ifest - Houston Int'l Festival	Houston, TX	4/17-18/2010	Southwest	Annual event which takes place the last two weekends of April and draws a huge audience. This year the festival will spotlight the Caribbean and JTB will be one of the sponsors that will have the opportunity to showcase the destination product. The event will feature a 'Port Royal' Exhibit, a 'Discover Jamaica' exhibit as well as great reggae music, food zones, arts markets etc.	Rose	125000 Consumers
CBS Dallas Travel Expo	Dallas, TX	4/18/2010 0:00	Southwest	Opportunity to promote the destination in partnership with Sharon Carr Travel who will have on-site booking capability.	Rose	1500 Consumers
Majors Travel Consumer Travel Expo	Staten Island, NY	4/18/2010 0:00	Northeast	Continental Airlines will be the main sponsor of this event hosted for the first time by Majors Travel. Spring and summer travel will be promoted to singles, couples and families being targeted by the organizers, the same market being targeted by Jamaica.	Dobson	750 Consumers
JTB Midwest Sales Call Blitz	Minnesota	4/19-23/2010	Midwest	A blitz of the agencies in the state of Minnesota, to update agents on the Jamaica product.	McDermoth	32 Agencies
JTB "Summer Kick Off" Product Launch (4 cities) CANX	Chicago, IL	4/19/2010 0:00	Midwest	Series of seminars to update the travel trade on the Jamaica product and to generate business for the summer.	Bucknor	120 Agents

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Apple Vacations Trade Show & Seminar	Ft. Lauderdale, FL	4/19/2010 0:00	South	Support of annual tour operator trade event to promote their product offerings to their top travel agents.	Wright	150 Agents
SATW Board Meeting (Society of American Travel Writers)	MBJ/OCI/NEG	4/20-5/01/2010	National	JTB will host this group at RIU hotel in Montego Bay for their annual meeting then the group will move on to other resorts for post trips.	Willis	25 Trade
Destination Training - Travel Impressions Resv Center	Farmingdale, NY	4/20/2010 0:00	Northeast	Train and update agents on the Jamaica product at this tour operator's reservation center.	Sinclair	30 Agents
JTB West/SW Sales Call Blitz	Santa Barbara, Fresno, CA	4/20-21/2010	West	A sales blitz targeting agencies in these cities in California to update the trade on the destination product.	Rose	12 Agencies
JTB "Summer Kick Off" Product Launch - CANX	St. Louis, MO	4/20/2010 0:00	Midwest	Series of seminars to update the travel trade on the Jamaica product and to generate business for the summer.	Bucknor	100 Agents
Apple Vacations Trade Show & Seminar	Orlando, FL	4/20/2010 0:00	South	Support of annual tour operator trade event to promote their product offerings to their top travel agents.	Wright	150 Trade
ARTA Travel Consumer Show	Plano, TX	4/21/2010 0:00	Southwest	JTB will promote the destination to this agency's large clientele. The show will focus on summer travel with discount bookings available on-site. JTB will have the opportunity to make a 5-min presentation.	Rose	4000 Consumers
JTB "Summer Kick Off" Product Launch-CANX	Minneapolis, MN	4/21/2010 0:00	Midwest	Series of seminars to update the travel trade on the Jamaica product and to generate business for the summer.	McDermoth	80 Agents
Apple Vacations Trade Show & Seminar	Jacksonville, FL	4/21/2010 0:00	South	Support of annual tour operator trade event to promote their product offerings to their top travel agents.	Wright	100 Trade
Destination Training - AAA Southern New England	Providence, RI	4/22/2010 0:00	Northeast	Train and update reservation agents on the destination product.	Woolcock	20 Agents
Destination Training - GoGo Worldwide Vacations	Manhattan, NY	4/22/2010 0:00	Northeast	Train and update reservation agents at this tour operator's reservation center.	Senior	7 Agents
JTB "Summer Kick Off" Product Launch-CANX	Detroit, MI	4/22/2010 0:00	Midwest	Series of seminars to update the travel trade on the Jamaica product and to generate business for the summer.	Mesquita	100 Agents
Apple Vacations Trade Show & Seminar	Tampa, FL	4/22/2010 0:00	South	Support of annual tour operator trade event to promote their product offerings to their top travel agents.	Wright	125 Trade
