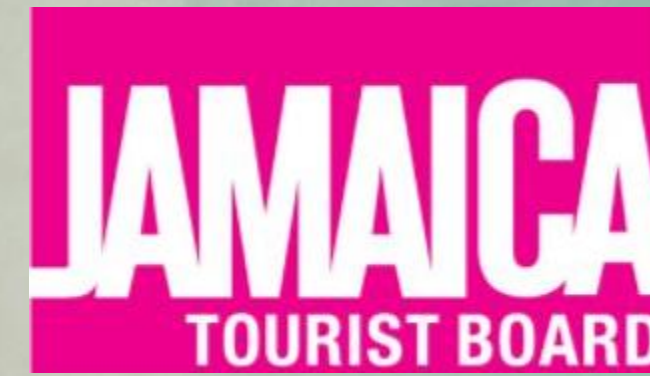


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Jamaica Tourist Board



MISSION

THE DEVELOPMENT AND MARKETING OF THE TOURISM INDUSTRY SO THAT JAMAICA REMAINS THE PREMIER CARIBBEAN TOURIST DESTINATION.

ROLE

TO KEEP JAMAICA'S PROFILE AS A TOURISM AND TRAVEL DESTINATION PROMINENT IN THE INTERNATIONAL MARKETPLACE.

TO FACILITATE PRODUCT IMPROVEMENT BY WORKING WITH THE PUBLIC AND PRIVATE SECTORS TO IMPROVE AND ENHANCE THOSE FACILITIES WHICH SUPPORT JAMAICA'S IMAGE AS A TOURISM AND TRAVEL DESTINATION.

GOAL

TO BECOME THE BEST TOURISM AND TRAVEL DESTINATION AS MEASURED BY THE INTERNATIONAL MARKETPLACE.

An aerial photograph of a coastal town in Jamaica. The town is built on a hillside, with buildings and greenery visible. The ocean is a vibrant turquoise color, with white waves breaking on a sandy beach. In the background, there are lush green mountains under a clear blue sky with a few scattered clouds.

Presentation by Jamaica Tourist Board
(JTB) for the regional Meeting of
Honorary Consuls of Jamaica in Europe

PRESENTATION OUTLINE



MAIN TOPICS

- Economic Impact of Tourism on Jamaica
- Market Breakdown by percentage:
 - USA
 - Europe
 - (Northern & Continental)
- Developments
(Recent Openings, Attractions)

