

## JTB to Launch 'Experience Jamaica' Sunday

The Jamaica Tourist Board (JTB) will be launching its 'Experience Jamaica' campaign on Sunday, September 6, geared at encouraging locals to taste, see, feel and enjoy more of the country's tourism product and offerings.

The launch of Experience Jamaica will take the form of a free family fun day at the East Lawns of Devon House and will feature a range of product, services and entertainment from the businesses that operate in the local tourist industry. Deputy Director of Tourism, David Shields, noted that "Experience Jamaica is about presenting the various offerings that are available in the tourism sector in a very open way to the Jamaican consumer so that they can see what is available in terms of the hotel accommodation, attractions, transportation offering, shopping, wellness and be more actively involved." Mr. Shields pointed out that the JTB will use a combination of customer education and discounts to attract more local interest. He added that it is imperative that Jamaicans here at home be aware of the growth in the attractions, hotels, spa, cuisine and other offerings that are available "so that they can become our biggest ambassadors and be able to talk about these offerings with a lot more confidence, knowing that they have participated and have enjoyed them." The Deputy Director said that the launch and the overall initiative is aimed at heightening awareness about brand Jamaica while allowing Jamaicans to "become knowledgeable of our product offering and more effective in sharing with friends and families overseas." The launch will be held from 11:00 a.m. to 6:00 p.m. jis