Re-Discover the Caribbean	Sandiford, Barbados	4/23-24/2010	South	Opportunity to promote the Jamaica product to encourage travel to Jamaica from our neighbouring Caribbean islands.	P Wright	2000 Consumers
Ifest - Houston Int'l Festival	Houston, TX	4/24-25/2010	Southwest	Annual event which takes place the last two weekends of April and draws a huge audience. This year the festival will spotlight the Caribbean and JTB will be one of the sponsors that will have the opportunity to showcase the destination product. The event will feature a 'Port Royal' exhibit, a 'Discover Jamaica' exhibit as well as great reggae music, food zones, arts markets etc.	Rose	125500 Consumers
JTB Midwest Sales Call Blitz	North & South DAKOTA	4/26-29/2010	Midwest	A blitz of the agencies in the states of North and South Dakota, to update the trade on the Jamaica product.	McDermoth	40 Agencies
JTB Midwest Sales Call Blitz	North Ohio	4/26-30/2010	Midwest	A sales blitz of travel agencies in the state of northern Ohio to update the trade on the destination.	Mesquita	25 Agencies
Benevolent Missions of Atlanta (BMA) Golf Charity	Duluth, GA	4/27/2010 0:00	South	Opportunity to showcase Jamaica as a major golfing destination at this elite golf event being held at John's Creek, one of Georgia's wealthiest areas in Atlanta.	Christie	100 Consumers
Connecticut ASTA Meet Your Rep Night	North Haven, CT	4/27/2010 0:00	Northeast	This trade show is strongly supported by active selling agents in the market and attracts travel consultants who are seeking supplier representatives. JTB will use the opportunity to update these agents on the destination.	Woolcock/Dobson	100 Agents
JTB West/SW Sales Call Blitz	California	4/28-30/2010	West	A sales blitz targeting agencies in the cities of West Lake Village, Lakewood and Cerritos to update the trade on the destination product.	Holland	18 Agencies
STIA (Suncoast Travel Industry Assn)	Tampa, FL	4/28/2010 0:00	South	Presentation to the membership of STIA to update them on new developments on the destination.	Wright	250 Agents
Destination Training - Travel Impressions	Bethlehem, PA	4/29/2010 0:00	Northeast	Train and update this tour operator's reservation staff on the Jamaica product.	Senior	100 Agents
Destination Training - Vacation Express	Atlanta, GA	4/29/2010 0:00	South	Train and update reservation agents at this tour operators call center.	Christie	25 Agents

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Destination Training - MLT Reservation Staff	Minot, ND	4/29/2010 0:00 Midwest	Train and update this tour operator's reservation staff on the Jamaica product.	McDermoth	50 Agents
KHM Travel Group Vacation Expo 2010	Middleburg Heights, OH	4/29/2010 0:00 Midwest	JTB will have the opportunity to showcase Jamaica to agents and consumers in NE Ohio at the largest travel expo held in this region.	Mesquita	1000 Agents-Consumers
"Expressions of the Caribbean"	Davie, FL	4/30/2010 0:00 South	Support of the Jamaica Diaspora and opportunity to showcase the destination product to consumers from surrounding communities in Broward County.	Wright	2500 Consumers
The West Indian Social Club Anniversary Ball	Hartford, CT	5/1/2010 0:00 Northeast	This social club has the strongest concentration of Jamaican members in CT and they will be celebrating their 60th anniversary. JTB will be present to support and recognize this Jamaican Diaspora function at which the RT. Hon. P.J. Patterson will be the guest speaker.	Woolcock	200 Consumers
JTB/Apple Vacations Fam Trip	Montego Bay	5/2-6/2010 Midwest	Top producing agents in the Chicago area for tour operator Apple Vacations will be invited to participate in a fam dedicated to hotels in Apple's product menu.	Bucknor	15 Agents
MILO (Meeting Industry Ladies Org)	La Jolla, CA	5/3-6/2010 Groups	Opportunity to meet and network with members of this organization which is designed for women in the meetings industry through the golf sport.	Clarke	500 Consumers
JTB Midwest Sales Call Blitz	Kentucky	5/3-7/2010 Midwest	A blitz of the agencies in the state of Kentucky, to update the trade on the Jamaica product.	Mesquita	21 Agencies
JTB Midwest Sales Call Blitz	Nebraska	5/3-7/2010 Midwest	A blitz of the agencies in the state of Nebraska, to update the trade on the Jamaica product.	Mesquita	32 Agencies