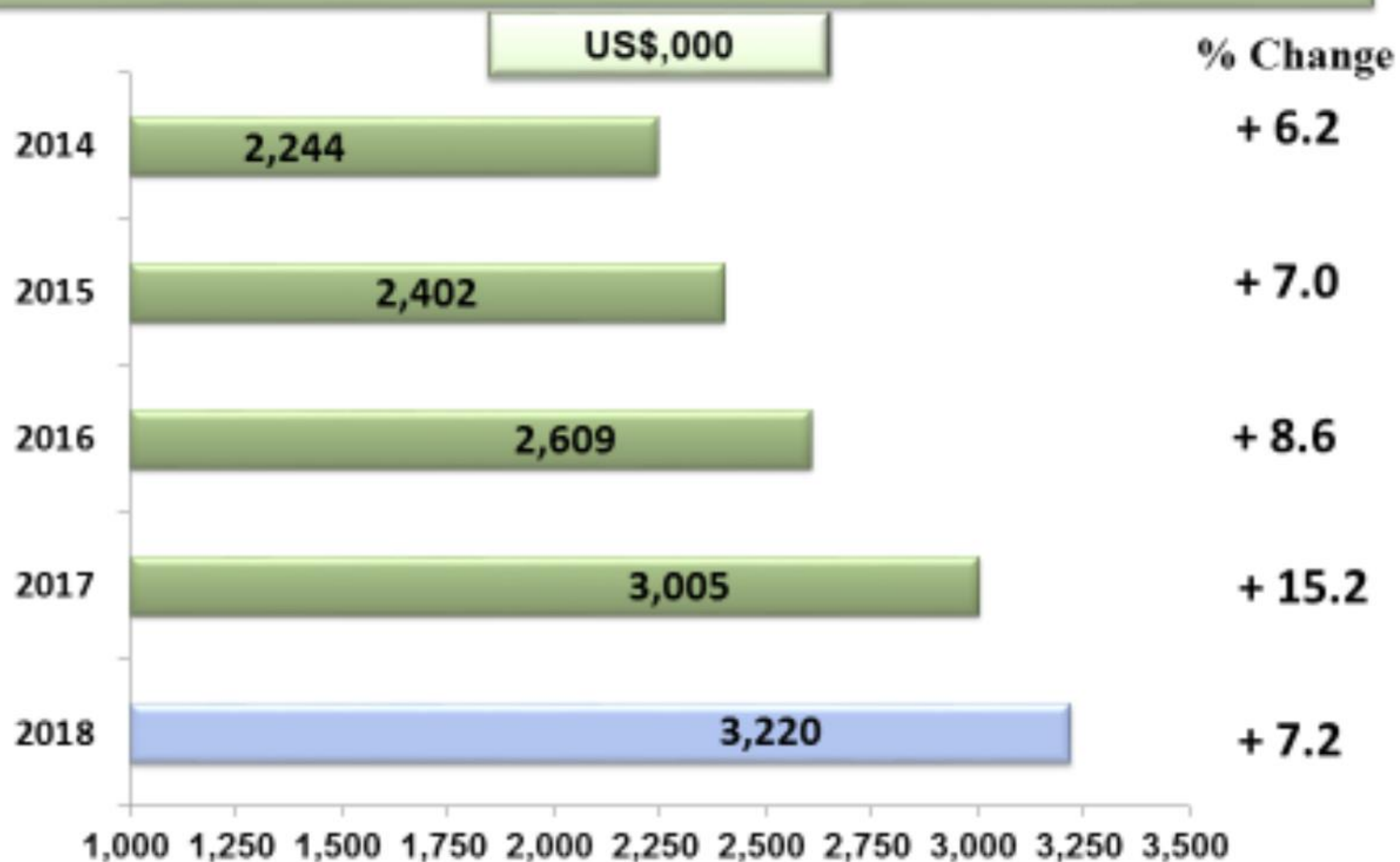
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