

U.S. Department of Justice
Washington, DC 20530

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

For Six Month Period Ending 01/31/15
(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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NSA/CSS/REGISTRATION

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

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

Yes No

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

If no, please attach the required amendment.

N/A

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

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

Yes No

If yes, furnish the following information:

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

Yes No

If yes, furnish the following information:

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

Yes No

If yes, identify each such person and describe the service rendered.

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

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

If yes, furnish the following information:

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

If yes, furnish the following information:

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

Yes No

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

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes No

If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

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

JAMAICA TOURIST BOARD

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

Exhibit A³ Yes No

Exhibit B⁴ Yes No

If no, please attach the required exhibit.

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.

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

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

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

III - ACTIVITIES

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, 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 (blitzes) on travel agents throughout the United States. The Board also visited group planners to encourage and educate their clients 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 clients' vacation or group incentive meeting in Jamaica. Destination training was also conducted in-house to reservation agents at various tour operator offices and airline reservation centers.

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

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

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, 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 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 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
August 1, 2013 - January 31, 2014	SUNDRY ACCOUNTS	OPERATIONAL EXPENSES	
			\$784,190
			Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

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

If yes, have you filed an Exhibit 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

If yes, furnish the following information:

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

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

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

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

During this 6 month reporting period, have you

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

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

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

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

Date	To Whom	Purpose	Amount
August 1, 2013 - January 31, 2014	SUNDRY ACCOUNTS	OPERATIONAL EXPENSES	

\$864,403

Total

(b) DISBURSEMENTS-THINGS OF VALUE

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

Yes No

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
Yes No

If Yes, go to Item 17.

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

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

17. Identify each such foreign principal.

JAMAICA TOURIST BOARD

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

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

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

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

Electronic Communications

- Email
- Website URL(s): www.visitjamaica.com
- Social media websites URL(s): www.facebook.com/visitjamaica; www.twitter.com/visitjamaica
- Other (specify) _____

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

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

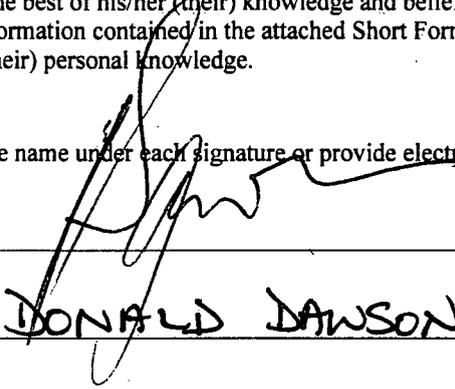
¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign 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)

(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

JAMAICA TOURIST BOARD / 5201 Blue Lagoon Drive / Suite 670 / Miami, FL 33126 / Phone: (305) 665-0557 / Fax: (305) 666-7239

ATTACHMENT 14 (A)

RECEIPTS – MONIES: JTB MIAMI, FL (6-month period ending January 31, 2014)

<u>MONTH</u>	<u>FROM WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
	Jamaica Tourist Board 64 Knutsford Blvd. Kingston 5 Jamaica, W.I.		
AUGUST 2013		General Operating Expenses	133,611.13
SEPTEMBER		“ “ “	183,659.11
OCTOBER		“ “ “	117,791.92
NOVEMBER		“ “ “	126,465.04
DECEMBER		“ “ “	101,404.70
JANUARY 2014		“ “ “	<u>121,258.17</u>
TOTAL			\$784,190

JAMAICA

ATTACHMENT 15 (A)

DISBURSEMENTS – MONIES: JTB MIAMI, FL (6-month period ending January 31, 2014)

<u>MONTH</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
AUGUST 2013	General Operating Expenses	109,657.31
SEPTEMBER	“ “ “	216,407.11
OCTOBER	“ “ “	115,437.17
NOVEMBER	“ “ “	129,398.78
DECEMBER	“ “ “	184,416.25
JANUARY 2014	“ “ “	<u>109,086.73</u>
TOTAL		\$864,403

JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
AUGUST 1, 2013 - DECEMBER 31, 2013

