

**SPEAKING NOTES FOR TOURISM LUNCHEON
TOKYO, JAPAN
OCTOBER 15 1998**

Salutations

Pleasure to make third visit to Japan

Visit intended to :

- Strengthen friendships
- Cement relationships
- Dialogue on important issues
- Promote Jamaica's investment and trade possibilities

Jamaica-Japan relationship

- Historically strong
- Cordial and mutual
- Genuine
- Enhanced by sporting contacts,
Music, business and trading efforts
- Coffee trade

Importance of this luncheon

- Tourism main plank of economy and Japan is important market
- Tourist board office spear-heading promotional activities
- Growth in Japanese visitors

Despite current difficulties, Japanese can still afford Jamaican vacations,

- Not just honey-mooners

but also

- Anniversaries
- For stress relief and family get-togethers

Role of tour operators

- Indispensable to our marketing
- Have contributed significantly
 - Efforts recognised and appreciated

Your business is good for our business, so let us keep doing more business

wish you to re-double your efforts to:

- Expose more of your clients to
A first rate tourism product, which has a wide variety to offer
the discerning visitor

Work with us to deepen and strengthen strong existing
People-to-people links between our two countries

- Make more money so that we can make more
money

The Jamaican tourism product

- Being continuously up-graded and expanded
 - New attractions
 - New niche areas
 - Eco-tourism
 - Heritage and history

We continue to pay attention to the safety of our guests within our shores

Now have 40 percent repeat visitors and intend to improve on that

Like every country, in our principal city, we experience isolated pockets of problems from time to time

We have put in place, pre-emptive mechanisms to minimise the problems and enhance safety factors for our visitors

The future

Tourism will continue to play an important part in Jamaica's economic development

Increased in-roads into the Japan market is an important element of our future plans

- We wish to count on your continued support, so that together we can continue to forge even stronger business and person to person linkages for our mutual benefits.