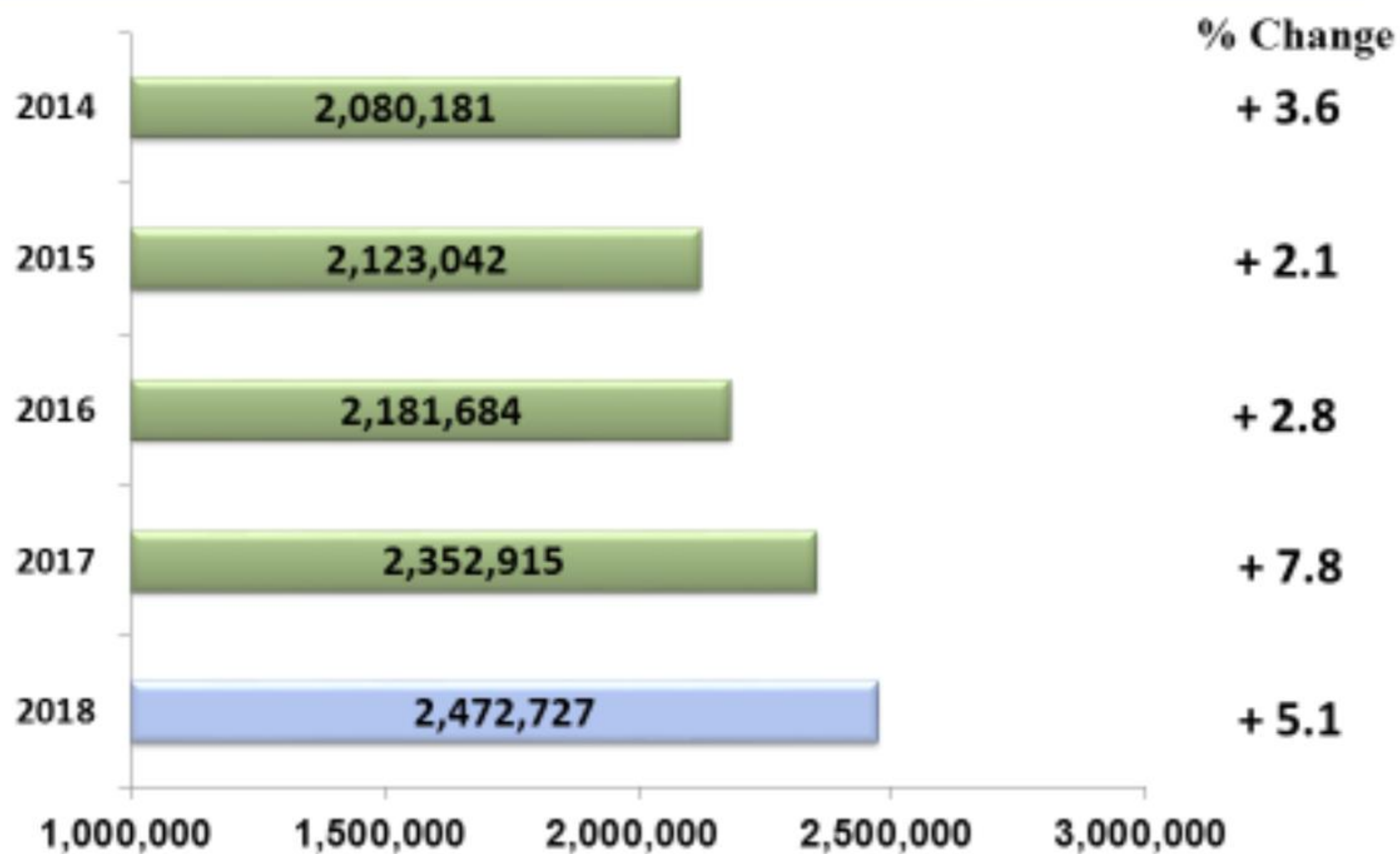
ECONOMIC IMPACT OF TOURISM ON JAMAICA