JTB Luncheon Presentation to OSSN	Lexington, KY	5/4/2010 0:00 Midwest	JTB will update these OSSN (Outside Sales Support Network) agents who work from home, on the destination product.	Mesquita	10 Agents
Destination Training - Liberty Travel>POSTPONED	Mahwah, NJ	5/4/2010 0:00 Northeast	Train and update reservation agents on the Jamaica product.	Senior	20 Agents
Destination Training - ORBITZ	Campbellsville, KY	5/5/2010 0:00 Midwest	Train and update the reservation agents on the destination product at this online booking engine: Orbitz.com	Mesquita	75 Agents
Destination Training - Liberty Travel >POSTPONED	Burlington, MA	5/5/2010 0:00 Northeast	Train and update the reservation agents at this travel agency.	Woolcock	20 Agents
Destination Training - Liberty Travel >POSTPONED	Fairfield, CT	5/5/2010 0:00 Northeast	Train and update reservation agents on the Jamaica product.	Dobson	10 Agents
LITAA (Long Island Tvl Agts Assn)	East Northport, NY	5/5/2010 0:00 Northeast	Annual show and dinner supported by JTB with great opportunity to update this membership on the destination.	Sinclair	300 Agents
Destination Training - Liberty Travel >POSTPONED	New York, NY	5/6/2010 0:00 Northeast	Train and update reservation agents on the Jamaica product.	Sinclair	10 Agents
JAPEX Fam Trip	MBJ/NEG	5/10-14/2010 West	Annual Japex fam trip. This year, all agents will fly on their own to Montego Bay and JTB will provide all aspects of the land itinerary i.e. accommodation, transportation, meals etc. The West Coast region will have 2 groups but with different dates due to the flight schedule. The first group will fly from Phoenix via US Airways.	Holland	11 Agents
Travel Impressions Trade Show	Dallas, TX	5/10/2010 0:00 Southwest	Annual tour operator trade show to promote their product offerings.	Rose	125 Agents
Travel Impressions Product Launch	Chicago IL	5/11/2010 0:00 Midwest	Annual Spring launch to highlight this tour operator's summer product offerings.	Bucknor	150 Agents
Travel Impressions Trade Show	Chicago, IL	5/11/2010 0:00 Southwest	Annual tour operator trade show to promote their product offerings.	Bucknor	125 Agents
JAPEX Fam Trip	Montego Bay/Ocho Rios	5/12-16/2010 Midwest	Annual Japex fam trip. This year, all agents will fly on their own to Montego Bay and JTB will provide all aspects of the land itinerary i.e. accommodation, transportation, meals etc.	Mesquita	20 Agents
JAPEX Fam Trip	MBJ/NEG & MBJ/OCJ	5/12-16/2010 Northeast	Annual Japex fam trip. This year, all agents will fly on their own to Montego Bay and JTB will provide all aspects of the land itinerary i.e. accommodation, transportation, meals etc. The Northeast will have 3 groups of agents from their territory.	Dobson/Senior	55 Agents
JAPEX Fam Trip	MBJ/NEG & MBJ/OCJ	5/12-16/2010 South	Annual Japex fam trip. This year, all agents will fly on their own to Montego Bay and JTB will provide all aspects of the land itinerary i.e. accommodation, transportation, meals etc. The South will have 2 groups travelling from their region.	JTB/MBJ	38 Agents
JAPEX Fam Trip	MBJ/OCJ	5/12-16/2010 West	Annual Japex fam trip. This year, all agents will fly on their own to Montego Bay and JTB will provide all aspects of the land itinerary i.e. accommodation, transportation, meals etc. The West Coast region will have 2 groups but with different dates due to the flight schedule. Dates for the second group will coincide with all other regions.	JTB/MBJ	14 Agents

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Travel Impressions Product Launch	Milwaukee, WI	5/12/2010 0:00	Midwest	Annual Spring launch to highlight this tour operator's summer product offerings.	McDermoth	150 Agents
Destination Update	Montego Bay/Ocho Rios	5/13-17/2010	Groups	Qualified religious planners will be targeted to attend an update on-island to learn about unique facilities from knowledgeable suppliers.	Bullock/Hamilton/	30 Planners
Travel Impressions Product Launch	Cincinnati, OH	5/13/2010 0:00	Midwest	Annual Spring launch to highlight this tour operator's summer product offerings.	Mesquita	150 Agents
Sparks Matsunaga Elementary Intl Night	Germantown, MD	5/14/2010 0:00	Northeast	Consumer show provides opportunity to promote the destination.	Harper	150 Consumers
