**CARIBBEAN TRAVEL MARKETPLACE MEDIA ITINERARY**

**May 19 – 24, 2024**

| SUNDAY, MAY 19, 2024  |
| --- |

**Media Arrivals in Jamaica**

Participants will be met by JTB airport personnel and assisted through immigration and customs at Sangster’s International Airport, after which you will be delivered to your driver and JTB project coordinator, who will support your visit for the duration of your trip.

Arrive and check into host hotel – Excellence Oyster Bay

Dinner and evening at leisure.

| MONDAY, MAY 20, 2024  |
| --- |

**8:00 a.m. Depart for Montego Bay Convention Centre**

**Caribbean Travel Forum**

| *8:30 am – 9:45 am* | Registration |
| --- | --- |
| *8:30 am – 9:45 am* | State of the Industry - Nicola Madden-Greig, OD, CHTA President |
| *9:45 am – 10:00 am* | Keynote Address |
| *10:00 am – 10:15 am* | Coffee Break |
| *10:15 am – 11:15 am* | Integrated Tourism Development PanelAn in-depth discussion by Government officials to include new markets, products and experiences, sustainable integrated tourism development, air connectivity and use of technology. |
| *11:15 am – 12:15 pm* | Visioning a new tourism landscape for the CaribbeanThis session will examine programing and technology education at all levels, infrastructure, and bandwidth investment. It will also examine trending topics like AI, hyper personalization, mobile payments and upgrading our digital technology. |
| *12:15 pm – 2:30 pm* | CHTA Awards Luncheon * Caribbean Destination Resilience Award
* President’s Award for Excellence in Caribbean Tourism
* Hotelier of the Year
 |
| *2:30 pm – 3:45 pm* | Regional Sustainability and Resiliency PanelThis panel will outline the region’s current sustainability profile and requirements needed immediately and in the longer term. The discussion will focus on how to implement sustainable practices at the policy, local, association, and organization levels. |
| *3:45 pm – 4:45 pm* | Marketing Panel The panel will present a regional outline of select niche and geographic growth markets and review how to penetrate these markets to drive business to the Caribbean.  |

**Return to host hotel**

**TBD Depart hotel for Opening Celebration**

**7:00 p.m. Caribbean Travel Marketplace Opening Celebration
 Montego Bay Convention Centre**

| TUESDAY, MAY 21, 2024  |
| --- |

**Breakfast at Leisure**

**8:30 a.m. Depart for Montego Bay Convention Centre**

| *9:30 am – 10:00 am* | Jamaica Press Conference |
| --- | --- |
| *10:10 am – 10:35 am* | Saint Lucia Tourism Authority Press Conference |
| *10:45 am – 11:10 am* | Experience Turks and Caicos Press Conference |
| *11:20 am – 11:45 am* | U.S. Virgin Islands Press Conference |
| *11:55 am – 12:05 pm* | The Bahamas Press Conference |
| *12:15 pm - 12:45 pm* | TBD |
| *1:00 pm - 2:00 pm* | CHTA Luncheon Press Conference |

 **Afternoon on the trade show floor**

**5:00 p.m. Return to Host Hotel**

***Dinner at Leisure at Host Hotel***

| WEDNESDAY, MAY 22, 2024  |
| --- |

**Breakfast at Leisure**

**9:00 a.m. Depart for Montego Bay Convention Centre**

| *9:30 am – 10:00 am* | St. Kitts Press Conference |
| --- | --- |
| *10:10 am – 10:35 am* | Cayman Islands Department of Tourism Press Conference |
| *10:45 am – 11:10 am* | Anguilla Tourist Board Press Conference |
| *11:20 am – 11:45 am* | St. Martin Tourist Office Press Conference |
| *11:55 am – 12:05 pm* | Antigua and Barbuda Tourism Authority Press Conference |
| *12:15 pm - 12:35 pm* | TBD Press Conference |
| *12:45 pm - 1:05 pm* | TBD Press Conference |
| *1:15 pm - 1:40 pm* | InterCaribbean Press Conference |

**Lunch in MBCC Courtyard - Dine around with Jamaican Food Truck Experience**

**(You will be given lunch ticket to present)**

**Afternoon on the trade show floor**

**5:00 p.m. Return to Host Hotel**

**7:00 p.m. Depart for Closing Celebration at Sandals**

| THURSDAY, MAY 23, 2024  |
| --- |

**9:00 – 11:00 a.m. CHTA Responsible Tourism Day (Choose One Activity)**

* **Climate Change and Tourism:** Participate in a Beach Clean-up activity and educational tour at the Montego Bay Marine Park.
* **Community and Tourism:** Visit the SOS Children’s Village in Barrett Town. Delegates will assist in painting and general carpentry repairs as well as working on the creation of a village farming project.

 *(Bring change of clothes, swimsuit, water shoes, and towel for tour after)*

**11:00 a.m. Travel to South Coast for Destination Experience**

**1:30 p.m.** Arrive at Treasure Beach/Jakes Hotel followed by boat tour to special

seaside dining experience and visit to Floyd’s Pelican Bar

**6:00 p.m. Return to Montego Bay by bus**

**Evening and dinner at leisure at host hotel**

| FRIDAY, MAY 24, 2024  |
| --- |

**Breakfast at Leisure**

**Check out of hotel and depart for airport**

Participant checks into flight at airline counter and then into the VIP Club Montego Bay Lounge Services, which offers stylish comfort inclusive of Wi-Fi, meals and beverages from their premium bar and restaurant.

**Return home safely :)**

| NOTES  |
| --- |

**MEDIA KIT**

The media kit for the conference can be accessed here: [Marketplace Press Kit](https://drive.google.com/drive/folders/1admJHJLpzL5FFN9ORpllOE4zk183IjoM?usp=sharing)

We will continually update with press releases, presentations and photos.

**SOCIAL**

Don’t forget to share your experience(s): @visitjamaica #MeetUsInJamaica #CHTAMarketplace42 #CHTAnow #MontegoBayJamaica

**DRESS CODE**

Business attire is required for the conference, tropical casual attire for other daily activities, wear water shoes or sneakers, swimwear, insect repellent, sun block for water-based activities.

**ITINERARY**

Kindly note that while this document represents elements of the destination, items may be subject to change for reasons beyond our control.

**TRANSPORTATION**

A driver has been secured for the duration of your visit as outlined in the itinerary. For personal transfers the JTB rep must be advised of the request, which may be at an additional cost to you, if the driver is able to facilitate same.

**MEALS**

Meals are covered based on the itinerary.

**TIPS**

Offering tips to our service personnels is not mandatory but you are encouraged to do so if you are able and willing to. Tips are given as a personal courtesy and as such money offered in cases where they are placed on the hotel’s room account must be paid by you upon check out.

***Thank you for visiting destination JAMAICA and participating in Caribbean Travel Marketplace***

*###*