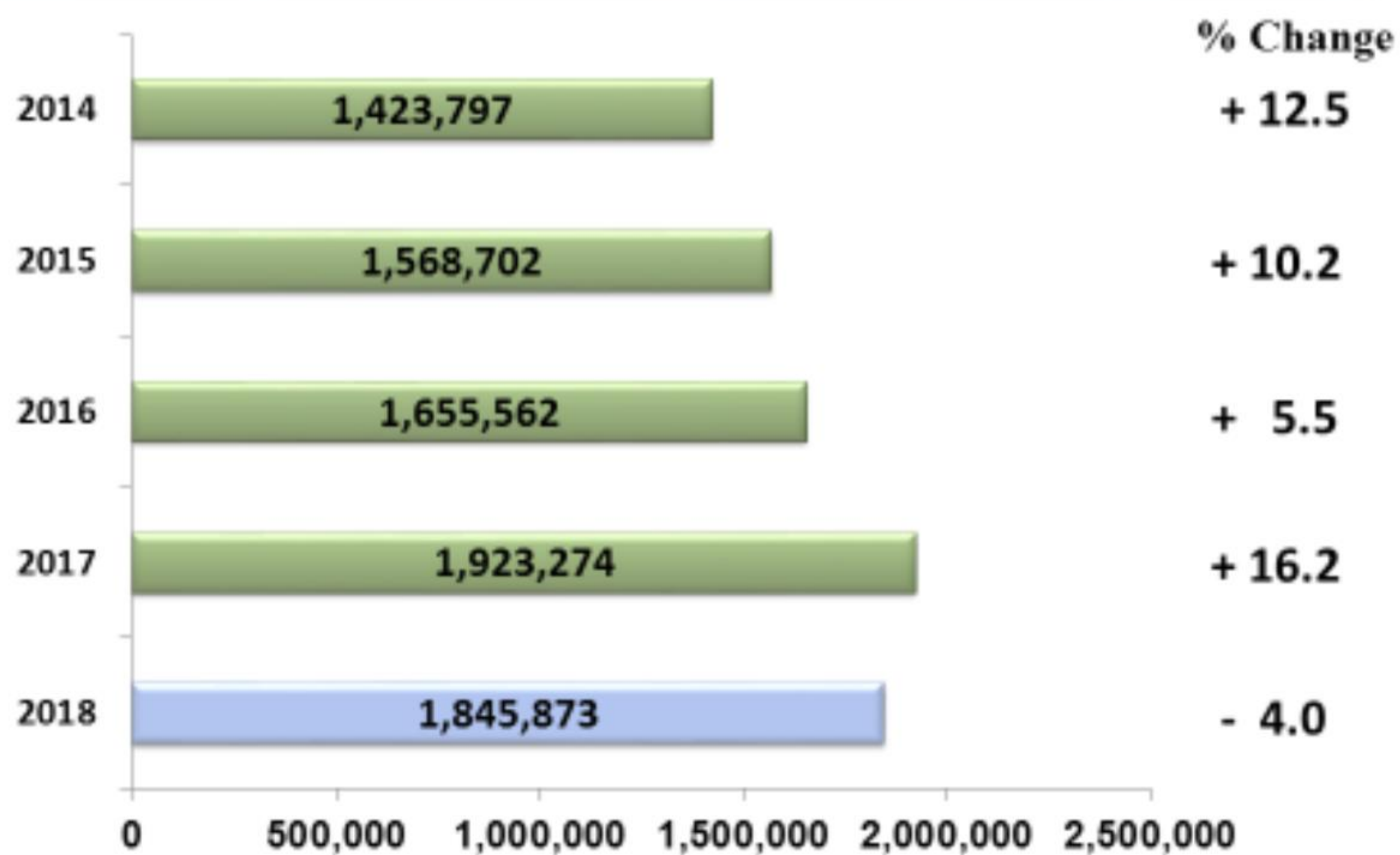
ESTIMATED GROSS FOREIGN EXCHANGE EARNINGS