ACTIVITY	LOCATION	RATIONALE	DATE	REGION	Responsibility	QTY	TARGET
JTB Midwest Mini Luncheon	Saginaw/Bay City, MI	A mini luncheon to maintain Jamaica's presence in the marketplace and generate more interest in the JTS Program.	8/1/2013	Midwest	Mesquita	15	Agents
JTB Midwest Mini Luncheon	Traverse City, MI	A mini luncheon to maintain Jamaica's presence in the marketplace and generate more interest in the JTS Program.	8/2/2013	Midwest	Mesquita	15	Agents
Taste of the Caribbean	Hartford, CT	Outdoor event showcasing West Indian culture, music and cuisine provides excellent opportunity to promote the destination product.	8/3/2013	Northeast	Dobson	15000	Cons
CBS Radio Orlando "Back to School" Promotion	Orlando, FL	JTB will partner with Holiday Inn and JetBlue at this annual promotion at the Seminole Towne Center Mall to provide prize giveaways. Event will have on air advertising and is expected to attract over 5,000 consumers.	8/3/2013	South	Wright	5000	Cons
Jamaica's 51st Independence Anniversary	Miami, FL	This annual independence gala will be hosted by the Consulate General/Miami and JURA. JTB's sponsorship will provide excellent branding and marketing opportunities for promoting the product to the diaspora and the Dade/Broward community.	8/3/2013	National	Wright	1000	Cons
Jamaica Assn of Maryland 51st Independence Ball	Baltimore, MD	Support diaspora event and promote the destination.	8/3/2013	Northeast	Rogers	300	Cons
Anniversary Celebration of Independence Church Service	Washington, DC	Support diaspora event and promote the destination.	8/4/2013	Northeast	Rogers	500	Consumers
Southwest Airlines Vacations Trade Show	Las Vegas, NV	Opportunity to promote the product during Southwest Airlines Vacation Top Account Retreat.	8/5/2013	West	Holland	250	Agents
The Greater Hartford West Indian Independence Celebration	Hartford, CT	Annual event involving a parade and other various staged activities throughout Hartford. JTB will support with a full page advertorial in their Souvenir Journal (circ 20,000).	8/10/2013	Northeast	Dobson	20000	Consumers
Baltimore Bridal Showcase	Baltimore, MD	Opportunity to showcase the product at this bridal event.	8/11/2013	Northeast	Rogers	1500	Consumers
Fedex Waterford 3K	Miami, FL	Opportunity to promote the destination with emphasis on the upcoming Reggae Marathon (December 2013) and the Kingston City Run (March 2014). Six (6) members of staff will participate in the 3.1 Mile Run/Walk inside Miami's Premier Office Park which will be open to everyone. Event will benefit Miami Children's Hospital.	8/11/2013	South	Wright	10000	Consumers
PGA Golf Tournament	Portland, OR	JTB will sponsor a hole at this event and use the opportunity to promote this year's Pro-Am Golf Tournament - Annie's Revenge.	8/12/2013	West	Wright	150	Consumers
Jamaica 51st Anniversary of Independence Celebration	New York, NY	Continued support of Jamaican diaspora event.	8/17/2013	Northeast	Sinclair	1500	Consumers
Destination Training - Delta Airlines Reservation Agents	Atlanta, GA	Train and update reservation agents on the destination, especially with the new route ATL/KIN scheduled to commence December 19, 2013.	8/21/2013	South	Christie	600	Agents
Connect Marketplace	Milwaukee, WI	Appointment-based trade event for the SMERF market.	8/22-24/2013	Groups	Clarke	500	Planners
Taste of Tennis	New York, NY	Opportunity to showcase Jamaica in the "One Love Lounge" to a high-end audience of specially invited VIP guests (celebrities, tennis stars, athletes and media) at the US Open Kick-off Party. Our "One Love Lounge" will represent the best of Jamaica - food tastings, rum sampling, entertainment and trip giveaways.	8/22/2013	National	600		Consumers
CBS Radio Orlando "Girls Night Out" Promotion	Orlando, FL	JTB will partner with Iberostar and JetBlue to provide a door prize at this promotion being held at the Church Street Exchange. Event will have on air advertising as well as a roaming photographer who will upload images to social media.	8/24/2013	South	Wright	1000	Consumers
The Jamaica Assn of Maryland & DCAC Independence Art Exhibition	Baltimore, MD	This diaspora/consumer promotion being held at the Downtown Cultural Arts Center will provided an opportunity to promote the event. Jamaica's culture will be highlighted i.e. cuisine, music and an art exhibition featuring Fine Jamaica Artist - Paul Blackwood.	8/25/2013	Northeast	Rogers	300	Consumers
Vacation Express Dinner Seminar	Columbus, OH	Annual tour operator seminar to update their top producing agents as well as to promote their charter from Cincinnati to Jamaica.	8/26/2013	Midwest	Mesquita	70	Agents
Vacation Express Dinner Seminar	Cincinnati, OH	Annual tour operator seminar to update their top producing agents as well as to promote their charter from Cincinnati to Jamaica.	8/27/2013	Midwest	Mesquita	70	Agents
Vacation Express Dinner Seminar	Indianapolis, IN	Annual tour operator seminar to update their top producing agents as well as to promote their charter from Cincinnati to Jamaica.	8/28/2013	Midwest	Mesquita	70	Agents
Vacation Express Dinner Seminar	Louisville, KY	Annual tour operator seminar to update their top producing agents as well as to promote their charter from Cincinnati to Jamaica.	8/29/2013	Midwest	Mesquita	70	Agents

JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
AUGUST 1, 2013 - DECEMBER 31, 2013

