

NOTES
FOR
THE HONOURABLE PRIME MINISTER
AT THE
JAPEX WELCOME RECEPTION

HILTON KINGSTON HOTEL
FRIDAY, 2000 MAY 19

(JAPEX) was last held in Kingston in 1995.

- Tour operators and wholesalers can enjoy the variety and quality which the destination has to offer.

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Tourism is by far the largest and most important sector of the Jamaican economy.

- * Marketing and promotion by the Government
- * The all-inclusive concept as an innovative market approach

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- Strikingly diverse and superior destination product -

- * natural beauty
- * culture
- * entertainment
- * ambiance,

which Jamaica provides for the visitor.

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- Determined to maintain the industry's competitive edge.

- *Ministry of Tourism, Entertainment of Sports

- Government is committed to adopting policies, which ensure that the tourism industry is supported in the drive for expansion and product development

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- Substantial opportunities for the Jamaican tourist industry

- ❖ Ecotourism (Blue Mountains)
 - ❖ Health tourism (Rockfort Mineral Bath)
 - ❖ Heritage tourism (Devon House, Port Royal)
 - ❖ Attraction tourism
 - ❖ Entertainment/cultural tourism (Reggae music/Bob Marley's Cultural Yard)
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Kingston, the heartbeat of Jamaica and its environs, vibrate with the diversity, colour and range of activities, which have made the island the social and cultural centre of the Caribbean.

- The Triangle -
 - ❖ Port Royal
 - ❖ Downtown, Kingston
 - ❖ Spanish Town
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