STOPOVER ARRIVALS TO JAMAICA JAN. – DEC.



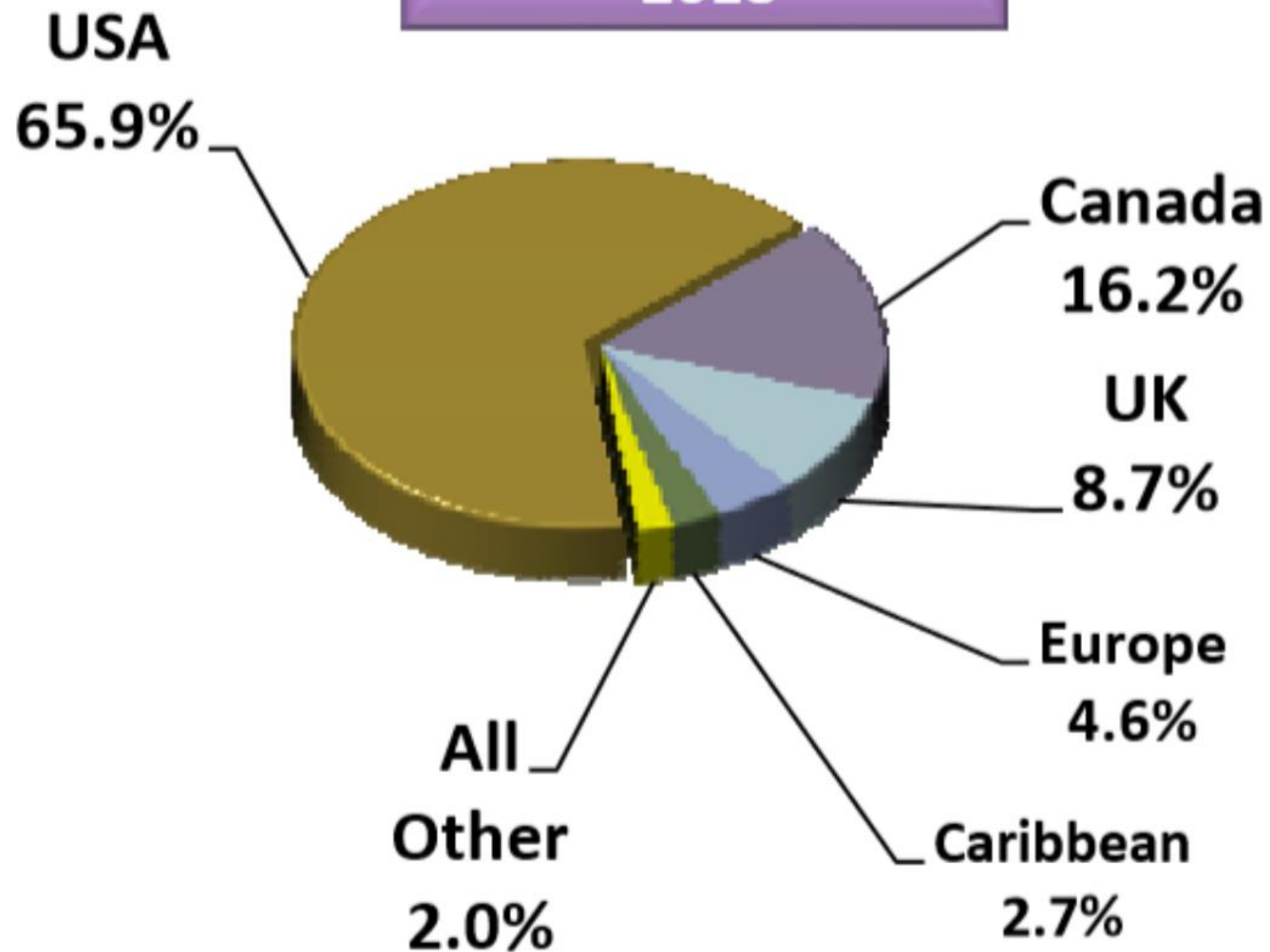
CRUISE ARRIVALS TO JAMAICA JAN. – DEC.