ACTIVITY	LOCATION	RATIONALE	DATE	REGION	Responsibility	QTY	TARGET
Atlanta Jerk Festival	Atlanta, GA	Jamaican Diaspora and cultural event which provides an opportunity to promote the destination.	9/1/2013	South	Christie	4000	Consumers
JACC (Jamaican American Chamber of Commerce) Luncheon Mtg	New York, NY	JTB will support this diaspora event and promote Jamaica. Guest speaker will be Dr. Hon. Omar Davis, Min. of Transport, Works & Housing.	9/3/2013	National	King	300	Consumers
WPAT 930AM Drive Time Radio "Come Along"	Brooklyn, NY	JTB will sponsor "Come Along Group" on WPAT Radio broadcasting from Jamaica in the month of Sept. Broadcast will include 30-60second commercials, 30-15second commercials, 60-15second tags and 3 hours of live broadcast throughout their weekly program. 1.5 million listeners	9/6 - 28/2013	Northeast	Sinclair		Listenership
Open House - All Travel Agency	Atlanta, GA	This agency will be opening a new location and has invited the Jamaica Tourist Board to attend who will attend and support one of our top Jamaica sellers.	9/6/2013	South	Christie	25	Agents
WRFG Radio Interview	Atlanta, GA	Radio interview with local Atlanta Diaspora Radio Station to update listeners on what's new on the island and pitch travel to Jamaica via the new service on Delta Air Lines to Kingston Jamaica commencing December 15.	9/7-8/2013	South	Christie		Listenership
Prestige Travel & Cruises	Las Vegas, NV	Promote the destination at this consumer show.	9/7/2013	West	Woolcock	1000	Consumers
Destination Training - GoGo Worldwide Vacations Resv Ctr	Las Vegas, NV	Train and update reservation agents.	9/9/2013	West	Woolcock	30	Agents
Luxury Travel Exchange	Las Vegas, NV	Annual participation in the largest gathering of travel professionals dedicated to the luxury market.	9/10-12/2013	West	Woolcock	1000	Trade
JTB Sales Call Blitz	Atlanta, GA	Update travel agents on the product while on sales blitz and pitch travel to Jamaica via the new service from Atlanta on Delta Air Lines to Kingston Jamaica commencing December 15.	9/10-11/2013	South	Christie	50	Agents
Apple Vacations Trade Show/Product Launch	Chicago, IL	Annual support of tour operator show.	9/10/2013	Midwest	Bucknor	600	Agents
Destination Training - TIAG (Travel Industry Assoc of Georgia)	Atlanta, GA	Train and update the membership of this group on the destination with focus on the new service from Atlanta to Kingston via Delta Airlines commencing December 15.	9/11/2013	South	Christie	15	Agents
Apple Vacations Trade Show/Product Launch	Detroit, MI	Annual support of tour operator show.	9/11/2013	Midwest	Mesquita	600	Agents
Delta Airlines Promotion	Atlanta, GA	The new DL route - ATL/KIN scheduled to commence December 19, will be promoted at this event designed to reach diaspora business owners, travel agents, media and decision makers in metro Atlanta.	9/12/2013	South	Christie	200	Agents-Cons
JTB Diaspora Jamaica Evening	Atlanta, GA	As part of specific activities to promote the new Delta service from Atlanta to Kingston starting December 15, JTB will host an event designed to reach the diaspora business owners, travel agents, media and decision makers in metro Atlanta.	9/12/2013	South	Christie	150	Consumers
Apple Vacations Trade Show/Product Launch	St. Louis, MO	Annual support of tour operator show.	9/12/2013	Midwest	Mesquita	600	Agents
World Travel Awards Caribbean & North America Gala Ceremony	Antigua	JTB will take a table of 10 as a co-sponsor of this event at the Sandals Grande Antigua Resort. Chris Wright will represent the Board.	9/14/2013	National	Wright		Trade
CMITE (Caribbean Meeting & Incentive Travel Exchange)	Atlantis, Bahamas	Invitation-only appointment based event which brings together hand selected buyers and suppliers servicing the Caribbean meeting and incentive market.	9/15-18/2013	Groups	Bullock/Clarke	120	Planner
NE Sales Call Blitz	MA/NH/RI	A blitz of the Massachusetts, New Hampshire and Rhode Island states to update the trade on the destination.	9/17-20/2013	Northeast	Woolcock	32	Agencies
Apple Vacations Seminar	Denver, CO	Support of tour operator event to promote charter services.	9/17/2013	West	Holland	150	Agents
Apple Vacations Seminar	Minneapolis, MN	Support of tour operator event to promote charter services.	9/17/2013	Midwest	McDermoth	125	Agents
Travel Impressions Trade Show Series	Stamford, CT	Support of tour operator's annual trade show	9/17/2013	Northeast	Dobson	120	Agents
Apple Vacations Seminar	Denver, CO	Tour operator event to promote new charter service.	9/17/2013	West	Holland	150	Agents
GOGO Tours Top Travel Agent Trade Show	Anaheim, CA	Opportunity to promote the destination to this tour operator's top-producing clients.	9/18/2013	West	Holland	150	Agents
Apple Vacations Seminar	Minneapolis, MN	Tour operator event to promote the new charter service.	9/18/2013	Midwest	McDermoth	125	Agents
Travel Impressions Trade Show Series	Boston, MA	Support of tour operator's annual trade show	9/19/2013	Northeast	Dobson	120	Agents
6th Annual "Here Comes the Bride" Bridal Show	Newton, MA	Opportunity to connect with affluent brides looking to create their dream wedding. The organizers (The Mall at Chestnut Hill) will advertise extensively for this event.	9/22/2013	Northeast	Dobson	2000	Consumers

JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
AUGUST 1, 2013 - DECEMBER 31, 2013