JTB/WDNA RADIO - 88.9 FM Promotion	Miami FL	5/15/2010 0:00	National	JTB will partner with WDNA Radio, Macy's Department Store and Walgreens to promote the destination. Jamaican chef, Hugh Sinclair, will participate and do a cooking demonstration on healthy eating in the housewares dept at the Macy's store in upscale Aventura Mall. WDNA will do a live broadcast outside the mall during their afternoon programming.	Willis	300 Consumers
JTB Southeast Sales Call Blitz	Central Florida	5/17-21/2010	South	JTB will be joined by their hotel partners to blitz the travel agencies in the Central Florida area and update them on the destination product and maintain presence in the marketplace.	Wright	200 Agents
JTB West/SW Sales Call Blitz	Northern California	5/17-21/2010	West	JTB will join with hotel partners for a sales blitz targeting agencies in Northern California to update the trade on the destination product.	Holland	40 Agencies
Destination Training - Liberty Travel >POSTPONED	Rochester, NY	5/17/2010 0:00	Northeast	Train and update reservation agents on the Jamaica product.	Sinclair	10 Agents
IRF (Incentive Research Foun) - 17th Annual Invitational Golf Tour	Colorado Springs, CO	5/19-23/2010	Groups	The Annual Incentive Invitational is the premiere industry event providing an opportunity to develop new business and foster/secure existing relationships in a highly competitive and challenging marketplace.	Bullock/Dawson	500 Buyer
IAGTO North America	Palm Beach, FL	5/19-22/2010	South	2nd annual golf event which attracts golf tour operators from 21 countries who attend so they can meet with select North American and Caribbean golf resorts/destinations who are interested in increasing the golf tour operator business. This presents an excellent opportunity to promote Jamaica as one of the premier golf destinations in the Caribbean.	Wright	70 Trade
Rochester Travel Professionals 2010 Trade Show	Pittsford, NY	5/19/2010 0:00	Northeast	The importance of this region rose with the introduction of service by JetBlue to Jamaica and presents an excellent opportunity to promote the destination to this captive audience of mainly independent/home based agents who are spread out over a very large region.	Dobson	100 Agents
Destination Training - JetBlue Reservation Ctr	Salt Lake City, UT	5/20/2010 0:00	West	Train and update reservation agents on the destination product. Hotel partners on JetBlue's product menu will be invited to participate.	Bucknor	70 Agents
JTB/ASTA Fam Trip	MBJ/OCI/NEG	5/22-26/2010	Midwest	A fam trip designed specifically for the very active Young Travel Professionals (YTP) within the ASTA organization.	McDermoth	100 Agents
JTB Southeast Sales Call Blitz	Atlanta, GA	5/24-28/2010	South	JTB will be joined by their hotel partners to blitz the travel agencies in Atlanta, Ga./surrounding areas and update them on the destination product as well as maintain Jamaica's presence in the marketplace.	Christie	220 Agents
JTB West/SW Sales Call Blitz	Southern California	5/24-28/2010	West	JTB will join with hotel partners for a sales blitz targeting agencies in Southern California to update the trade on the destination product.	Holland	40 Agencies
Home Based Travel Agent Forum	San Diego, CA	5/24-26/2010	National	This event is sponsored by the Ossn (Outside Sales Support Network) and will provide an opportunity to meet one on one with home-based agents.	Rose/Holland	600 Agents
Destination Training - GoGo Worldwide Vacations	North Haven, CT	5/26/2010 0:00	Northeast	Train and update the reservation staff at this tour operator's regional office.	Dobson	13 Agents
Destination Training - GoGo Worldwide Vacations	White Plains, NY	5/27/2010 0:00	Northeast	Train and update the reservation staff at this tour operator's regional office.	Dobson	12 Agents
Jamaica Night at Tina's Restaurant	Providence, RI	5/27/2010 0:00	Northeast	Tina's Jamaican Restaurant will host a Jamaica night for their patrons and JTB will participate to promote the destination.	Woolcock	100 Consumers
JTB Southeast Sales Call Blitz	Charleston, SC	6/1-2/2010	South	JTB will be joined by their hotel partners to blitz the travel agencies in Charleston/surrounding areas and update them on the destination product as well as maintain Jamaica's presence in the marketplace.	Christie	80 Agents