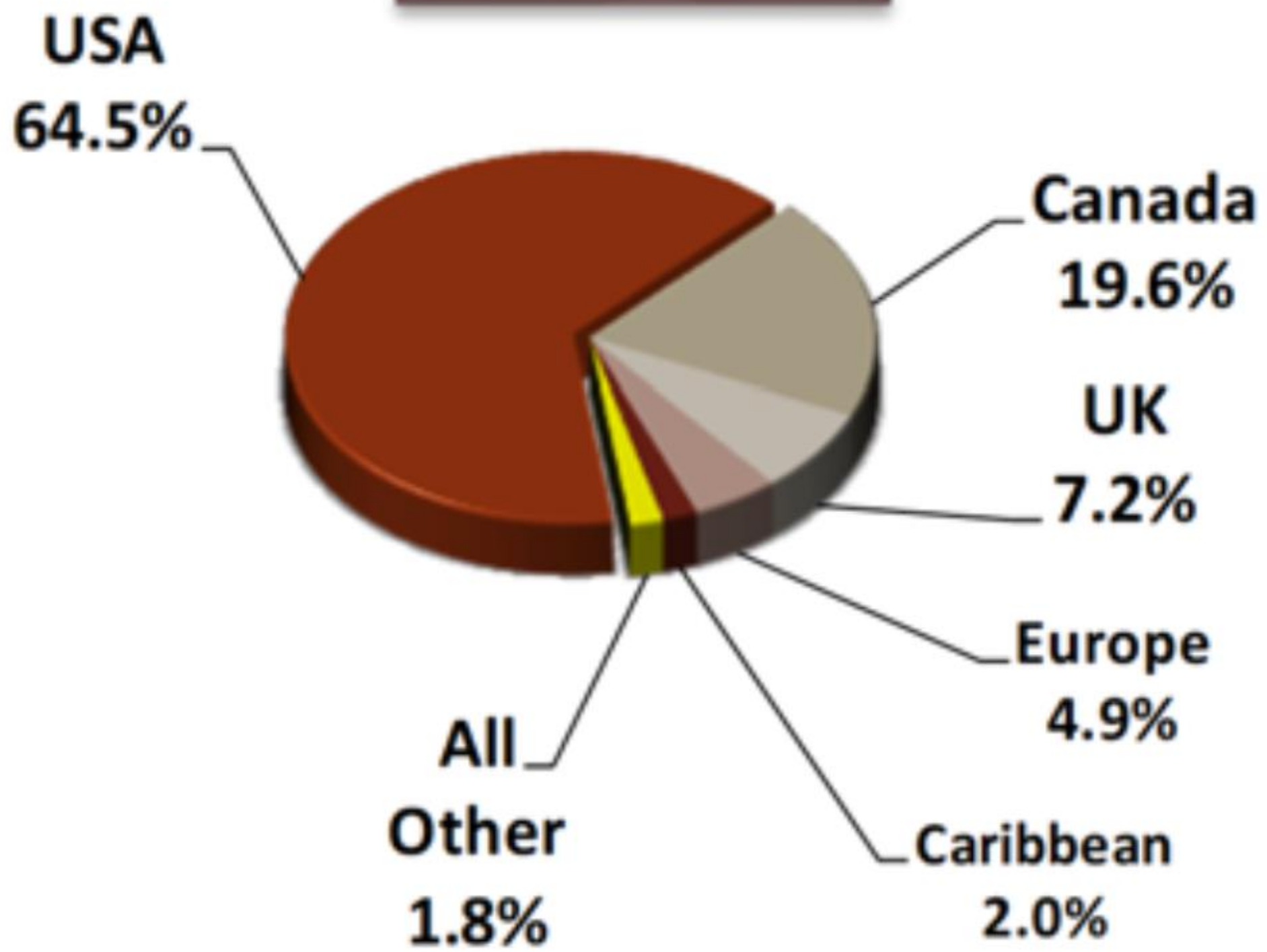
**MARKET
BREAKDOWN BY
PERCENTAGE**



MARKET SHARE
January - December
2018



MARKET SHARE
January - March
2019



EUROPE

A blurred map of Europe serves as the background. The word 'EUROPE' is written in large, bold, white, sans-serif capital letters across the top left. The map shows various countries and cities, with Germany (DEUTSCHLAND) and France (FRANKE) being prominent. Other visible cities include Copenhagen, Hamburg, Frankfurt, and München.

Year-to-date, January to December 2018,
arrivals from the European
Market region grew by 0.8%.

Total stopover arrivals were 328,369



NORTHERN EUROPE

225,291

(-2.7% 2018/17)

UK

Ireland

•Denmark

•Finland

•Norway

•Sweden

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**MONTEGO BAY
KINGSTON**

 **DEPARTURES**



**UK FLIGHTS
SUMMER 2019 ROUTES**

DIRECT BOOKING SITES:

VIRGIN: www.virginatlantic.com
 BRITISH AIRWAYS: www.britishairways.com
 THOMAS COOK: www.thomascookairlines.com
 TUI: www.tui.co.uk

LONDON - LGW

MANCHESTER

From To	June 18th 2019 Aug 27th 2019	From To	May 1st 2019 Oct 27th 2019	From To	May 1st 2019 Oct 26th 2019	From To	May 6th 2019 Oct 26th 2019	From To	May 3rd 2019 Oct 25th 2019	From To	May 7th 2019 Oct 26th 2019	From To	May 4th 2019 Oct 26th 2019	From To	May 6th 2019 Oct 26th 2019
	TUE		WED		TUE		MON		FRI		SUN		SAT		MON
	13.05 16.50		11.40 15.25		11.40 15.25		10.15 14.00		10.15 14.00		10.30 14.10		10.10 13.50		09.50 14.00
	ARRIVAL CITY KIN		ARRIVAL CITY KIN		ARRIVAL CITY MBJ		ARRIVAL CITY MBJ		ARRIVAL CITY MBJ		ARRIVAL CITY MBJ		ARRIVAL CITY MBJ		ARRIVAL CITY MBJ
	STOPS non-stop		STOPS non-stop		STOPS non-stop		STOPS non-stop		STOPS non-stop		STOPS non-stop		STOPS non-stop		STOPS non-stop
	FLIGHT BA2263		FLIGHT BA2263		FLIGHT VS65		FLIGHT TOM052		FLIGHT TOM036		FLIGHT TOM196		FLIGHT TOM136		FLIGHT MT2672
	NO.OF SEATS Economy - 252 Premium - 52 Business - 32		NO.OF SEATS Economy - 252 Premium - 52 Business - 32		NO.OF SEATS Economy - 371 Premium - 66 Business - 14		NO.OF SEATS Economy - 262 Premium - 66 Business - 0		NO.OF SEATS Economy - 282 Premium - 66 Business - 0		NO.OF SEATS Economy - 282 Premium - 63		NO.OF SEATS Economy - 282 Premium - 63		NO.OF SEATS Economy - 206 Premium - 35 Business - 18

