



JAMPRO
TRADE & INVESTMENT JAMAICA

Invest in a Global Brand

Invest in Jamaica

Presented by:
Carol Straw
Manager – Tourism & Agribusiness
JAMPRO

Jamaica Promotions Corporation (JAMPRO)

**At Your Service!
World-class Facilitation
& Proven Expertise**



- Jamaica's investment and export promotion agency
- Established in 1988
- Our Purpose
 - Attract and assist investors
 - Promote development of Trade and Industry
 - Strengthen and find markets for exporters
 - Work to improve country's business climate
 - Work to improve country's investment attractiveness

Overview of Jamaica



Population: 2.83 million



The third largest Caribbean island



Largest English-speaking island in the Caribbean



GDP per Capita: US\$8300



Literacy Rate: 87.9%



Democratically elected government, every 5 years

NOTABLE COUNTRY RANKINGS

Best Country To Do Business In The Caribbean Region In 2014

- *Forbes*

Jamaica Moved Up 36 Places to **58th** in the World Bank's 2014 Doing Business Report

2nd Most Attractive For Medical Tourism

- *2014 World Medical Tourism Index*

World's Leading Wedding Destination

- *2014 World Travel Awards*



JAMPRO
TRADE & INVESTMENT JAMAICA



one destination, multiple experiences



Overview of Jamaica

Great Hard & Soft Infrastructure



Strong Country Brand



Great Air, Sea & Road Connectivity



Educated & Cost-Competitive Workforce



Solid & Redundant Telecoms & IT Infrastructure



100% foreign ownership of assets



Comprehensive Incentive regime



Stable, pro-investment parliamentary democracy

Bob Marley



Overview of Jamaica

Current Context



HOTELS

180



ROOM COUNT

20,340



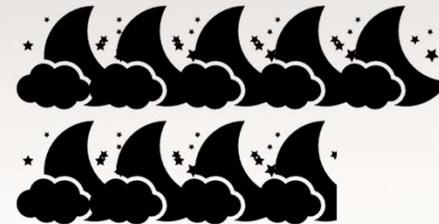