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JTB Southeast Sales Call Blitz	Charlotte, NC	6/3-4/2010	South	JTB will be joined by their hotel partners to blitz the travel agencies in Charlotte/surrounding areas and update them on the destination product as well as maintain Jamaica's presence in the marketplace.	Christie	80 Agents
JTB/Apple Vacations Fam Trip	Ocho Rios, Jamaica	6/4-7/2010	Midwest	Top producing agents in the St. Louis, MO area for tour operator Apple Vacations will be invited to participate in a fam dedicated to hotels in Apple's product menu.	Bucknor	10 Agents
Cruise3Sixty	Vancouver-B.C, Canada	6/4-5/2010	National	This annual event, usually hosted in the U.S., draws a significant number of people interested in all aspects of the cruise business. This year it will be held in Canada and JTB will promote the destination as the premier cruise destination in the Caribbean.	Hall (DDoT)	30000 Agents-Consumers
CTO Carnival at Sea Extravaganza	Chicago, IL	6/9/2010 0:00	Midwest	Cruise event aboard Carnival Cruise Lines to honor past presidents of the CTO Chicago Chapter. Opportunity to interact with top Jamaica travel producers and tour operator representatives.	Bucknor	100 Agents
LIBGO Jamaica Night Dinner Show	Chicago, IL	6/9/2010 0:00	Midwest	Opportunity to host GoGo Tours and Liberty Travel's top agents to a dinner seminar and updating them on the Jamaica product.	Bucknor	25 Agents
ASTA Seminar - Columbus Chapter	Columbus, OH	6/9/2010 0:00	Midwest	An excellent opportunity to update the membership of this chapter on the destination product.	Mesquita	40 Agents
2010 GoGo Worldwide Showcase	Atlanta, GA	6/9/2010 0:00	South	Opportunity to meet and network with travel agents and suppliers.	Christie	150 Agents
WEDR Radio Remote	Montego Bay	6/10-14/2010	National	Iberostar will host the crew, including radio host Lorenzo "Ice T" Thomas, and over 200 come-alongs on the radio remote from Montego Bay.	Willis	260 Consumers
TravelAge West WAVE Awards	Los Angeles, CA	6/10/2010 0:00	National	The JTB is a nominee in the category - Most Supportive Tourist Board and will take a table to be present at this annual event.	Dawson/Rose/Hol	300 Trade
JTB/Apple Vacations Fam Trip	Negril, Jamaica	6/11-14/2010	Midwest	Top producing agents in the St. Louis, MO area for tour operator Apple Vacations will be invited to participate in a fam dedicated to hotels in Apple's product menu.	Bucknor	10 Agents
Caribbean Travel & Cultural Fair-CANX by CTO	New York, NY	6/12/2010 0:00	Northeast	As part of Caribbean Week in New York, CTO will also host this event at the Lincoln Center on Saturday. The fair will include several components e.g. the <i>Caribbean Wedding, a Vacation Travel Mart, a Games Tent</i> . There will also be entertainment on the central stage. JTB will take a booth and distribute collateral.	Sinclair/Dobson/W	3500 Consumers
JTB Fam Trip	MBJ/NEG	6/14-18/2010	West	JTB will partner with US Airways & US Airways Vacations to host agents from Colorado who are members of ASTA and NACTA. Agents will fly from the Phoenix gateway via USAirways.	Rose	14 Agents
JTB Northeast Sales Call Blitz	New York & New Jersey	6/14-18/2010	Northeast	JTB will join with hotel partners to blitz the agencies in the New York/Northern New Jersey areas to update them on the destination product.	Sales team	120 Agencies
Incentive Travel Exchange	Las Vegas, NV	6/14-16/2010	Groups	This annual Exchange, in partnership with SITE, brings together pre-qualified incentive buyers and suppliers for scheduled appointments, networking functions and formal meal functions, providing an opportunity to build relationships and make connections to secure future programs.	Bullock/Clarke	500 Buyer
Taste of Chicago - Race to the Taste	Chicago, IL	6/19/2010 0:00	Midwest	Large annual consumer event which presents an excellent opportunity to promote the destination.	Bucknor	20000 Consumers
JTB Northeast Sales Call Blitz	MA, PA & MD	6/21-25/2010	Northeast	JTB will join with hotel partners to blitz the agencies in the states of Massachusetts, Pennsylvania and Maryland to update the trade on the destination product.	Sales team	120 Agencies