GLASGOW

BIRMINGHAM

From To	May 1st 2019 Oct 27th 2019	From To	May 1st 2019 Oct 27th 2019	From To	May 1st 2019 Oct 27th 2019	From To	May 6th 2019 Oct 31st 2019	From To	Jun 23rd 2019 Jul 14th 2019	From To	May 1st 2019 Oct 30th 2019	From To	May 3rd 2019 Oct 27th 2019
	MON		FRI		THU FRI		THU		SUN		WED		SUN
	11.45 15.30		11.40 15.25		12.30 17.35		10.15 14.00		10.05 13.20		09.00 12.35		09.45 13.20
	ARRIVAL CITY KIN		ARRIVAL CITY KIN		ARRIVAL CITY MBJ		ARRIVAL CITY MBJ		ARRIVAL CITY MBJ		ARRIVAL CITY MBJ		ARRIVAL CITY MBJ
	STOPS non-stop		STOPS non-stop		STOPS non-stop		STOPS non-stop		STOPS non-stop		STOPS non-stop		STOPS non-stop
	FLIGHT BA2263		FLIGHT BA2263		FLIGHT VS65		FLIGHT TOM044		FLIGHT TOM358		FLIGHT TOM554		FLIGHT TOM544
	NO.OF SEATS Economy - 252 Premium - 52 Business - 32		NO.OF SEATS Economy - 252 Premium - 52 Business - 32		NO.OF SEATS Economy - 371 Premium - 66 Business - 14		NO.OF SEATS Economy - 262 Premium - 66		NO.OF SEATS Economy - 241 Premium - 47		NO.OF SEATS Economy - 241 Premium - 47		NO.OF SEATS Economy - 241 Premium - 47

NORTHERN EUROPE REGIONAL OFFICE

LONDON

1-2 Prince Consort Road,
London, SW7 2BZ

Tel: +44-207-225-9090

Email:

mail@visitjamaica.com



JAMAICA
TOURIST BOARD



Continental Europe

103,078

8.4% growth



TOTAL STOPOVER ARRIVALS BY PERMANENT RESIDENCE

•(IN SEPERATE REGIONS JAN-DEC 2018)

SOUTHERN EUROPE

Italy	13,721
•Spain	6,722
•Portugal	3,573
•Greece	292

CENTRAL/EAST EUROPE

Poland	5,011
•Russia	3,156
•Other Europe	2,706
•Czech Republic	1,451
•Ukraine	542
•Hungary	516

WESTERN EUROPE

Germany	34,255
France	9,012
•Netherlands	8,982
•Belgium	6,327
•Switzerland	3,768
•Austria	2,904
•Luxemburg	343

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EU FLIGHTS
SUMMER 2019 ROUTES

DIRECT BOOKING SITES:

TUI BE: www.tui.be
 CONDOR: www.condor.com
 TUI NL: www.tui.nl/vliegtickets/
 NEDS: www.nedair.it/
 ORBEST: www.orbest.com/
 VIRGIN: www.virginatlantic.com/
 BRITISH AIRWAYS: www.britishairways.com
 THOMAS COOK: www.thomascookairlines.com

DEPARTURES



MANCHESTER

UK

LONDON - LGW

UK

FRANKFURT

GERMANY

MILAN

ITALY

BRUSSELS

BELGIUM

AMSTERDAM

NETHERLANDS/
PORTUGAL

From To	June 18th 2019 Aug 27th 2019	From To	May 1st 2019 Oct 27th 2019
	13.05 16.50		11.40 15.25
	ARRIVAL CITY KIN		ARRIVAL CITY KIN
	STOPS non-stop		STOPS non-stop
	FLIGHT BA2263		FLIGHT BA2263
	NO. OF SEATS Economy - 252 Premium - 52 Business - 32		NO. OF SEATS Economy - 252 Premium - 52 Business - 32