VISITOR EXPENDITURE

\$2113 M

AVG LENGTH OF STAY

Foreign Nationals

8.7
nights



Non-Resident Jamaicans

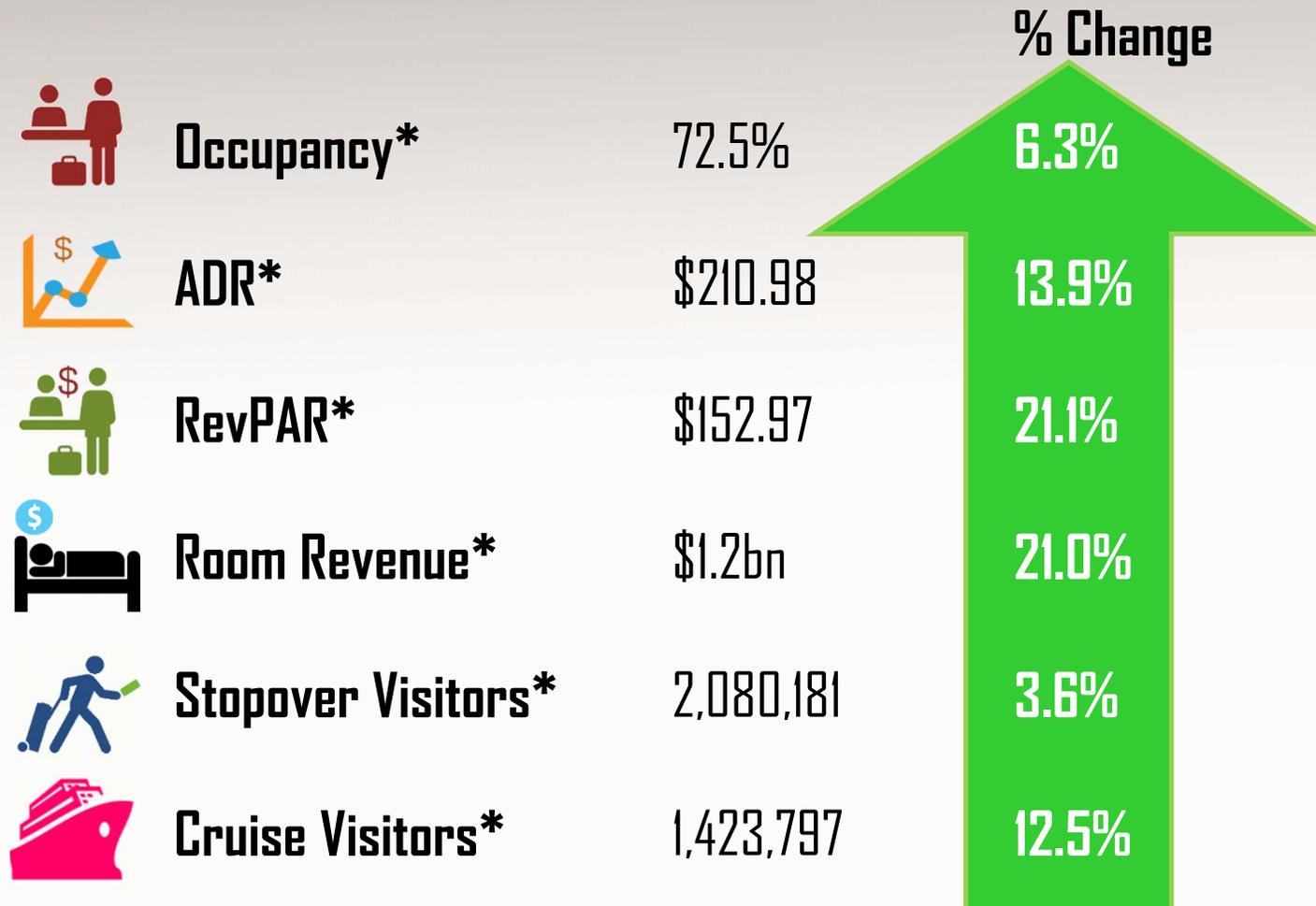
16.5
nights





Overview of Jamaica

2014 – Record-Breaking Year

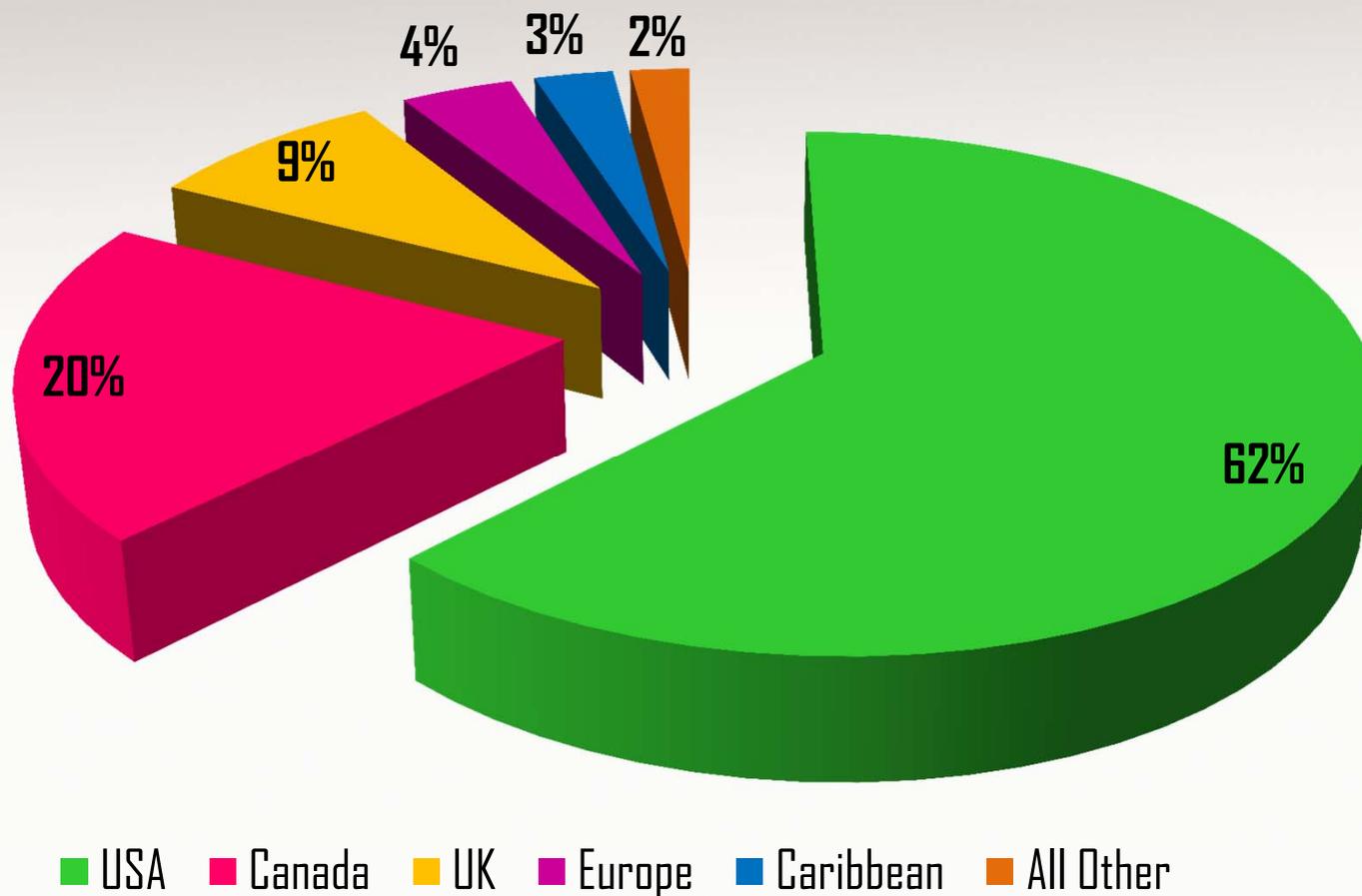


**All-time high*

Source – JTB & STR

KPI: Market Share

Market Share - Stopover Arrivals 2014

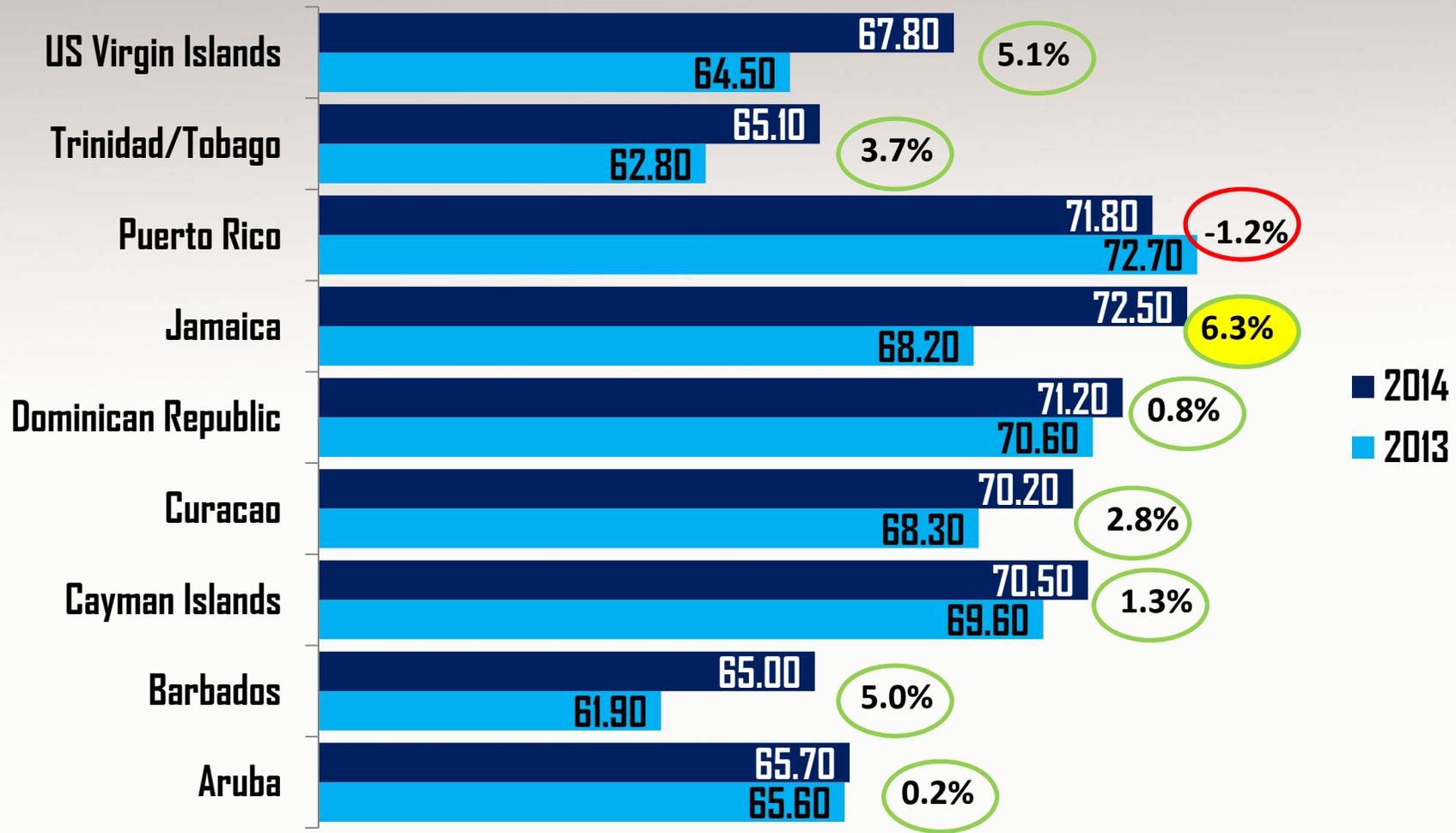


Source - JTB 2014



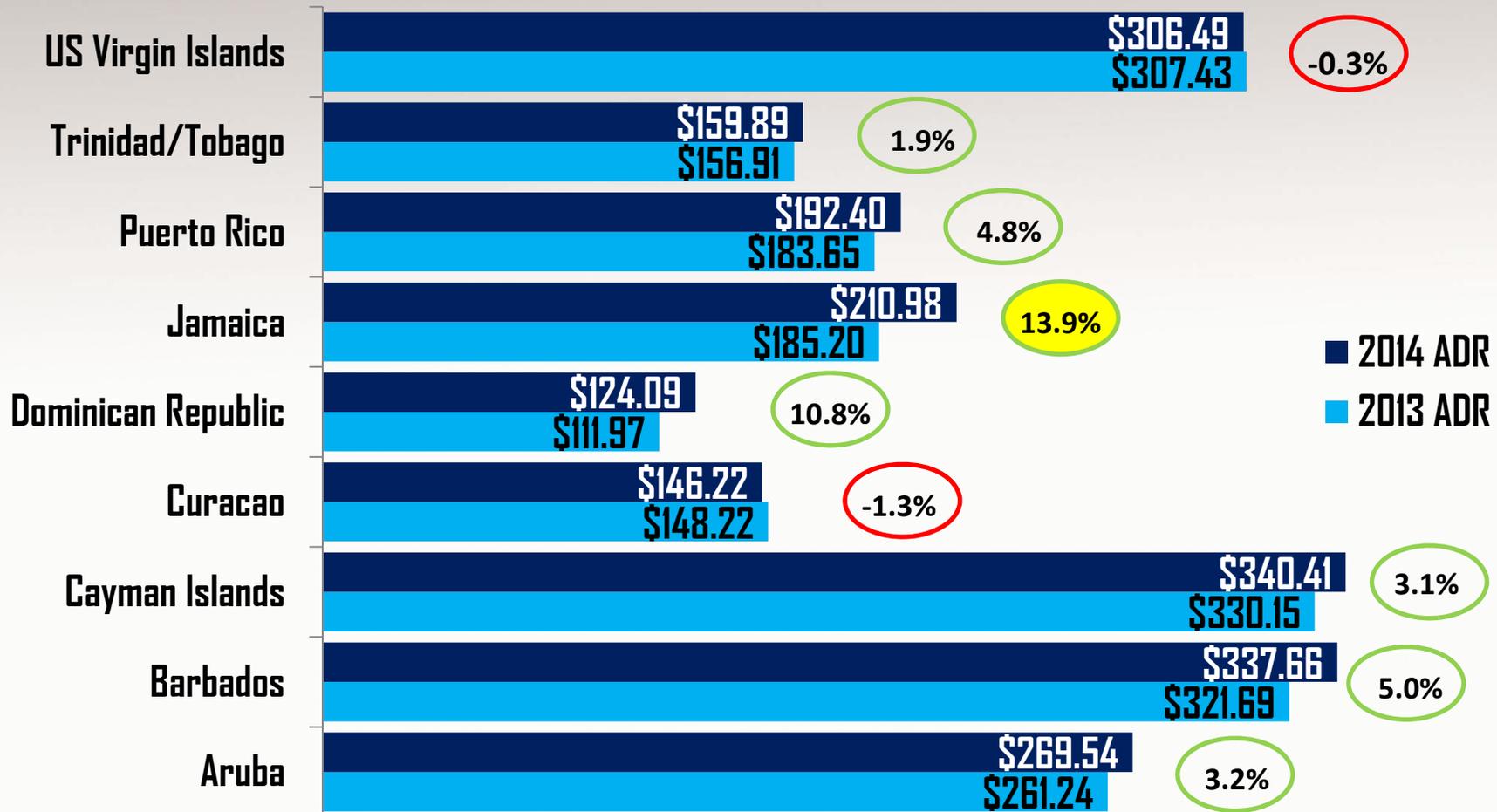
KPI: Highest Occ. Growth

2014 vs 2013



KPI: Highest ADR Growth

2014 vs. 2013



Source: STR



Key Performance Indicators

Leading Destination



Highest visitor arrivals *

3.5 million+ in 2014 – JTB 2015



Highest occ. growth

6.3% in 2014 – STR Inc.



Leading Tourist Destination *

14 times in a row – CHTA



Highest ADR growth *

13.9% in 2014 – STR Inc.



Strongest Country Brand *