ACTIVITY	LOCATION	RATIONALE	DATE	REGION	Responsibility	QTY	TARGET
Destination Training - Travel Impressions	Bethlehem, PA	Train and update this tour operator's reservation agents.	9/25/2013	Northeast	Senior	40	Agents
GOGO Tours Top Travel Agent Trade Show	Kansas City, MO	Opportunity to promote the destination to this tour operator's top-producing clients.	9/26/2013	Midwest	Bucknor	150	Agents
MLT University	Minneapolis, MN	Annual trade show and multiple seminars showcased in a "University" format of classroom presentations sponsored by MLT Vacations to present their new product offerings.	9/28-30/2013	Midwest	McDermoth	2500	Agents
Travel Impressions Trade Show Series	Los Angeles, CA	Support of tour operator's annual trade show	9/30/2013	West	Holland	120	Agents
19th Annual Gospel Choice Awards	Atlanta, GA	Great opportunity to promote Jamaica to almost a thousand faith-based patrons expected to attend. JTB will have a booth and present awards. Jamaica will be highlighted as the next destination for their annual cruise at this event.	9/30/2013	South	Christie	850	Consumers
Midwest Sales Call Blitz	Minnesota	JTB team will blitz Minnesota and the surrounding areas.	10/1-2/2013	Midwest	McDermoth	48	Agencies
Jamaica Travel Specialist Evening	Seattle, WA	Exclusive JTB "One Love Rewards Program" event to reinforce the importance and benefits of the program. Also, have opportunity to promote the Apple Vacations weekly winter charter.	10/1/2013	West	Holland	25	Agents
Great Lakes ASTA Travel Trade Show	Detroit, MI	Opportunity to promote Jamaica to a select group of ASTA agents.	10/2/2013	Midwest	Mesquita	80	Agents
JTB Destination Update		Product update for planners from the USA and Latin America who have expressed interest and/or submitted RFP's for the destination.	10/3-7/2013	Groups	Bullock	25	Planners
Great Lakes ASTA Travel Trade Show	Grand Rapids, MI	Opportunity to promote Jamaica to a select group of ASTA agents	10/3/2013	Midwest	Mesquita	75	Agents
La Macchia Travel Trade Show	Kenosha, WI	JTB will take a booth and make a 15 min a/v presentation at this event that attracts a small but very committed group of potential travelers who are engaged through a variety of special events.	10/5/2013	Midwest	McDermoth	500	Consumers
Midwest Sales Call Blitz	St. Louis & S. Illinois	JTB team will blitz these areas to update the trade.	10/7-9/2013	Midwest	McDermoth	36	Agencies
Long Island ASTA Exclusive Educational Product Seminar/Show	Westbury, NY	Opportunity to update these ASTA agents on the product offerings for Winter 2014	10/7/2013	Northeast	Sinclair	100	Agents
Apple Vacations Fall Travel Agent Seminar	Pittsburgh, PA	Support of tour operator annual show to showcase their Winter product offerings.	10/7/2013	Midwest	Mesquita	100	Agents
JTB/Midwest Fall Dinner Seminar	Fargo, ND	A Fall Product Seminar series specifically targeting the Jamaica Travel Specialists to update them on the offerings for Winter 2014.	10/7/2013	Midwest	McDermoth	25	Agents
Apple Vacations Fall Travel Agent Seminar	Cleveland, OH	Support of tour operator annual show to showcase their Winter product offerings.	10/8/2013	Midwest	Mesquita	100	Agents
Apple Vacations Fall Travel Agent Seminar	Columbus, OH	Support of tour operator annual show to showcase their Winter product offerings.	10/9/2013	Midwest	Mesquita	100	Agents
HistoryMiami - Bob Marley Messenger Exhibition	Miami, FL	The Bob Marley Messenger Exhibit curated by the Grammy Museum worked closely with the Marley family to organize this exhibition which includes iconic artifacts related to Marley. JTB sponsorship will provide extensive recognition and visibility for the Brand through exposure to HistoryMiami members, guests and international visitors.	10/10-1/5/2013	National	Wright	50000	Consumers
Jamaica Luxury Experience-Pettigrew Luxury Furnishings	Dallas, TX	Pettigrew Luxury Furnishings, a premier furniture store in the Dallas Design District, would like to create a Jamaican-themed line of furniture and introduce it to the public with a Jamaican themed in-store unveiling event. This will be promoted in a 1-page, 4-color spread in their Lux Magazine which will be featured for 6 consecutive months. It will also be supported by a social media campaign. Guests will have the opportunity to see and purchase the furniture while being treated to a Jamaican experience featuring music, food and beverages. Five (5) of our most upscale resort partners will have the opportunity to interact with these attendees.	10/10/2013	Southwest	Woolcock	250	Consumers
GoGo Worldwide Showcase	Kansas City, MO	Opportunity to promote the destination to GoGo's top producing agents.	10/10/2013	Midwest	Bucknor	150	Agents
Apple Vacations Fall Travel Agent Seminar	Cincinnati, OH	Support of tour operator annual show to showcase their Winter product offerings.	10/10/2013	Midwest	Mesquita	100	Agents
Apple Vacations Fall Travel Agent Breakfast Seminar	Indianapolis, IN	Support of tour operator annual show to showcase their Winter product offerings.	10/11/2013	Midwest	Mesquita	100	Agents
American Express National Summit	Nashville, TN	This is the annual training event for the owners, managers and agents of more than 200 representative agencies across the U.S. It is an opportunity for JTB to learn, share and collaborate with the American Express Vacations team and the American Express Retail Travel preferred suppliers.	10/13/-16/2013	South	Christie	600	Agents