From To	May 1st 2019 Oct 26th 2019
	11.40 15.25
	ARRIVAL CITY MBJ
	STOPS non-stop
	FLIGHT VS65
	NO. OF SEATS Economy - 371 Premium - 66 Business - 14

From To	May 1st 2019 Oct 30th 2019
	14.25 20.05
	ARRIVAL CITY MJB
	STOPS HOG
	FLIGHT DE2162
	NO. OF SEATS Economy - 206 Premium - 35 Business - 16

From To	May 5th 2019 Sep 9th 2019
	13.30 20.10
	ARRIVAL CITY MBJ
	STOPS VRA
	FLIGHT NO0770
	NO. OF SEATS Economy - 331 Premium - 28

From To	May 8th 2019 Oct 26th 2019
	10.25 14.20
	ARRIVAL CITY MBJ
	STOPS non-stop
	FLIGHT TB165
	NO. OF SEATS 288

From To	May 8th 2019 Oct 26th 2019
	10.25 16.55
	ARRIVAL CITY MBJ
	STOPS PUJ
	FLIGHT OR343
	NO. OF SEATS 288

From To	May 8th 2019 Oct 26th 2019
	09.50 14.00
	ARRIVAL CITY MBJ
	STOPS non-stop
	FLIGHT MT2872
	NO. OF SEATS Economy - 206 Premium - 35 Business - 16

From To	May 1st 2019 Oct 27th 2019
	11.45 15.30
	ARRIVAL CITY KIN
	STOPS non-stop
	FLIGHT BA2263
	NO. OF SEATS Economy - 252 Premium - 52 Business - 32

From To	May 1st 2019 Oct 27th 2019
	11.40 15.25
	ARRIVAL CITY KIN
	STOPS non-stop
	FLIGHT BA2263
	NO. OF SEATS Economy - 252 Premium - 52 Business - 32

From To	May 1st 2019 Oct 27th 2019
	12.30 17.35
	ARRIVAL CITY MBJ
	STOPS non-stop
	FLIGHT VS65
	NO. OF SEATS Economy - 371 Premium - 66 Business - 14

From To	May 4th 2019 Oct 26th 2019
	16.00 20.00
	ARRIVAL CITY MBJ
	STOPS non-stop
	FLIGHT DE2162
	NO. OF SEATS Economy - 206 Premium - 35 Business - 16

From To	Sep 7th 2019 Sep 26th 2019
	12.00 18.20
	ARRIVAL CITY MBJ
	STOPS LRM
	FLIGHT NO0630
	NO. OF SEATS EQ/331 - PR/28

From To	May 3rd 2019 Nov 1st 2019
	7.30 11.25
	ARRIVAL CITY MBJ
	STOPS non-stop
	FLIGHT TB 193
	NO. OF SEATS 288

From To	Jun 8th 2019 Sep 26th 2019
	14.30 19.35
	ARRIVAL CITY MBJ
	STOPS AZS
	FLIGHT OB5889
	NO. OF SEATS 388



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DEVELOPMENTS



- 12,000 new rooms expected to be added to existing room stock over the next 5 years (millions of US dollar investment)

•- new investments:

- H10 Hotels to build 1000 rooms
- Amaterra to build out 5000 rooms
- Princess Hotels & Resorts to build 2000 room
- Hard Rock to build 1100 rooms
- Karisma to build 800 rooms
- Moon Palace to build 700 rooms.
- former Wyndam Hotel to add 250 more rooms
- AC Marriott to add 220 rooms later this year

Recent Openings

S Hotel 120 rooms in Montego Bay



R Hotel 40+ rooms in Kingston



Excellence Oyster Bay 350 suites in Trelawny



Attractions

Artist impression for the Closed Harbour
Beach Park in Montego Bay



Jamaica Tourist Board

•Representatives - Continental Europe

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