

Jamaica to Participate In Sun 'N Fun International Fly-In & Expo

With Jamaica's third international airport, Ian Fleming International, now open, the Jamaica Tourist Board (JTB) and the Airports Authority of Jamaica (AAJ) have joined forces to participate in the Sun 'N Fun International Fly-In & Expo.

The annual event, which will take place from Tuesday, March 29 to Sunday, April 3, 2011 in Lakeland, Florida, is the second largest aviation event in the world, after EAA AirVenture Oshkosh.

Approximately 200,000 attendees are expected over the six days with strong participation from the southeast region of the U.S., an important target market for Jamaica. This will be the second year that Jamaica has participated in Sun 'N Fun International Fly-in & Expo. The JTB and AAJ will host a booth titled "Jamaica - A Paradise for Pilots," to provide Jamaica tourism and aviation marketing collateral.

"We are excited about our continued participation in Sun 'N Fun and our partnership with the Airports Authority will ensure the aggressive promotion of Jamaica's third international airport," said Jamaica's Director of Tourism John Lynch. "Our participation in this air show gives us an opportunity to reach the luxury market, an important demographic for the destination, as we continue to develop experiences for these travelers."

Jamaica's presence at Sun 'N Fun serves to attract private jet owners from the U.S. and Canada to Jamaica for them to experience the destination's product offerings, including world-class hotels, attractions, golf courses, spas and more.

The Ian Fleming International Airport, which was officially opened on January 12 by Prime Minister Bruce Golding is located just five miles from the resort town of Ocho Rios. The airport has undergone a series of developments to accommodate the arrival of private international aircraft as large as the Dash-8 and allows for easy, efficient and timely processing of passengers. Features of the facility include a passenger lounge, pilot briefing room, customs and immigration clearance, and other specialized services for private flights.