

Jamaica to be shown in 3-D

The Jamaica Tourist Board (JTB) is taking its cue from the sets of Hollywood in its promotion of the island during The New York Times Travel Show.

The event is slated for February 26 to 27 at the Jacob K. Javits Convention Center in New York City.

Visitors to the destination's exhibit booth (#220) can view the JTB's first-of-its-kind tourism promotional video, filmed entirely in 3-D, every 30 minutes.

Special 3-D glasses will be available for travel show guests to preview the film, featuring a bird's eye adventure across Jamaica. From sunrise to sunset viewers will experience some of the island's most popular attractions. Jamaica is the first destination to create a tourism promotional video utilising 3-D technology.

"Given the popularity of 3-D films, we're excited to be able to present Jamaica to prospective travellers and our travel industry partners employing the latest technology," said Director of Tourism, John Lynch.

"Viewers will receive a virtual tour of Jamaica as if they were right on island, viewing the vibrant topography and attractions first-hand," he noted.

The JTB booth will also feature vacation giveaways, such as a 4-day/3-night stay at the beautiful Jewel Dunn's River Beach Resort & Spa in Ocho Rios, St. Ann as well as sample authentic Jamaican treats. JTB representatives will be on hand to provide details on the destination's accommodations, attractions, events, and specially priced packages.

The New York Times Travel Show will be open to the public on Saturday, February 26 from 10:00 a.m. to 6:00 p.m., and on Sunday, February 27 from 10:00 a.m. to 4:00 p.m.