Country Brand Index 2015

**in the English-speaking Caribbean*

Hotel Projects in Jamaica

New Build & Expansions - Next 5 Years



	PROJECT	PHASE	ROOM COUNT
	Marriot Courtyard	Opening June 2015	130
	Moon Palace Jamaica Grande	In construction – refurbishing & new rooms	730
	Melia Braco Jamaica Village	In construction – refurbishing	224
	Royalton Resort	Final Planning – to begin May 2015	186
	Palladium Grand Hotel	Final Planning	850
	Hyatt Ziva Zilaria	Opened February 2015	627
	Other (not publicly disclosed)	Various	1932

GRAND TOTAL: 4679

Source – JAMPRO 2015

Tourism Opportunities



Health & Wellness

Attractions



Hotel Development
(new build & refurbishment)

Ecotourism



Tourism Opportunities



Medical Tourism



High medical costs in NA

Nearshore advantage to NA market

Plethora of health and wellness practitioners

Growing interest in Cbean as Medical Tourism Destination



Tourism Opportunities

Attractions



Increasing room stock and visitor arrivals



Need for more diverse attractions



Need for higher-end attractions



Tourism Opportunities

Ecotourism



Home to extensive cultural and ecological resources

Unique geographical formations (caves, waterfalls)

Mountainous regions, coral reefs, rivers, rich wildlife

Government-designated areas for ecotourism development (Portland)



Tourism Opportunities

Hotel Development



Ideal sites available for development



KPIs going in the right direction



Continued investment in the tourism product



Strong country brand



Timeshare legislation

Let's Do Business!



jamaicatradeandinvest.org



+1 876 978 7755



cstraw@jamprocorp.com



18 Trafalgar Road
Kingston 10, Jamaica W.I.



#DoBizJa