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ACTIVITY	LOCATION	RATIONALE	DATE	REGION	Responsibility	QTY	TARGET
Apple Vacations Travel Agent Seminar	Philadelphia, PA	Support of tour operator annual show to showcase their Winter product offerings.	10/14/2013	Northeast	Senior	100	Agents
Apple Vacations Fall Travel Agent Seminar	Philadelphia, PA	Support of tour operator annual show to showcase their Winter product offerings.	10/15/2013	Northeast	Senior	100	Agents
Maine ASTA Fall Trade Show	Portland, ME	Opportunity to update the trade on Brand Jamaica, especially with information for the 2014 winter season.	10/16/2013	Northeast	Dobson	60	Agents
Apple Vacations Fall Travel Agent Seminar (Cherry Hill)	Philadelphia, PA	Support of tour operator annual show to showcase their Winter product offerings.	10/16/2013	Northeast	Senior	100	Agents
Apple Vacations Fall Travel Agent Seminar (Bucks County)	Philadelphia, PA	Support of tour operator annual show to showcase their Winter product offerings.	10/17/2013	Northeast	Senior	100	Agents
GoLatin Travel Seminar	Flushing, NY	Opportunity to network with a group of agents, mainly Chinese, and promote the Jamaica product.	10/17/2013	Northeast	Sinclair	50	Agents
Philadelphia Festival of Food, Wine & Spirits	Valley Forge, PA	Opportunity to promote winter travel to the "power buyers" who attend this annual event and at the same time showcase samplings of Jamaica's famous array of cuisine. A Jamaican chef will do a cooking demo and Grace Foods or Golden Crust will provide Jamaican products for tastings.	10/18-20/2013	Northeast	Senior	20000	Consumers
Apple Vacations Fall Travel Agent Seminar	Wilmington, DE	Support of tour operator annual show to showcase their Winter product offerings.	10/18/2013	Northeast	Rogers	100	Agents
AAA Southern New England Travel Show	Foxborough, MA	Launch of a new consumer event in this area intended to encourage and increase activities for the high season. Travel Impressions & AAA agents will be available to do on-site booking.	10/19-20/2013	Northeast	Dobson	3000	Consumers
Jamaica Destination Wedding Showcase	Dallas, TX - CANX	Destination Weddings are increasingly important and popular today and with Jamaica being the leader in this market, JTB will partner with The Wedding Salon to host a series of bridal trade shows in six (6) key cities. Jamaica Suppliers such as hotels, DMC's, florists, photographers etc. will be invited to register for booth space. Expected attendance will range from 150 - 200 couples depending on the city. The audience will include brides, wedding planners and travel agents who specialize in destination weddings.	10/21/2013	National	Bullock/Holland	500	Agents-Cons
Apple Vacations Fall Travel Agent Seminar	Fairfax, VA	Support of tour operator annual show to showcase their Winter product offerings.	10/21/2013	Northeast	Rogers	100	Agents
Apple Vacations Fall Travel Agent Seminar	Baltimore, MD	Support of tour operator annual show to showcase their Winter product offerings.	10/22/2013	Northeast	Rogers	100	Agents
Jamaica Destination Wedding Showcase	Atlanta, GA - CANX	Destination Weddings are increasingly important and popular today and with Jamaica being the leader in this market, JTB will partner with The Wedding Salon to host a series of bridal trade shows in six (6) key cities. Jamaica Suppliers such as hotels, DMC's, florists, photographers etc. will be invited to register for booth space. Expected attendance will range from 150 - 200 couples depending on the city. The audience will include brides, wedding planners and travel agents who specialize in destination weddings.	10/23/2013	National	Bullock/Christie	500	Agents-Cons
GOGO Tours Top Travel Agent Trade Show	Waltham, MA	Opportunity to promote the destination to this tour operator's top-producing clients.	10/23/2013	Northeast	Dobson	150	Agents
Apple Vacations Fall Travel Agent Seminar	Long Island, NY	Support of tour operator annual show to showcase their Winter product offerings.	10/23/2013	Northeast	Sinclair	100	Agents
IBTE 2013 (International Business Trade Expo)	Ft. Lauderdale, FL	JTB will partner with the Jamaican Consulate at this annual event hosted by the Lauderdale Regional Chamber of Commerce at the Greater Ft. Lauderdale Convention Ctr. Expected attendance will be from the tri-county area, Latin America and the Caribbean. JTB will have a tabletop during the Trade Show and a table at the luncheon.	10/24/2013	South	Chase	500	Consumers
TASC (Travel Agents of Suffolk County) 16th Annual Trade Show	Ronkonkoma, NY	Opportunity to promote 2014 winter product.	10/24/2013	Northeast	Sinclair	300	Agents
PTANA Dinner Presentation	Houston, TX	JTB will partner with Sunset Resorts to educate and encourage agents to join the JTS Program.	10/24/2013	Southwest	Woolcock	30	Agents
Apple Vacations Fall Travel Agent Seminar	Newark, NJ	Support of tour operator annual show to showcase their Winter product offerings.	10/24/2013	Northeast	Senior	100	Agents
West Indies Team Tour	Miami, FL	JTB will host a Diaspora Cocktail reception for the West Indies Team (Elite Athletes) while the group is in Florida during the period Oct 20-26. This group will have the opportunity to network with local (Miami) media and some of Jamaica's sports enthusiasts in the South Florida area.	10/24/2013	South	Wright	80	Consumers
Liberty Travel Jamaica Buzz Night	Dedham, MA	JTB will host a "buzz-night" for this agency's New England Regional offices which will provide an opportunity to update the agents on the product.	10/24/2013	Northeast	Dobson	50	Agents
Apple Vacations Fall Travel Agent Breakfast Seminar (Tom's River)	Newark, NJ	Support of tour operator annual show to showcase their Winter product offerings.	10/25/2013	Northeast	Senior	100	Agents

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ACTIVITY	LOCATION	RATIONALE	DATE	REGION	Responsibility	QTY	TARGET
Boo at the Zoo Jamaica Promotion	Brookfield, IL	JTB will partner with Apple Vacations and Sunset Resorts to promote the destination during Halloween. Target audience is middle to upper middle class families who can afford to travel to Jamaica. Entertainment will be provided, an AI prize trip giveaway as well as face-painting and other kid-friendly activities.	10/26-27/2013	Midwest	Bucknor	20000	Consumers
Midwest Sales Call Blitz	West & Central IL	A blitz to update the trade on the destination.	10/28-31/2013	Midwest	Bucknor	72	Agencies
Midwest Sales Call Blitz	Indianapolis, IN	A blitz to update the trade on the destination.	10/28-31/2013	Midwest	Mesquita	30	Agencies
Midwest Sales Call Blitz	Wisconsin	A blitz to update the trade on the destination.	10/28-11/1/2013	Midwest	McDermoth	72	Agencies
AWTA (Alliance of Westchester Travel Agencies)	New Rochelle, NY	Annual event used to update the trade on the fall/winter offerings. Our participation is a key part of our marketing efforts to interact with the home-based agents who are not normally reached during sales calls.	10/28/2013	Northeast	Sinclair	160	Agents
Home Based Travel Agent Forum	Orlando, FL	Opportunity to update the home based agents that attend this annual event.	10/29-30/2013	South	Wright	8000	Agents
JTB/Midwest Fall Dinner Seminar	Milwaukee, WI	A Fall Product Seminar series specifically targeting the Jamaica Travel Specialists to update them on the offerings for Winter 2014.	10/29/2013	Midwest	McDermoth	70	Agents
Jamaica Travel Specialist Evening	Denver, CO	Exclusive JTS "One Love Rewards Program" event to reinforce the importance and benefits of the program. Also, have opportunity to promote the Apple Vacations weekly winter charter.	10/30/2013	West	Holland	30	Agents
JTB/Midwest Fall Dinner Seminar	Indianapolis, IN	A Fall Product Seminar series specifically targeting the Jamaica Travel Specialists to update them on the offerings for Winter 2014.	10/30/2013	Midwest	Mesquita	35	Agents
ING New York City Marathon Expo	New York, NY	Annual premier event in NY, is one of the world's great road races drawing more than 100,000 applicants. JTB will share a booth with Reggae Marathon and take the opportunity to promote the destination.	10/31-11/2/2013	Northeast	Sinclair	1E+05	Consumers
Food for the Poor Annual Charity 5K Walk/Run	Hollywood, FL	JTB will partner with the Consulate General of Jamaica to support this worthy cause. JTB will sponsor the VIP Tent placed at the finish line for a welcoming meet and greet with Jamaica's Olympic Medalist, Yohan Blake.	11/2/2013	National	Wright	500	Consumers
Travel & Adventure Show 2013	Dallas, TX	Annual consumer event which provides opportunity to gain added exposure for the destination. This year, JTB will host a 45-minute culinary demo on the Culinary Stage showcasing the destination's foods and spices to 'foodies' attending.	11/2-4/2013	Southwest	Woolcock	10000	Consumers
NE Sales Call Blitz	New England States	A blitz to update the trade on the destination.	11/4-8/2013	Northeast	Woolcock	60	Agencies
NE Sales Call Blitz	PA/NJ	A blitz to update the trade on the destination.	11/4-8/2013	Northeast	Senior	48	Agencies
Midwest Sales Call Blitz	Chicago, IL & NW IN	A blitz to update the trade on the destination.	11/6-8/2013	Midwest	Bucknor	144	Agencies
Cruise World & Home-Based Travel Agent Show & Conference	Ft. Lauderdale, FL	Annual event presenting great opportunity to reach a large contingent of home-based agents under one roof and promote the product.	11/6-8/2013	South	Wright	1500	Agents
Liberty Travel Jamaica Buzz Night	Bel Air, MD	JTB will host a "Buzz Night" for all the Liberty Travel branches in the Maryland/Pennsylvania area and update their owner/managers on the destination.	11/6/2013	Northeast	Rogers	30	Trade
VSTA (Vermont Society of Travel Agents)	Burlington, VT	This is a key annual trade show for the region.	11/7/2013	Northeast	Dobson	60	Agents
Grace Jamaica Jerk Festival	Sunrise, FL	Annual support of this event which is the largest Caribbean food festival in the USA attracting over 20,000 consumers representing every key demographic, between the ages of 25-60 years of age.	11/10/2013	South	Wright	21000	Consumers
Midwest Sales Call Blitz	IN/OH/KY	A blitz to update the trade on the destination.	11/11-15/2013	Midwest	Team	100	Agencies
NE Sales Call Blitz	MD/DC/VA	A blitz to update the trade on the destination product.	11/11-14/2013	Northeast	Rogers	48	Agencies
Apple Vacations Fall Travel Agent Seminar	Woburn, MA	Support of tour operator annual show to showcase their Winter product offerings.	11/11/2013	Northeast	Dobson	100	Agents
Destination Training - Southwest Airlines/Airtran Airways	Atlanta, GA	Train and update reservation agents on the destination product.	11/12/2013	South	Christie	252	Agents
Apple Vacations Fall Travel Agent Seminar	Randolph, MA	Support of tour operator annual show to showcase their Winter product offerings.	11/12/2013	Northeast	Dobson	100	Agents
JTB/Midwest Fall Dinner Seminar	Sioux Falls, SD	A Fall Product Seminar series specifically targeting the Jamaica Travel Specialists to update them on the offerings for Winter 2014.	11/12/2013	Midwest	McDermoth	20	Agents