JTB Luncheon Meeting	Atlanta, GA	6/21/2010 0:00	South	Deputy Director Dawson will meet with trade partners for lunch while in Atlanta, GA for airline meetings to share updates on the destination as it relates to recent events in Kingston. The group will consist of a mix of tour operators, hoteliers and top Jamaica producing agents.	Christie	20 Trade
PTANA Jamaica Summer Cruise (Professional Trvl Agts of N.A.)	Boston, MA	6/22/2010 0:00	Northeast	JTB will join with 3 hotel partners and 2 tour operators to co-sponsor this event. JetBlue's new non-stop service from Boston and the opening of Secrets Wild Orchid and Secrets St. James hotels will be highlighted.	Woolcock	80 Agents

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The Michael Baisden Show Radio Remote	Montego Bay	6/23-29/2010	National	This show syndicated to 75 stations will visit Jamaica for the second consecutive year for a radio remote. Host hotel to be confirmed. Approx. 700 persons attended this event in 2009 and it is anticipated that the number will increase this year.	Willis	Listenership
Sandals Seminar Series 2010	Philadelphia, PA	6/23/2010 0:00	Northeast	Sandals Dinner seminar to update the trade on their product.	Senior	350 Agents
Sandals Seminar Series 2010	Long Island, NY	6/24/2010 0:00	Northeast	Sandals Dinner seminar to update the trade on their product.	Sinclair	350 Agents
JTB/Virtuoso Fam Trip	Montego Bay	6/25-29/2010	West	JTB will host Virtuoso agents (high end group) to a fam trip in Montego Bay where they will be hosted by the Half Moon Resort. Itinerary will include luxury resorts and must-see attractions.	Rose	10 Agents
Golden Krust/Caribbean Heritage Month	Brooklyn, NY	6/26/2010 0:00	Northeast	JTB invited to participate in Golden Krust Bakery event as part of the celebrations for Caribbean Heritage Month.	Dobson	100 Consumers
Destination Training - GoGo Worldwide Vacations	Richmond, VA	6/29/2010 0:00	Northeast	Train and update reservation agents on the destination product.	Rogers (Harper)	4 Agents
Destination Training - GoGo Worldwide Vacations	Virginia Beach, VA	6/29/2010 0:00	Northeast	Train and update reservation agents on the destination product.	Rogers (Harper)	4 Agents
Sandals Seminar Series 2010	Cromwell, CT	6/29/2010 0:00	Northeast	Sandals Dinner seminar to update the trade on their product.	Woolcock	75 Agents
Jamaica Minnesota Organization (JMO) Fundraiser	Minnesota, MN	7/6/2010 0:00	Midwest	Annual fundraiser "Reggae on the River" - a fulfilled, musical boat ride on the Mississippi River to raise funds for various charities in Jamaica. JTB will provide support and information on the product to potential visitors and diaspora members.	McDermoth	400 Consumers
Sandals Seminar Series 2010	Burlington, MA	7/7/2010 0:00	Northeast	Sandals Dinner seminar to update the trade on their product.	Woolcock	250 Agents
Sandals Seminar Series 2010	New Jersey, NY	7/8/2010 0:00	Northeast	Sandals Dinner seminar to update the trade on their product.	Senior	250 Agents
Bayfront Reggae Festival	Duluth, MN	7/10/2010 0:00	Midwest	This festival will introduce top flight international and Jamaica reggae stars to the Duluth audience. Great opportunity to showcase Jamaica's tourism product.	McDermoth	2500 Consumers
Jamaica Cultural Alliance Annual Tea Party	Los Angeles, CA	7/11/2010 0:00	West	Annual event which is supported by JTB and the opportunity seized to promote the destination to the Diaspora attendees. The theme this year will be "A stroll down memory lane" featuring Jimmy Cliff and Claudia Rankine.	Holland	200 Consumers
Successful Meeting Islands University	Atlantis, Bahamas	7/12-14/2010	Groups	Educational sessions with industry experts, pre-scheduled one-on-one meetings, networking opportunities with fellow meeting planners and suppliers.	Bullock	100 Buyer
JTB NE "Wish you were Here" Seminar	Boston, MA	7/12/2010 0:00	Northeast	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	Woolcock	120 Agents
JTB NE "Wish you were Here" Seminar Series	Long Island, NY	7/13/2010 0:00	Northeast	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	Sinclair	120 Agents
JTB NE "Wish you were Here" Seminar Series	West Orange, NJ	7/14/2010 0:00	Northeast	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	Senior	120 Agents
Fox Life - Mision Vive la Vie (POSTPONED)	Mexico	7/15/2010 0:00	National	Consumer media - this is a reality TV show showcasing the personal stories and travel experiences of Latin American socialities. Individuals will all be from Mexico.	Willis	Consumers
