

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

For Six Month Period Ending 07/31/12
(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 DRIVE
SUITE 670
MIAMI, FL 33126

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

(a) If an individual:

- (1) Residence address(es) Yes 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.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

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

Yes No

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

If no, please attach the required amendment.

N/A

NSD/CES/REGISTRATION
UNIT
2012 OCT 1 AM 11:56

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Position	Date Connection Ended
------	----------	-----------------------

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

Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
------	-------------------	-------------	----------	--------------

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe 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
------	-------------------	-------------	----------	--------------

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

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

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.

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:

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 th 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.

N/A

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.

N/A

(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.

NSD/CES/REGISTRATION UNIT 2012 OCT 11 AM 11:57

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

3 The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

4 The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets fourth 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 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. Destination training was also conducted in-house to reservation agents at various tour operator offices and airline call centers.

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 to update them on the product. Agents were also hosted on familiarization (Fam) trips to Jamaica to educate them on 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/or videos were distributed at all events listed on the CALENDAR OF ACTIVITIES attached.

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

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, 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 The term "political activity" 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 [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.6

Date	From Whom	Purpose	Amount
FEBRUARY 1 - JULY 31, 2012	PLEASE SEE ATTACHED	GENERAL OPERATING EXPENSES	
			\$866,511
			<u>Total</u>

(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 [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 value9 other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes [] No [X]

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose

2012 OCT 11 AM 11:57

HSD/CES/REGISTRATION UNIT

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
FEBRUARY 1 - JULY 31, 2012	SUNDRY ACCOUNTS	OPERATIONAL EXPENSES	

\$875,550

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

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

^{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) _____

Electronic Communications

- Email
- Website URL(s): WWW.VISITJAMAICA.COM
- Social media websites URL(s): _____
- 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 AND CONSUMERS

21. What language was used in the informational materials:

- English
- Other (specify) SPANISH

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.

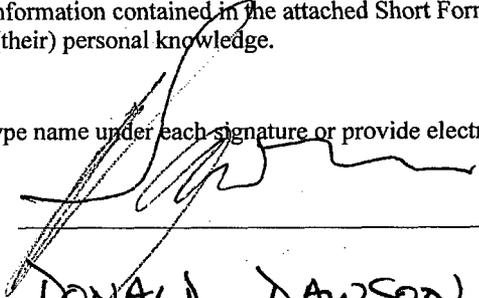
VI - EXECUTION

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)

10/5/12

(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.

JAMAICA

ATTACHMENT 14 (a)

RECEIPTS – MONIES: JTB Miami, FL

(6-month period ending JULY 2012)

<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 2012		General Operating Expenses	166,059
MARCH 2012		" " "	211,549
APRIL 2012		" " "	16,281
MAY 2012		" " "	256,439
JUNE 2012		" " "	41,778
JULY 2012		" " "	<u>174,405</u>
		TOTAL	\$866,511

JAMAICA

ATTACHMENT 15 (a)

DISBURSEMENTS – MONIES: JTB Miami, FL

(6-month period ending JULY 2012)

<u>DATE</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
AUGUST 2011	General Operating Expenses	155,357
SEPTEMBER 2011	" " "	204,937
OCTOBER 2011	" " "	113,575
NOVEMBER 2011	" " "	110,868
DECEMBER 2011	" " "	317,698
JANUARY 2012	" " "	<u>142,589</u>
		\$1,045,024

**JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
JULY 1 - AUGUST 31, 2012**

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	RESPONSIBILITY	TARGET QTY	TYPE
JTB "Jamaica in my Head" Home Based Agents Seminar	Cleveland, OH	2-Feb	Midwest	This event will be part of a series of sales calls and seminars designed to keep Jamaica top of mind and to boost winter business.	Mesquita	30	Agents
Baltimore Bridal Showcase & Wedding in Week Promotion	Baltimore, MD	4-Feb	Northeast	Excellent opportunity to promote brand Jamaica and increase our wedding and honeymoon business.	Rogers	3000	Consumers
Destination Training - Ritz Carlton Regional Reservation Ctr	Doral (Miami), FL	9-Feb	South	Train and update reservation agents on the destination product.	Wright	40	Agents
Seattle Golf and Travel Show	Seattle, WA	2/10-12/2012	West	Opportunity to showcase Jamaica as a major golfing destination. Attendees will have the convenience of a travel agent and a tour operator available for on-site bookings.	Holland	15000	Consumers
Boston Globe Travel Show	Boston, MA	2/10-12/2012	Northeast	JTB will attend and provide entertainment for this annual event which is the nations no. 1 consumer travel show in overall attendance and on-site bookings.	Woolcock	22000	Agents-Consumers
3rd Annual Caribbean Food & Culture Celebration	Boston, MA	10-Feb	Northeast	This event is being hosted by Caribbean Expo TV and will feature a video presentation highlighting the Caribbean culture and cuisine. There will be rum and tea tasting plus a special food demo by popular Jamaican chef Warrick Miller.	Woolcock	200	Consumers
5th Annual Louise Bennett-Coverley Reading Festival	Pembroke Pines, FL	11-Feb	South	This event will be a panel discussion about Jamaican culture and is being held under the distinguished patronage of the Consul General of Jamaica. Attending will be students of the Broward Community College as well as well known literary figures in the community.	Wright	300	Consumers
2012 Southern Bridal Shows	Charleston, SC	12-Feb	South	Opportunity to market the destination and capture this niche market.	Christie	2000	Consumers
Miami Intl Boat Show	Miami Beach, FL	2/16-20/2012	South	Opportunity to highlight Jamaica as a premier cruise and sport fishing destination.	Wright	1500	Consumers
2012 Peninsula Round Table Presentation- CANX BY JTB	Greensboro, NC	21-Feb	South	Annual trade show presents opportunity to meet agents one-on-one and educate/update them on the Jamaica product	Christie	100	Agents
Destination Training - Jeffrey's World of Travel Ltd.	Great Neck, NY	22-Feb	Northeast	Couples Resorts will join JTB to train and update agents at this agency that caters to a high end clientele.	Sinclair	10	Agents
2012 Peninsula Round Table Presentation- CANX BY JTB	Charlotte, NC	22-Feb	South	Annual trade show which presents opportunity to meet agents one-on-one and educate/update them on the Jamaica product.	Christie	100	Agents
Fort Bragg Military Show	Fort Bragg, NC	24-Feb	South	JTB will have the opportunity to promote the destination to the military personnel that attend this annual travel extravaganza.	Christie	600	Consumers
North Florida Travel Expo	Tallahassee, FL	25-Feb	South	Opportunity to promote the destination to Florida's capital city and home to several thousand state employees and college students.	Wright	2000	Consumers
2012 Southern Bridal Shows	Savannah, GA	26-Feb	South	Opportunity to market the destination and capture this niche market.	Rogers	2000	Consumers
3rd Annual KLUV/Sharon Carr Travel Trade Show	Dallas, TX	26-Feb	Southwest	Large consumer show organized by one of Dallas' top agents. Includes radio advertising and tri giveaway opportunities. Show attracts consumers between the ages of 30-65 with disposable income.	Holland	2000	Consumers
Tyler Travel Event - CANX	Tyler, TX	1-Mar	Southwest	Participation in this consumer show to highlight Jamaica as the premier vacation destination. JTB will partner with GoGo and The Travelers Center for an exclusive Jamaica evening.	Holland	1000	Consumers
New York Times Travel Show 2012	New York, NY	3/2-4/2012	National	With the planned 50th Independence Anniversary theme, the event presents an excellent opportunity to create consumer awareness, reinforce Brand Jamaica and educate consumer on the ease of getting to Jamaica. The show will be equipped with a booking engine to enable attendees to complete travel arrangements onsite.	Sinclair/Dobson/	18500	Agents-Consumers
AAA Southern New England Travel Marketplace	Foxboro, MA	3/2-4/2012	Northeast	This 3-day event is New England's largest booking show for travel. TNT Vacations and Travel Impressions will offer onsite booking and the JTB booth will be positioned close to these tour operators to ensure Jamaica visibility.	Woolcock	17000	Consumers
European Travel Intl	Riverside, CA	4-Mar	West	Hosted by a travel agency for consumers in this area.	Holland	400	Consumers
2012 Peninsula Round Table Presentation	West Palm Beach, FL	6-Mar	South	Annual trade show which presents opportunity to meet agents one-on-one and educate/update them on the Jamaica product.	Wright	100	Agents

**JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
JULY 1 - AUGUST 31, 2012**

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	RESPONSIBILITY	TARGET QTY	TYPE
2012 Peninsula Round Table Presentation	Orlando, FL	7-Mar	South	Annual trade show event which presents an opportunity to meet agents one-on-one and educate/update them on the Jamaica product.	Wright	100 Agents	
2012 Peninsula Round Table Presentation	Tampa, FL	8-Mar	South	Annual trade show which presents opportunity to meet agents one-on-one and educate/update them on the Jamaica product.	Wright	100 Agents	
Seatrade - Cruise Shipping Miami Conference	Miami, FL	3/12-15/2012	South	JTB will partner with Ports Authority of Jamaica in presenting Destination Jamaica as the premier cruise destination in the Caribbean. A mix of agents and consumers usually attend.	Wright	10000 Agents-Consumers	
Funjet Vacations Trade Show 2012	Dallas, TX	12-Mar	Southwest	Support of tour operators annual show and opportunity to update agents.	Holland	250 Agents	
Funjet Vacations Trade Show 2012	Houston, TX	13-Mar	Southwest	Support of annual tour operator show and opportunity to update agents on the destination.	Holland	250 Agents	
ASTA - Midwest Chapter	Cincinnati, OH	14-Mar	Midwest	Opportunity to promote the new Vacation Express charter from Cincinnati to MBI to the members of this group.	Mesquita	60 Agents	
Funjet Vacations Trade Show 2012	San Antonio, TX	14-Mar	Southwest	Support of tour operator annual show and opportunity to update agents on the destination.	Holland	250 Agents	
Funjet Vacations Trade Show 2012	Austin, TX	15-Mar	Southwest	Support of tour operators annual show and opportunity to update agents on the destination.	Holland	250 Agents	
Southeast Travel Show	Charlotte, NC	3/16-18/2012	South	A travel show which attracts both agents and consumers in the Greenville, SC area. JTB will promote the destination during a live broadcast/interview with WSSL radio.	Christie	900 Agents-Consumers	
Travel & Adventure Show 2012	Washington, DC	3/17-18/2012	Northeast	This 2-day consumer/trade event is the leading travel showcase in the Washington, DC area as well as the leading active and adventure travel event in the US. JTB will be joined by Jamaica attraction partners. We will also participate in the Fiery Foods Challenge with a live-cooking demo with the audience sampling jerk chicken. A mix of consumers and the travel trade is expected to attend.	Rogers	17000 Agents-Consumers	
6th Annual "For Jamaica" Dinner Fundraiser	Plantation, FL	17-Mar	South	This annual fundraiser is hosted by the Azan Family at their home in Broward. They receive many items as donations which are sent to several orphanages in Jamaica. This event provides an excellent opportunity to network and liaise with the diaspora in Broward County.	Clarke	300 Consumers	
Travel Expo 2012	Edison, NJ	18-Mar	National	JTB will showcase the destination the build brand awareness. The event is organized by our largest tour operator partner in the NE, Flight Center USA and is the first of its kind. Expected attendance will be consumers from the North, South and Central New Jersey as well as Philadelphia and Staten Island, NY. Industry partners will be invited to join the Jamaica booth and take advantage of the onsite booking being provided the FCUSA and its brand partners.	Senior/Dobson	5000 Consumers	
TPC Sugarloaf	Duluth, GA	20-Mar	South	JTB will sponsor a "hole" at this golf tournament giving the Board an opportunity to promote this niche market and "Annie's Revenge" Golf Tournament scheduled for Nov this year. Teams will consist of PGA club pros from clubs across the state of Georgia.	Christie	120 Consumers	
Family Travel Expo	Nutley, NJ	24-Mar	Northeast	This is a consumer travel event which will offer a one-day shopping marketplace where parents, teens and kids can personally meet with travel companies and destination to learn about some of the unique vacation options available to them.	Senior	1000 Consumers	
Jamaican Diaspora Southern Chapter Meeting	Miami Gardens, FL	24-Mar	South	Show support for this diaspora event and use opportunity to reach this market in the South Florida area.	Wright/Chase	600 Consumers	
JTB Tradeshow	Nashville, TN	26-Mar	South	Trade show/presentation to promote the launch of the new charter service from Nashville to MBI this summer. Also opportunity to promote the new Jamaica Travel Specialist program.	Christie	84 Agents	

**JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
JULY 1 - AUGUST 31, 2012**

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	RESPONSIBILITY	TARGET QTY	TYPE
Romance of the Caribbean	Orlando, FL	31-Mar	South	This is a first event and the estimated attendance is some 500 brides and over a thousand consumers. Jamaica will promote this niche market as there is potential to increase the wedding and honeymoon business from the North Florida area.	Wright	1700 Consumers	
American Friends of Jamaica/South Florida	Miami, FL	31-Mar	National	Annual charity event proceeds of which benefit Jamaica charities. Attendees are members of the So Florida diaspora, corporate and diplomatic communities. JTB will sponsor 1 table.	Dawson/Bullock	350 Consumers	
Liberty Travel Buzz Night	Long Island/Queens, NY	4-Apr	Northeast	JTB will sponsor this Jamaica evening and use the opportunity to network with the agents of this key booking group and drive business summer 2012. Selected supplier partners will be invited and given the opportunity to address the agents.	Sinclair	70 Agents	
GoGo 2012 Worldwide Vacation Showcase	Boston, MA	4-Apr	Northeast	Series showcase will provide opportunity to share information on the tourism product with GoGo's top producing agents.	Woolcock	250 Agents	
Destination Training - GoGo Reservation Center	Las Vegas, NV	5-Apr	West	Train and update the reservation agents at this tour operator's center.	Holland	30 Agents	
JTB Presentation/Dinner Show	Cincinnati, OH	11-Apr	Midwest	JTB event designed to push the new Vacation Express summer charter from Cincinnati-MBJ commencing May 27 through October 27, 2012. The new Jamaica Travel Specialist program will also be presented.	Mesquita	65 Agents	
Destination Training - US Airways Vacations Resv Center	Tempe, AZ	12-Apr	West	Train and update reservation agents.	Holland	75 Agents	
John Hancock Sports & Fitness Expo	Boston, MA	4/13-15/2012	Northeast	JTB will share a booth with reps of the Reggae Marathon taking advantage of this excellent opportunity to promote the destination. This event draws more than 80,000 attendees including over 27,000 Boston marathoners.	Woolcock	80000 Consumers	
Ja-Ga (Jamaica-Galveston) Reggae Festival	Galveston, TX	4/13-15/2012	Southwest	The Family Events of Texas in conjunction with the Jamaica Foundation of Houston will sponsor this free to the public, 3-day festival celebrating "all things Jamaican". April 15 has been proclaimed Jamaica Day by the Mayor of Galveston. The Jamaica Day is being sponsored by JTB and will include media coverage, trip giveaways, a local reggae band and top local Jamaican chef which have been sourced by the diaspora organizations in Texas.	Christie/McDerm	100000 Consumers	
Jamaica Day - Southside Hospital	Bay Shore, NY	13-Apr	Northeast	Opportunity to showcase the product and build brand awareness by sharing information with the staff and visitors that us this hospital's cafeteria daily. We will have a display table and invite a 2-man reggae band. The hospital's Nutrition Dept will customize a Jamaica-themed menu for the day in keeping with the planned Jamaica-themed cafeteria decor.	Sinclair	3500 Consumers	
Incentive House Presentation	San Diego, CA	16-Apr	Groups	In-house presentation/product update	Bullock	150 Incentive Planner	
Incentive House Presentation	Los Angeles, CA	17-Apr	Groups	In-house presentation/product update	Bullock	50 Incentive Planner	
2012 GoGo Worldwide Vacations Showcase	Richmond, VA	18-Apr	Northeast	Series showcase will provide opportunity to share information on the tourism product with GoGo's top producing agents.	Rogers	250 Agents	
Southeast ASTA Travel Show	Memphis, TN	19-Apr	South	Opportunity to network with agents and maintain Jamaica's presence in the marketplace.	Christie	150 Agents	
Travel Impressions/NACTA Dinner Presentation	Wakefield, MA	19-Apr	Northeast	TI will partner with NACTA (Natl Assn of Career Trvl Agts) to conduct an intimate training session for their agents. JTB and SuperClubs have been invited to participate.	Woolcock	25 Agents	
FSA International Heritage Festival (Fulton Science Academy)	Atlanta, GA	21-Apr	South	JTB will partner with AJA (Atlanta Jamaican Assn) and host 2 booths to highlight Jamaica's culture to the attendees at this event.	Christie	10000 Consumers	
Majors Travel Consumer Expo 2012	Staten Island, NY	22-Apr	Northeast	Opportunity to market the destination and promote spring/summer travel directly to this agency's clientele in proximity to 2 major gateways (JFK & EWR).	Dobson	700 Consumers	
ASTA Mid-America Annual Travelfest Show	Cleveland, OH	24-Apr	Midwest	Annual show which provides opportunity to promote the new Jamaica Travel Specialist program.	Mesquita	450 Agents	
Destination Training - GoGo Worldwide Vacations	Lake Success, NY	24-Apr	Northeast	Train and update reservation agents at this tour operator's reservation center.	Sinclair	8 Agents	
Collaborate Marketplace	Las Vegas, NV	4/25-27/2012	Groups	A reverse one-on-one appointment based trade event for corporate meeting planners which will provide an opportunity to present the destination to attendees.	Clarke	500 Planners	

**JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
JULY 1 - AUGUST 31, 2012**

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	RESPONSIBILITY	TARGET QTY	TYPE
Cruise3Sixty 2012	Ft. Lauderdale, FL	4/25-30/2012	South	Annual cruise show which attracts thousands of interested consumers as well as the travel trade. Jamaica will be promoted as the premier cruise destination in the Caribbean.	Wright/Hall	30000	Agents-Consumer
ASTA Mid-America Annual Travelfest Show	Pittsburgh, PA	25-Apr	Midwest	Annual show which provides opportunity to promote the new Jamaica Travel Specialist program.	Mesquita	450	Agents
Destination Training - GoGo Worldwide Vacations Res Ctr	North Haven, CT	25-Apr	Northeast	Train and update this tour operator's reservation staff on the destination product.	Dobson	10	Agents
CTO Long Island Chapter Dinner Presentation	Long Island, NY	25-Apr	Northeast	Opportunity to update these members on the Jamaica product.	Sinclair	45	Agents
Travel Impressions Trade Shows	Ft. Lauderdale, FL	25-Apr	South	Opportunity to share information on the Jamaica tourism product with TI's top producing agents.	Wright	120	Agents
JTB/Apple Vacations Fam Trip	MBJ/Runaway Bay	4/26-29/2012	Midwest	The top Apple Vacations agents will fly from the Chicago gateway to Jamaica for an update on the resort areas of Montego Bay and Runaway Bay.	Bucknor	12	Agents
Travel Impressions Trade Show	Atlanta, GA	26-Apr	South	Opportunity to share information on the destination product to TI's top producing agents.	Christie	120	Agents
Fashion Cabaret 2012	Snellville, GA	29-Apr	South	Support for this diaspora event as well as presence at this 50th year celebration of Jamaica's independence.	Christie	1500	Consumers
ASAE Sprintime Expo	Washington, DC	5/1-3/2012	Groups	This is the largest one-day association trade show in the DC area and brings together more than 2,000 meeting planners to network.	Bullock	2000	Planners
LITAA (Long Island Travel Agents Assn) Trade Show	Woodbury, NY	2-May	Northeast	Annual trade show which presents an opportunity to showcase the destination product.	Sinclair	300	Trade
Flower Mart Consumer Extravaganza	Washington, DC	5/4-5/2012	Northeast	This event will be held at the Washington National Cathedral as part of the Jamaica 50 Anniversary celebration. JTB will provide collateral material.	Rogers	50000	Consumers
"Jamaica Farewell" Stage Production	Chicago, IL	4-May	Midwest	JTB will sponsor a cocktail reception prior to this Jamaican play and use opportunity to network with the diaspora.	Bucknor	175	Consumers
Maynard Holbrook Jackson Jr. Intl Concourse Pre-Opening	Atlanta, GA	5-May	South	Opportunity to promote the destination at this pre-opening celebration for a new concourse at the Atlanta Hartsfield Jackson Airport. JTB will sponsor a reggae band to entertain approx. 3,000 expected guests.	Christie	3000	Consumers
JTB/Apple Vacations Fam Trip	MBJ/OCJ/NEG	5/6-10/2012	Midwest	The top Apple Vacations agents in West Michigan and Indiana states will fly from the Chicago gateway to Jamaica for an update on the destination. Agents who have not visited in 2 years will be targeted.	Mesquita	12	Agents
DAY TRIPS & DESTINATIONS TRAVEL & FAMILY FUN EXPO	Hartford, CT	6-May	Northeast	This second annual event is owned and sponsored by CT1 Media. Jamaica will be positioned with Sandals Resorts and Sanditz Travel, a huge Jamaica producer an agency chain based in the market. JTB will feature packages from TNT who will provide on site booking capability.	Woolcock	6000	Consumers
Travel Impressions Trade Show	Long Island, NY	8-May	Northeast	Opportunity to share information on the destination product with TI's top producing agents.	Sinclair	120	Agents
Destination Training - GoGo Worldwide Vacations	New York, NY	9-May	Northeast	Train and update reservation agents on the destination at this tour operators reservation center.	Sinclair	8	Agents
Travel Impressions Trade Show	Morristown, NJ	9-May	Northeast	Opportunity to share information on the destination product with TI's top producing agents.	Senior	120	Agents
41-74 degrees Club of NY Annual Spring Fundraiser	New York, NY	10-May	Northeast	This event presents an opportunity to promote the destination to attendees from the NY metro area.	Sinclair	75	Consumers
Travel Impressions Trade Show	Philadelphia, PA	10-May	Northeast	Opportunity to share information on the destination product with TI's top producing agents.	Dobson	120	Agents
JADE (Ja Assn of Miami-Dade Educators) Annual Banquet	Miami, FL	12-May	South	Support of this annual Awards Banquet & Dance as well as maintain Jamaica's presence in the marketplace especially for it's 50th Anniversary being celebrated this year. Opportunity to network with diaspora.	Wright	200	Consumers

**JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
JULY 1 - AUGUST 31, 2012**

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	RESPONSIBILITY	TARGET QTY	TYPE
Home Based Travel Agents Forum	Las Vegas, NV	5/14-16/2012	National	Sponsored primarily by the OSSN (Outside Sales Support Network), this event provides an opportunity to meet one on one with home-based agents from Nevada and across the nation. JTB will sponsor Breakfast on May 15 for approx. 700 agents.	Holland/Christie	1500 Agents	
JTB/Apple Vacations Fam Trip	MBH/OCJ	5/17-20/2012	Midwest	The top Apple Vacations agents will fly from the Chicago gateway to Jamaica for an update on the destination.	Bucknor	12 Agents	
The Smart Meeting	Boston, MA	17-May	Groups	This is a 1-day meeting with pre-scheduled one-on-one appointments with qualified planners plus numerous strategic relationship-building activities, all designed to book business.	Bullock	75 Planners	
Destination Weddings Expo	Queen, NY	17-May	Northeast	Opportunity to showcase Jamaica as the ideal location for destination weddings in this market of "destination wedding seekers" looking specifically to book the Caribbean for their wedding and/or honeymoon.	Sinclair	200 Consumers	
"A One Love Rewards" Program Dinner Seminar Series	Philadelphia, PA	17-May	Northeast	Part of a four prong approach to bolster business from the PHL gateway. This dinner will serve to engage the recent graduates of the JSP, congratulate them and also encourage them in their Jamaica business.	Senior	25 Agents	
Delta Airlines Block Party	Atlanta, GA	19-May	South		Christie	Consumers	
Honeymoon & Destination Wedding Expo	Huntsville, NC	20-May	South	Sponsored by Mann Travels and Perfect Wedding Guide enjoys a very successful track record for consumer events and will sponsor this one. JTB will promote the wedding/honeymoon market to over 1500 consumers.	Christie	1800 Consumers	
Unifest 2012	Lauderdale Lakes, FL	20-May	South	Opportunity to reach the diaspora market at this event.	Wright	10000 Consumers	
8th Annual Golf Tournament	Lancaster, NY	21-May	Northeast	JTB will participate in this annual Jamaican & American Association to showcase Jamaica's diverse product with particular focus on high end product and golf offerings.	Dobson	150 Consumers	
NACTA (National Assoc of Career Travel Agents)	Sacramento, CA	22-May	West	Presentation to the membership of this association.	Holland	25 Agents	
Destination Training - Travel Impressions	Bethlehem, PA	22-May	Northeast	Train and update the reservation agents at this tour operator's reservation center.	Senior	40 Agents	
Destination Training - Vacation Express	Atlanta, GA	23-May	South	Train and update reservation agents on the destination product.	Christie	15 Agents	
Travel Impressions Trade Show	Chicago, IL	23-May	Midwest	Opportunity to share information on the destination product with TI's top producing agents.	Bucknor	120 Agents	
Destination Training - Airtran Airlines Reservation Ctr	Carrington, GA	24-May	South	Train and update the reservation staff on the destination product.	Christie	93 Agents	
A "One Love Rewards" Program Dinner Seminar Series	Philadelphia, PA	24-May	Northeast	Part of a four prong approach to bolster business from the PHL gateway. This dinner will serve to engage the recent graduates of the JSP, congratulate them and also encourage them in their Jamaica business.	Senior	25 Agents	
Jamaica 50th Launch & Exhibition	New York, NY	24-May	National	The Jamaican Consulate in NY will host this event to launch Jamaica's 50th Anniversary of Independence. Invited guests will include NY politicians, the diplomatic community, friends of Jamaica and the diaspora. Jamaican companies have also been invited to display their products.	NY team	200 Consumers	
IRF - 19th Annual Incentive Invitational Golf Tournament	San Antonio, TX	30-May	Groups	Premier event targeting major incentive travel buyers. Intl event for golf tour operators who plan golf travel to the US/Caribbean.	Bullock/Dawson	1000 Buyer	
JTB/Apple Vacations Fam Trip	MBJ/OCJ/NEG	5/30-6/2/2012	Midwest	The top Apple Vacations agents in St. Louis will fly for the STL gateway to Jamaica for an update on the destination.	Bucknor	12 Agents	
Destination Training - Travel Impressions	Farmingdale, NY	30-May	Northeast	Train and update the reservation agents at this tour operator's reservation center.	Sinclair	30 Agents	
19th Annual Incentive Invitational	San Antonio, TX	5/31-6/3/2012	Groups	This annual event is the premiere industry event which provides an opportunity to develop new business and foster/secure existing relationships in a highly competitive and challenging marketplace.	Bullock	500 Planners	
Stoosh Productions Jamaica Event	Miami, FL	2-Jun	South	Support of diaspora community event. An evening of Jamaican entertainment.	Wright	300 Consumers	
Georgia Caribbean Heritage Coalition	Atlanta, GA	3-Jun	South	Opportunity to reach the diaspora, provide support of this event, and promote the destination.	Christie	500 Consumers	

**JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
JULY 1 - AUGUST 31, 2012**

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	RESPONSIBILITY	TARGET QTY	TYPE
Stoosh Production Jamaica Event	Plantation, FL	3-Jun	South	Support diaspora community event. An evening of Jamaican entertainment.	Wright	350	Consumers
JTB/Apple Vacations Fam	MBJ/NEG	6/6-9/2012	Midwest	The top Apple Vacations agents in St. Louis will fly from the STL gateway to Jamaica for an update on the destination.	Bucknor	12	Agents
IAGTO North America	Biloxi, MS	6/6-7/2012	Groups	Intl event for golf tour operators	Bullock	250	Planners
GoGo Worldwide Vacation Showcase	Raleigh, NC	6-Jun	South	Series showcase will provide the opportunity to share information on the tourism product to GoGo's top producing agents.	Christie	250	Agents
MLT Vacations Travel Agent Showcase	Houston, TX	6-Jun	West	Support of tour operator show and opportunity to promote the destination.	Wright	100	Agents
JTB Site Inspection - MICE Market	MBJ	6/7-11/2012	Groups	Fam trip for qualified planners to learn about unique facilities from knowledgeable suppliers in Jamaica.	Bullock/Clarke	30	Planners
2012 TravelAge West WAVE Awards	Los Angeles, CA	7-Jun	National	The JTB is a nominee in the write-in category of Most Supportive Tourist Board and will purchase two (2) tickets for the event. One of our travel partners in LA will be invited to join us.	Holland	300	Trade
JTB/US Airways Fam Trip	NEG/S. Coast, Jamaica	6/10-14/2012	Northeast	Agents who are graduates on the Ja. Specialist Program will fly from the Philadelphia gateway to Jamaica for an update on the destination.	Senior	14	Agents
Jamaican Women of Washington-10th Annual Tea Off	Washington, DC	10-Jun	Northeast	JTB will support this diaspora event which marks the 10th annual Good Health Charity Fundraiser.	Rogers	200	Consumers
JTB Site Inspection - Faith Based market	MBJ/OCJ	6/12-14/2012	Groups	Fam trip for qualified faith-based planners to learn about unique facilities from knowledgeable suppliers in Jamaica.	Bullock/Clarke	30	Planners
The Ignite Business & Events Expo	Toronto, Ontario	6/12-13/2012	Groups	Canadian Meeting & Incentive Expo featuring qualified planners with opportunities for destination exposure.	Hamilton	800	Planners
JTB/PTANA/ASTA Summer Cruise	Boston, MA	12-Jun	Northeast	Opportunity to promote the new Travel Specialist Program prior to this cruise enabling agents to become certified and therefore qualified to enter and win an AI trip for 3 nts at Bahia Principe. The drawing will take place aboard the M/V Samuel Clemens which will sail from Rowes Wharf in Boston.	Woolcock	80	Agents
Ziggy Marley 2012 Tour	Washington, DC	13-Jun	Northeast	Ziggy Marley will go on a multi-city tour of the U.S. and the JTB BDM's will get a photo opportunity with him and a chance to introduce Ziggy on stage as well as an interview. JTB will be involved across 14 cities, starting June 13-29, July 2-19 and August 31. Ziggy's tour bus will feature a Jamaica "wrap" i.e. an image of an iconic attraction with the JTB logo/URL painted on.	Dobson		Consumers
Destination Training - Airtran Airways Reservation Ctr	Atlanta, GA	14-Jun	South	Train and update airline reservation agents on the destination product.	Christie	252	Trade
National Black Arts Festival - Taste of Jamaica	Atlanta, GA	14-Jun	South	The Chastain Art Gallery will host a Taste of Jamaica featuring Jamaican photographer Radcliffe Roye. Opportunity to reach the more affluent clients and Jamaican Diaspora and promote the destination.	Christie	500	Consumers
Caribbean Heritage Month - Cultural Extravaganza	Miramar, FL	15-Jun	South	Support of diaspora event with emphasis on Jamaica's 50th anniversary. JTB Ad will be placed in Journal.	Wright	2000	Consumers
Colors of the Caribbean - Travel Expo	Hollywood, FL	16-Jun	South	The Rhythm Foundation and the Hollywood Office of Tourism will present the Colors of the Caribbean - a celebratory festival to specifically target the tourism and leisure market. JTB will host a booth in support of the event and in observation of Jamaica's 50th anniversary.	Wright	6000	Consumers
Caribbean Heart Menders Gala	Davie, FL	16-Jun	South	Support offered to this association that handles one of the many outreach programs in Jamaica. JTB supplied a gift basket for giveaway.	Wilson	300	Consumers
Father's Day Promotion - "Real Men Cook"	Atlanta, GA	17-Jun	South	JTB will partner with Jewel Dunn's River to showcase the destination at this consumer event in Atlanta.	Christie	1000	Consumers

**JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
JULY 1 - AUGUST 31, 2012**

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	RESPONSIBILITY	TARGET QTY	TYPE
Ziggy Marley 2012 Tour	New York, NY	17-Jun	Northeast	Ziggy Marley will go on a multi-city tour of the U.S. and the JTB BDM's will get a photo opportunity with him and a chance to introduce Ziggy on stage as well as an interview. JTB will be involved across 14 cities, starting June 13-29, July 2-19 and August 31. Ziggy's tour bus will feature a Jamaica "wrap" i.e. an image of an iconic attraction with the JTB logo/URL painted on.	Dobson		Consumers
Incentive Travel Exchange	Las Vegas, NV	6/18-20/2012	Groups	Exclusive appointment-based incentive travel event that hosted buyers attend.	Bullock/Clarke	100	Buyer
Cruise World & Home Based Travel Agent Show & Conf	Seattle, WA	6/18-20/2012	West	Opportunity to reach a large contingent of home based agents in one location and update them on the destination.	Holland	1500	Agents
AIBTM	Baltimore, MD	6/19-21/2012	Groups	Exclusive appointment event with qualified buyers from the US, Canada and Europe.	Bullock	3000	Buyer
MLT Vacations Travel Agent Showcase	Brookfield, IL	19-Jun	Midwest	Support of tour operator show and opportunity to promote the destination.	Bucknor	100	Agents
NACTA (Natl Assoc of Certified Travel Agents)	Palm Beach, FL	19-Jun	South	Opportunity to promote the destination to the membership of NACTA.	Wright	80	Agents
Destination Training - Liberty Travel	Woodbury, NY	20-Jun	Northeast	Train and update new employees at Liberty's Long Island/Queens Stores.	Sinclair	20	Agents
2012 GoGo Worldwide Vacation Showcase	Detroit, MI	20-Jun	Midwest	Series showcase will provide opportunity to share information on the tourism product to GoGo's top producing agents.	Mesquita	250	Agents
Ziggy Marley 2012 Tour	Englewood, NJ	21-Jun	Northeast	Ziggy Marley will go on a multi-city tour of the U.S. and the JTB BDM's will get a photo opportunity with him and a chance to introduce Ziggy on stage as well as an interview. JTB will be involved across 14 cities, starting June 13-29, July 2-19 and August 31. Ziggy's tour bus will feature a Jamaica "wrap" i.e. an image of an iconic attraction with the JTB logo/URL painted on.	Senior		Consumers
MLT Vacations Travel Agent Showcase	Atlanta, GA	21-Jun	South	Support of tour operator show and opportunity to promote the destination.	Christie	100	Agents
Destination Training - Country Place Travel	Snellville, GA	22-Jun	South	Train and update Virtuoso travel agents on the destination product.	Christie	4	Agents
Ziggy Marley 2012 Tour	Lowell, MA	22-Jun	Northeast	Ziggy Marley will go on a multi-city tour of the U.S. and the JTB BDM's will get a photo opportunity with him and a chance to introduce Ziggy on stage as well as an interview. JTB will be involved across 14 cities, starting June 13-29, July 2-19 and August 31. Ziggy's tour bus will feature a Jamaica "wrap" i.e. an image of an iconic attraction with the JTB logo/URL painted on.	Woolcock		Consumers
Delta Airlines Block Party	Minneapolis, MN	23-Jun	Midwest		McDermoth		Consumers
Bridal Rhapsody Show	Duluth, GA	24-Jun	South	Jamaica will use this opportunity to market the destination and capture this niche market at the largest bridal show in Georgia.	Christie	1200	Consumers
A "One Love Rewards" Program Dinner Seminar Series	Philadelphia, PA	28-Jun	Northeast	Part of a four prong approach to bolster business from the PHL gateway. This dinner will serve to engage the recent graduates of the JSP, congratulate them and also encourage them in their Jamaica business.	Senior	25	Agents
Ziggy Marley 2012 Tour	Newport, RI	29-Jun	Northeast	Ziggy Marley will go on a multi-city tour of the U.S. and the JTB BDM's will get a photo opportunity with him and a chance to introduce Ziggy on stage as well as an interview. JTB will be involved across 14 cities, starting June 13-29, July 2-19 and August 31. Ziggy's tour bus will feature a Jamaica "wrap" i.e. an image of an iconic attraction with the JTB logo/URL painted on.	Woolcock		Consumers
2nd Annual Caribbean Heritage Celebration	Brooklyn, NY	29-Jun	Northeast	JTB will support this diaspora event sponsored by the Consulate General of Jamaica.	Dobson	200	Consumers
Surf Fest Event	Douglasville, GA	30-Jun	South	JTB will partner with Travel Escapes Agency and a tour operator to showcase the destination and promote the Makka Surfing event being held in Jamaica later this year.	Christie	1000	Consumers
"Marley" the movie	Newport, RI	30-Jun	Northeast	This movie will be shown at the Newport Yachting Center which is being hosted by the Newport Film Festival. Jamaica will have a reserved deck and 24 of our travel agent partners will be invited to join JTB. There will be an affluent, captive audience due to busy weekend traffic as approx 50,000 people are expected to attend America's Cup racing event.	Woolcock	1000	Agents-Consumers

**JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
JULY 1 - AUGUST 31, 2012**

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	RESPONSIBILITY	TARGET QTY	TYPE
Grace Summer Rhythms	South Florida	7/1-9/30/2012	South	A promotion with an intensified marketing campaign geared towards enhancing brand exposure and creating a fly away experience to Jamaica for 50 lucky winners. Brand Jamaica will be promoted to South Florida residents giving them a chance to win a variety of prizes to include airline and hotel packages to Jamaica, compliments of JetBlue and hotel partners. Hot 105-FM will partner with JTB and Grace Foods.	Wright		Consumers
Ziggy Marley 2012 Tour	Chicago, IL	2-Jul	Midwest	Ziggy Marley will go on a multi-city tour of the U.S. and the JTB BDM's will get a photo opportunity with him and a chance to introduce Ziggy on stage as well as an interview. JTB will be involved across 14 cities, starting June 13-29, July 2-19 and August 31. Ziggy's tour bus will feature a Jamaica "wrap" i.e. an image of an iconic attraction with the JTB logo/URL painted on.	Bucknor		Consumers
Ziggy Marley 2012 Tour	Milwaukee, WI	4-Jul	Midwest	Ziggy Marley will go on a multi-city tour of the U.S. and the JTB BDM's will get a photo opportunity with him and a chance to introduce Ziggy on stage as well as an interview. JTB will be involved across 14 cities, starting June 13-29, July 2-19 and August 31. Ziggy's tour bus will feature a Jamaica "wrap" i.e. an image of an iconic attraction with the JTB logo/URL painted on.	McDermoth		Consumers
Ziggy Marley 2012 Tour	Apple Valley, MN	5-Jul	Midwest	Ziggy Marley will go on a multi-city tour of the U.S. and the JTB BDM's will get a photo opportunity with him and a chance to introduce Ziggy on stage as well as an interview. JTB will be involved across 14 cities, starting June 13-29, July 2-19 and August 31. Ziggy's tour bus will feature a Jamaica "wrap" i.e. an image of an iconic attraction with the JTB logo/URL painted on.	McDermoth		Consumers
Jamaica 50 Pre-Independence Dinner & Dance Gala Event	Ft. Lauderdale, FL	6-Jul	National	Support for this diaspora event under the patronage of the Min. of Youth & Culture, Hon. Lisa Hanna and opportunity to promote the destination.	Wright	300	Consumers
"Ignite the Fire 07/07" FC USA Awards & Celebration	Baltimore, MD	7-Jul	National	Opportunity to support and maintain relations with our second largest tour operator partner in the industry - Flight Center (GoGo).	King	1400	Trade
JTB/US Airways Fam Trip	MBJ/OCJ	7/8-12/2012	Northeast	Agents who are graduates of the Jamaica Specialist Program will fly from the PHL gateway to Jamaica for an update on the destination.	Dobson	14	Agents
Jamaica Cultural Alliance 14th Annual Tea Party	Beverly Hills, CA	8-Jul	West	Annual support as well as opportunity to network with the diaspora attending.	Holland	250	Consumers
Jamaica Dinner Presentation	Holbrook, NY	11-Jul	Northeast	As part of the NE marketing mix to update home-based agents, JTB will partner with TASC (Travel Agents of Suffolk County) to host a Jamaica evening and used the opportunity to update their membership.	Sinclair	50	Trade
Baltimore/Washington One Caribbean Carnival	Baltimore, MD	14-Jul	Northeast	Sunset Resorts will partner with JTB at this diaspora event and provide a prize trip giveaway to the lucky winner.	Rogers	50000	Consumers
Ziggy Marley 2012 Tour	Los Angeles, CA	15-Jul	West	Ziggy Marley will go on a multi-city tour of the U.S. and the JTB BDM's will get a photo opportunity with him and a chance to introduce Ziggy on stage as well as an interview. JTB will be involved across 14 cities, starting June 13-29, July 2-19 and August 31. Ziggy's tour bus will feature a Jamaica "wrap" i.e. an image of an iconic attraction with the JTB logo/URL painted on.	Holland		Consumers
Ziggy Marley 2012 Tour	Saratoga, CA	16-Jul	West	Ziggy Marley will go on a multi-city tour of the U.S. and the JTB BDM's will get a photo opportunity with him and a chance to introduce Ziggy on stage as well as an interview. JTB will be involved across 14 cities, starting June 13-29, July 2-19 and August 31. Ziggy's tour bus will feature a Jamaica "wrap" i.e. an image of an iconic attraction with the JTB logo/URL painted on.	Holland		Consumers
OSSN Orlando Chapter Jamaica Luncheon	Orlando, FL	17-Jul	South	Jewel Resorts will partner with JTB to host the membership of this chapter (Outside Sales Support Network) to lunch. Opportunity to update these agents (who work from home) on the destination as well as highlight the benefit of the Jamaica Travel Specialist Program.	Wright	50	Agents

**JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
JULY 1 - AUGUST 31, 2012**

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	RESPONSIBILITY	TARGET QTY	TYPE
Jamaica Evening - Hudson Valley Travel Professionals	Fishkill, NY	17-Jul	Northeast	JTB will sponsor this quarterly meeting which is a membership consisting of agency owners only. Owners and staff including recent Jamaica Travel Specialist Graduates will attend from the Mid Hudson Valley region.	Dobson	20	Agents
The Smart Meeting	New York, NY	19-Jul	Groups	This is a 1-day pre-scheduled one-on-one appointments with qualified planners plus numerous strategic relationship-building activities, all designed to book business.	Bullock	75	Planners
Ziggy Marley 2012 Tour	Seattle, WA	19-Jul	Southwest		Holland		Consumers
JTB/US Airways Fam Trip	MBJ/NEG	7/22-26/2012	Northeast	Agents who are graduates of the Jamaica Specialist Program will fly from the PHL gateway to Jamaica for an update on the destination.	Senior	14	Agents
2nd Annual Grace Jamaica Jerk Festival	Jamaica, NY	22-Jul	Northeast	This event will provide an excellent medium for the JTB to promote the destination and highlight various aspects of our very diverse culture. As a supporting sponsor, the JTB will be included in media promotions on IRIE JAM Radio, WBLS, WNYZ, WPAT, WLIB & WLMB, CIN TV, NY1 and local cable channels. Also press coverage in several papers including the Weekly Gleaner, and a strong online presence via social networks, Facebook, etc.	Sinclair	8000	Consumers
JTB/Apple Vacations Fam Trip	MBJ/NEG	7/26-29/2012	Midwest	Agents based in the states of Michigan and Indiana who have never been on a JTB Fam or not visited recently, will be targeted to attend this trip to Jamaica.	Mesquita	12	Agents
NYASTA Summer Outing	Eastchester, NY	26-Jul	Northeast	This event will involve a golf day and dinner function and will present a great opportunity to network and solidify business relationships between JTB and agency owners.	Dobson	100	Agents
MPI World Education Congress (WEC)	St. Louis, MO	7/28-31/2012	Groups	Annual networking/trade event open to the national membership of MPI.	Bullock	1800	Buyer
Jamaica Foundation of Houston - Gala & Awards Ceremony	Houston, TX	28-Jul	West	Support diaspora event and use opportunity to showcase the destination and encourage travel.	TBA	400	Consumers
Jamaica 50th Anniversary of Independence Church Service	New York, NY	29-Jul	Northeast	Continued support of the Jamaica diaspora.	Sinclair/King/Ser	500	Consumers