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Apple Vacations Fall Travel Agent Seminar	Hartford, CT	Support of tour operator annual show to showcase their Winter product offerings.	11/13/2013	Northeast	Dobson	100	Agents
JTB/Midwest Fall Dinner Seminar	Omaha, NE	A Fall Product Seminar series specifically targeting the Jamaica Travel Specialists to update them on the offerings for Winter 2014.	11/13/2013	Midwest	McDermoth	30	Agents
JTB/Midwest Fall Dinner Seminar	Louisville, KY	A Fall Product Seminar series specifically targeting the Jamaica Travel Specialists to update them on the offerings for Winter 2014.	11/13/2013	Midwest	Mesquita	25	Agents
GoGo Tours Top Travel Agent Trade Show	Nashville, TN	Opportunity to update GoGo's top producing clients.	11/14/2013	South	Christie	150	Agents
JTB/Midwest Fall Dinner Seminar	Des Moines, IA	A Fall Product Seminar series specifically targeting the Jamaica Travel Specialists to update them on the offerings for Winter 2014.	11/14/2013	Midwest	McDermoth	25	Agents
Liberty Travel Mini Travel Expo	Clifton Park, NY	Opportunity to promote the destination to consumers in the Albany area.	11/16/2013	Northeast	Sinclair	500	Consumers
NE Sales Call Blitz	New York, NY	A blitz to update the trade on the destination product.	11/18-22/2013	Northeast	Sinclair	48	Agencies
Travel Impressions - Best of the Best, 2013	Cancun, Mexico	JTB will sponsor a Golf Hole & Foursome Host at this annual tour operator golf event.	11/18-21/2013	National	Dobson	800	Agents-Cons
ETA (Eastern Travel Association) 2013 Trade Show	Grantville, PA	This is the start of a 3-day event which is a very cost effective way to showcase Destination Jamaica.	11/18/2013	Northeast	Senior	100	Agents
Vacation Express Fall Trade Show	Atlanta, GA	Support of tour operators' annual trade show to update agents on the Jamaica product.	11/18/2013	South	Christie	150	Agents
Destination Training - US Airways Vacations Resv Center	Tempe, AZ	Train and update the reservation staff on the Jamaica product.	11/19/2013	West	Holland	60	Agents
GOGO Tours Top Travel Agent Trade Show	New York, NY	Opportunity to promote the destination to this tour operator's top-producing clients.	11/19/2013	Northeast	Sinclair	150	Agents
ETA (Eastern Travel Association) 2013 Trade Show	Scranton, PA	This is the 2nd day of a 3-day event which is a very cost effective way to showcase Destination Jamaica.	11/19/2013	Northeast	Senior	100	Agents
Vacation Express Fall Trade Show	Nashville, TN	Support of tour operator's annual trade show to update the trade on the Jamaica product.	11/19/2013	South	Christie	90	Agents
Annie's Revenge 2013	Montego Bay, JA	This will be the 8th year for Annie's Revenge, a 4-day Pro-am golf tournament, which attracts avid golf travelers from the US, Canada and the Caribbean. The competition will be held in Rose Hall and Iberostar will be the host property.	11/20-24/2013	National	Dawson/Bullock		Consumers
ETA (Eastern Travel Association) 2013 Trade Show	Macungie, PA	This is the last day of a 3-day event which is a very cost effective way to showcase Destination Jamaica.	11/20/2013	Northeast	Senior	100	Agents
Madison Women's Expo	Middleton, WI	A booth will be shared with Middleton Travel at this event which presents a great opportunity to expose the product to an audience of mostly women who are usually the decision makers when planning a vacation.	11/23-24/2013	Midwest	McDermoth	8000	Consumers
Ski & Sun Getaway Travel Show	Hartford, CT	Opportunity to promote at this annual event which attracts over 5,000 attendees.	11/24/2013	Northeast	Dobson	5000	Consumers
5TH Annual PTANA * East Coast Chapter Trade Show	Boston, MA	Showcase destination Jamaica and use opportunity to recruit Jamaica Travel Specialists from a top quality group of agents who are members of this organization. * Professional Travel Agents of North America*	12/2/2013	Northeast	Dobson	80	Agents
5th Annual PTANA * East Coast Chapter Trade Show	Philadelphia, PA	Showcase destination Jamaica and use opportunity to recruit Jamaica Travel Specialists from a top quality group of agents who are members of this organization. * Professional Travel Agents of North America*	12/3/2013	Northeast	Senior	80	Agents
JTB "White Affair" Weekend	Montego Bay, JA	For the second year, JTB will host the top 50 Jamaica Travel Specialists to an award ceremony and dinner party at the Royalton White Sands in Montego Bay. Agents who met the qualifications of recorded room nights for their clients in Jamaica are eligible. Agents will have the opportunity to bring along a spouse or other companion to attend this event covering a 3-night period.	12/7-10/2013	National	Shakes	100	Agents-Cons
JTB Luxury Fam Trip	Montego Bay	JTB will host agents from the New England regions who specialize in luxury travel on a fam in MBI. Round Hill will accommodate the group on this trip that will focus on Jamaica's luxury hotels, spas, golf and attractions as well as other service offerings associated with luxury travel.	12/10-13/2013	Northeast	Dobson	10	Agents