JTB NE "Wish you were Here" Seminar Series	Philadelphia, PA	7/15/2010 0:00	Northeast	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	Senior	120 Agents
Harbor Bay Jerk Festival	Minnesota & Wisconsin	7/17/2010 0:00	Midwest	An exciting array of jerk fare, crafts and reggae music draws people from all the connecting states and JTB will provide information regarding a range of Jamaican subjects.	McDermoth	1500 Consumers
JTB NE "Wish you were Here" Seminar Series	Baltimore, MD	7/19/2010 0:00	Northeast	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	Rogers	120 Agents

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JTB SE "Wish you were Here" Seminar Series	Atlanta, GA	7/19/2010 0:00 South	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	Christie	120 Agents	
JTB W/SW "Wish you were Here" Seminar Series	Houston, TX	7/19/2010 0:00 Southwest	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	Rose	120 Agents	
Destination Training - Altour Agency	New York, NY	7/20/2010 0:00 Northeast	Train and update the reservation agents at this Manhattan based agency.	Sinclair/Senior	30 Agents	
JTB NE "Wish you were Here" Seminar Series	Tyson's Corner, VA	7/20/2010 0:00 Northeast	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	Rogers	120 Agents	
JTB SE "Wish you were Here" Seminar Series	Orlando, FL	7/20/2010 0:00 South	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	Wright	80 Agents	
JTB W/SW "Wish you were Here" Seminar Series	Dallas, TX	7/20/2010 0:00 Southwest	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	Rose	100 Agents	
JTB MW "Wish you were Here" Series Seminar	St. Louis, MO	7/20/2010 0:00 Midwest	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	Bucknor	110 Agents	
JTB SE "Wish you were Here" Seminar Series	Charlotte, NC	7/21/2010 0:00 South	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	Christie	60 Agents	
JTB W/SW "Wish you were Here" Seminar Series	Phoenix, AZ	7/21/2010 0:00 West	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	Holland	70 Agents	
JTB MW "Wish you were Here" Seminar Series	Chicago, IL	7/21/2010 0:00 Midwest	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	Bucknor	125 Agents	
JTB W/SW "Wish you were Here" Seminar Series	Denver, CO	7/22/2010 0:00 West	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	Holland	70 Agents	
JTB MW "Wish you were Here" Seminar Series	Detroit, MI	7/22/2010 0:00 Midwest	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	Mesquita	100 Agents	
MPI World Education Congress (WEC)	Vancouver, Canada	7/24-27/2010	Groups	Annual networking/trade event open to the national membership of MPI	Bullock	1800 Buyer
JTB W/SW "Wish you were Here" Seminar Series	Orange County, CA	7/27/2010 0:00 West	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	Holland	100 Agents	
JTB MW "Wish you were Here" Seminar Series	Minneapolis, MN	7/27/2010 0:00 Midwest	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	McDermoth	90 Agents	
JTB W/SW "Wish you were Here" Seminar Series	Los Angeles, CA	7/28/2010 0:00 West	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	Holland	100 Agents	
JTB MW "Wish you were Here" Seminar Series	Milwaukee, WI	7/28/2010 0:00 Midwest	Series of seminars to assure the trade that, despite recent events in Kingston, the destination is still up and running. We will also use the opportunity to invite agents to our Fall Fly-in scheduled for September 10 through Oct. 4.	McDermoth	90 Agents	

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Long Island CTO Mini Trade Show	The Woodlands, NY	7/28/2010 0:00	Northeast	Great opportunity to network with the membership of the CTO chapter and update them on the destination product.	Sinclair	45 Agents
Travel Agents of Tennessee	Nashville, TN	7/30-31/2010	South	Annual trade show which provides a great opportunity to network with the travel trade.	Christie	100 Agents
Dallas Bridal Show	Dallas, TX	7/31-8/01/2010	West	TB will partner with Signature Travel and Gogo Worldwide Vacations to promote the destination and wedding/honeymoon packages at this 2-day event.	Rose	2000 Consumers

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