



Feedback Forum is Latest Addition to Port Antonio's Destination Marketing Program

Port Antonio has been reawakened as one of Jamaica's most enchanting destinations through a comprehensive destination marketing campaign spearheaded by PPR Communications, the Miami-based agency hired to create, launch and manage the program. This essential part of the destination's move towards sustainable development and ultimately to certification by Green Globe 21 has been funded primarily by the Environmental Foundation of Jamaica with incremental support from the EAST project. The Jamaica Hotel & Tourism Association along with a committed group of Portlanders have given countless hours and in-kind services and support to drive the program forward. The latest addition to the campaign arsenal is the Feedback Forum. On-island partners can now communicate directly with PPR and impact the message and direction of the campaign: www.pprcommunications.com/feedbackforum.

The Feedback Forum is a web-based vehicle where on-island stakeholders can review the status of the destination's marketing campaign – see collateral materials that have been developed, learn about press activities, review publicity that has been generated and provide their own feedback directly to PPR Communications, the managers of the marketing program. Stakeholders can also provide pertinent information about upcoming on-island events, special packages being featured at their respective hotels, or upgrades to their properties. This information can then be incorporated into press releases or other communication vehicles, as appropriate.

In conjunction with the motivated team in Port Antonio, PPR has launched a variety of initiatives to create awareness for Port Antonio and to highlight the destination's commitment to sustainable development. Recognizing the critical importance of branding Port Antonio as a destination, the logo was enhanced and a tagline "The Other Side of Jamaica" was added to capture the region's unique essence and to differentiate it from other destinations in Jamaica. PPR has since incorporated the logo and tagline into all Port Antonio marketing and PR materials, including press kit folders, letterhead and on the destination's official web site: www.portantoniotravel.com. The site, implemented by Solimar Marketing, is scheduled to launch later this month.

Generating positive publicity for Port Antonio throughout North America is at the forefront of the Destination Marketing Program. PPR has told the Port Antonio story to media worldwide. The agency has disseminated hundreds of press kits, which were designed for the destination, and has conducted personal hands-on media relations efforts with a huge network of media in the United States and Canada. In December, the agency hosted the first select group of journalists to the destination, enabling them to experience Port Antonio's renaissance first hand. As a result, coverage of Port Antonio is already beginning to show up in major consumer and travel trade media.

Port Antonio is truly The Other Side of Jamaica. The destination's strides in sustainable development are remarkable; the most recent achievement is that Port Antonio and its parish of Portland have been officially benchmarked by Green Globe 21. This important international recognition is based on a series of stringent requirements and acclaims the destinations' high standards of environmental and social sustainability. These efforts are being touted by PPR and the marketing team throughout North America.

For more information on the Destination Marketing Campaign for Port Antonio, visit: www.pprcommunications.com/feedbackforum.

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