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ACTIVITY	LOCATION	DATE	REGION	RATIONALE	Responsibility	QTY	TARGET
Prestige Travel & Cruises Annual Spring Travel Show	Las Vegas, NV	1/11/2014	West	One of the largest agencies in the West, this show will provide an opportunity to highlight the Jamaica product.	Woolcock	1500	Consumers
Adelman/Great Southern Travel Show	St. Louis, MO	1/11/2014	Midwest	This agency (formerly Great Southern Travel) is one of the top agencies in the state of Missouri. This show will provide an opportunity to promote the Apple Vacations/Funjet Winter and Summer 2014 charters.	Bucknor	500	Consumers
Seattle Wedding Show 2014	Seattle, WA	1/11/2014	West	Opportunity to showcase Jamaica's lucrative wedding and honeymoon market to consumers, especially brides-to-be and honeymooners. On site booking will be available.	Holland	8000	Consumers
JTS "Get All Right" Dinner Seminar Series	Providence, RI	1/13/2014	Northeast	Part of a series of seminars designed to keep Jamaica top of mind with our Jamaica Travel Specialists as well as to boost Winter 2014 business.	Dobson	40	Agents
JTS "Get All Right" Dinner Seminar Series	Worcester, MA	1/14/2014	Northeast	Part of a series of seminars designed to keep Jamaica top of mind with our Jamaica Travel Specialists as well as to boost Winter 2014 business.	Dobson	25	Agents
JTB/Midwest - Dinner/Presentation Series	Chicago, IL	1/14/2014	Midwest	Series of Winter Product launch seminars to update the JTS (Jamaica Travel Specialists) agents on the product. Focus will be to promote the 12 non-stop weekly scheduled flights on AA, Air Tran and United plus one charter on Apple Vacations all from the 2 Chicago gateways.	Bucknor	40	Agents
JTS "Get All Right" Dinner Seminar Series	Boston, MA	1/15/2014	Northeast	Part of a series of seminars designed to keep Jamaica top of mind with our Jamaica Travel Specialists as well as to boost Winter 2014 business.	Dobson	50	Agents
JTB/Midwest - Dinner/Presentation Series	Oak Lawn, IL	1/15/2014	Midwest	Series of Winter Product launch seminars to update the JTS agents on the product. Focus will be to promote the 12 non-stop weekly scheduled flights on AA, Air Tran and United plus one charter on Apple Vacations all from the 2 Chicago gateways.	Bucknor	75	Agents
JTS "Get All Right" Dinner Seminar Series	Nashua, NH	1/16/2014	Northeast	Part of a series of seminars designed to keep Jamaica top of mind with our Jamaica Travel Specialists as well as to boost Winter 2014 business.	Dobson	25	Agents
JTB/Midwest - Dinner/Presentation Series	Schaumburg, IL	1/16/2014	Midwest	Series of Winter Product launch seminars to update the JTS agents on the product. Focus will be to promote the 12 non-stop weekly scheduled flights on AA, Air Tran and United plus one charter on Apple Vacations all from the 2 Chicago gateways.	Bucknor	45	Agents
JTS "Get All Right" Dinner Seminar Series	Portland, ME	1/17/2014	Northeast	Part of a series of seminars designed to keep Jamaica top of mind with our Jamaica Travel Specialists as well as to boost Winter 2014 business.	Dobson	25	Agents
10th Annual North Texas Vacation Expo 2014	Richardson, TX	1/18/2014	Southwest	Sponsored by Cruise & Tour Center Travel Agency in Dallas, TX, this show will provide an excellent opportunity to showcase destination Jamaica. On-site booking will be available to attendees.	Woolcock	500	Consumers
Breton Village Travel Expo	Grand Rapids, MI	1/18/2014	Midwest	This well-structured consumer show has a history of attracting a very strong mix of high and medium income consumers which has benefitted Jamaica over the years.	Mesquita	1700	Consumers
Elite Bridal Show	Athens, GA	1/19/2014	South	Elite Bridal Events will host a series of 3 shows in the South (GA/SC) targeting brides-to-be as well as wedding planners seeking Caribbean destinations for weddings and honeymoons.	Christie	1200	Consumers
JTB Breakfast Presentation	Mankato, MN	1/20/2014	Midwest	A breakfast presentation featuring Blue Mountain coffee for Jamaica Travel Specialists in this city.	McDermoth	15	Agents
Midwest Sales Call Blitz	Minnesota	1/20/2014	Midwest	A blitz of the cities within Minnesota to update the trade on the winter product.	McDermoth	90	Agencies
Milne Travel/American Express Consumer Travel Expo	Burlington, VT	1/20/2014	Northeast	Annual series of shows for this agency will provide opportunity to market brand Jamaica targeting Milne Travel's corporate and consumer clientele which ranges from hospital employees to college faculty and students.	Dobson	100	Consumers
JTB Breakfast Presentation	Rochester, MN	1/21/2014	Midwest	A breakfast presentation featuring Blue Mountain coffee for Jamaica Travel Specialists in this city.	McDermoth	15	Agents

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ACTIVITY	LOCATION	DATE	REGION	RATIONALE	Responsibility	QTY	TARGET
Milne Travel/American Express Consumer Travel Expo	Barre, VT	1/21/2014	Northeast	Annual series of shows for this agency will provide opportunity to market brand Jamaica targeting Milne Travel's corporate and consumer clientele which ranges from hospital employees to college faculty and students	Dobson	100	Consumers
JTS "Get All Right" Dinner Seminar Series	Huntington, NY	1/21/2014	Northeast	Part of a series of seminars designed to keep Jamaica top of mind with our Jamaica Travel Specialists as well as to boost Winter 2014 business.	Sinclair	40	Agents
JTB/Midwest - Dinner/Presentation Series	Kansas City, MO	1/21/2014	Midwest	Series of Winter Product launch seminars to update the JTS agents on the product. Focus will be to promote the 2 non-stop weekly shared charter (Apple/Funjet) from the St. Louis gateway as well as the 1-stop scheduled air on Air Tran and Delta from Kansas City.	Bucknor	25	Agents
JTB Breakfast Presentation	Duluth, MN	1/22/2014	Midwest	A breakfast presentation featuring Blue Mountain coffee for Jamaica Travel Specialists in this city.	McDermoth	15	Agents
Milne Travel/American Express Consumer Travel Expo	Lebanon, NH	1/22/2014	Northeast	Annual series of shows for this agency will provide opportunity to market brand Jamaica targeting Milne Travel's corporate and consumer clientele which ranges from hospital employees to college faculty and students	Dobson	100	Consumers
JTS "Get All Right" Dinner Seminar Series	Levittown, NY	1/22/2014	Northeast	Part of a series of seminars designed to keep Jamaica top of mind with our Jamaica Travel Specialists as well as to boost Winter 2014 business.	Sinclair	30	Agents
JTB/Midwest - Dinner Presentation Series	St. Louis, MO	1/22/2014	Midwest	Series of Winter Product launch seminars to update the JTS agents on the product and generate additional winter and summer bookings from St. Louis and the surrounding areas. Focus will be to promote the 2 non-stop weekly shared charter (Apple/Funjet) from the St. Louis gateway.	Bucknor	50	Agents
Zehnder's Snowfest	Frankenmuth, MI	1/23-26/2014	Midwest	This event attracts over 150,000 consumers from the US and Canada. JTB will partner with Apple Vacations and Sunset Resorts for a prize giveaway. Collateral will be distributed and a putting green will be sponsored as it has been a proven success with TV news coverage.	Mesquita	150000	Consumers
Milne Travel/American Express Consumer Travel Expo	Manchester, NH	1/23/2014	Northeast	Annual series of shows for this agency will provide opportunity to market brand Jamaica targeting Milne Travel's corporate and consumer clientele which ranges from hospital employees to college faculty and students	Dobson	100	Consumers
JTS "Get All Right" Dinner Seminar Series	Brooklyn, NY	1/23/2014	Northeast	Part of a series of seminars designed to keep Jamaica top of mind with our Jamaica Travel Specialists as well as to boost Winter 2014 business.	Sinclair	35	Agents
JTB Midwest Trade Show/Dinner Presentation	Minneapolis, MN	1/23/2014	Midwest	Jamaica Travel Specialist will be hosted to this dinner presentation and updated on the destination product.	McDermoth	70	Agents
JTB Midwest Trade Show/Dinner Presentation	Bloomington, IL	1/23/2014	Midwest	Jamaica Travel Specialist will be hosted to this dinner presentation and updated on the destination product.	Bucknor	35	Agents
Morris Murdoch Travel Show	Salt Lake City, UT	1/24-25/2014	West	Large consumer show in the Intermountain West which attracts travel enthusiasts with disposable income.	Holland	7000	Consumers
Carib-American Advancement Foundation Cerem	Atlanta, GA	1/24/2014	South	A diaspora event which will present a great opportunity to establish a clear presence in the South Metro Atlanta area.	Christie	500	Consumers
AAA Alabama Consumer Travel Show	Birmingham, AL	1/25/2014	South	This annual travel show is the largest one in Birmingham which is also free and open to the public and offers an excellent opportunity to educate consumers on the Jamaica product.	Wright	2500	Consumers
JTB Midwest Breakfast Presentation	Madison, WI	1/27/2014	Midwest	A breakfast presentation featuring Blue Mountain coffee for Jamaica Travel Specialists in this city.	McDermoth	35	Agents
JTB Midwest Sales Call Blitz	Wisconsin	1/27-31/2014	Midwest	A sales call blitz in the cities within Wisconsin to update the trade.	McDermoth	95	Agencies
JTS "Get All Right" Dinner Seminar Series	King of Prussia, PA	1/27/2014	Northeast	Part of a series of seminars designed to keep Jamaica top of mind with our Jamaica Travel Specialists as well as to boost Winter 2014 business.	Senior	25	Agents

