

CV



OCTOBER 2023

# JAMAICA

CARIBBEAN ISLAND OF THE MONTH

# W E L C O M E

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Dear Travel Advisors,

We are happy to present our October Caribbean Island of the Month: Jamaica. Our Island of the Month campaign is designed to give you the resources you need to sell our preferred partners in the favored Caribbean Island destinations.

Jamaica offers an unparalleled blend of tropical opulence and cultural vibrancy. Nestled in a sumptuous beachfront or hilltop retreat, your days are spent savoring gourmet Jamaican cuisine with ocean vistas, rejuvenating in world-class spas, embarking on thrilling adventures, and teeing off on championship golf courses.

Our marketing team has also curated a special Travel Advisor Bundle for you! This includes our consumer LookBook for your clients, a customizable flyer, ready-made social media posts, and an informative webinar so you can be fully equipped to sell this month!

We look forward to a great month. Happy selling!

Sincerely,  
**CLASSIC**  
*Vacations™*

- 
- 04 TRAVEL ADVISOR FLYER
  - 05 TRAVEL ADVISOR BUNDLE
  - 06 YOU'VE ARRIVED TO JAMAICA
  - 08 GET TO KNOW: JAMAICA
  - 10 COME BACK TO EXPERIENCE IT ALL
  - 11 COME BACK TO NATURAL WONDERS
  - 12 COME BACK TO CRAVING
  - 14 FEATURED PARTNERS
  - 20 OTHER PREFERRED PARTNERS
  - 22 THE CLASSIC WAY
  - 23 CLASSIC ROYALTY REWARDS
  - 24 COME BACK TO ROMANCE IN JAMAICA
  - 25 SAY I DO IN PARADISE
  - 26 CONTACT US. 1.800.221.3949

In Jamaica, there's an answer for everyone's wish: whether that's to escape on an exhilarating adventure, relax in unparalleled natural beauty, or explore the colorful Jamaican culture.

## PREFERRED PARTNERS

### MONTEGO BAY

- Sandals® Montego Bay - *Couples Only, All Inclusive*
- Sandals® Royal Caribbean - *Couples Only, All Inclusive*



- Half Moon
- Round Hill Hotel and Villas



- Hyatt Zilara Rose Hall - *Adults Only, All Inclusive*
- Hyatt Ziva Rose Hall - *All Inclusive*
- Secrets® St. James Montego Bay - *Adults Only, All Inclusive*
- Secrets® Wild Orchid Montego Bay - *Adults Only, All Inclusive*



- Breathless Montego Bay Resort & Spa® - *Adults Only, All Inclusive*
- Grand Palladium Lady Hamilton Resort & Spa, *All Inclusive*
- Hideaway at Royalton Blue Waters, An Autograph Collection All-Inclusive Resort - *Adults Only, All Inclusive*
- Hilton Rose Hall Resort and Spa - *All Inclusive*
- Jewel Grande Montego Bay Resort & Spa, *All Inclusive*
- Royalton Blue Waters Montego Bay, An Autograph Collection All-Inclusive Resort
- Royalton White Sands Montego Bay, An Autograph Collection All-Inclusive Resort
- Zoetry® Montego Bay - *All Inclusive*

### NEGRIL

- Beaches® Negril Resort - *All Inclusive*
- Sandals® Negril - *Couples Only, All Inclusive*
- Sandals® South Coast - *Couples Only, All Inclusive*



- Azul Beach Resort Negril by Karisma, *All Inclusive*
- Hideaway at Royalton Negril, An Autograph Collection All-Inclusive Resort, - *Adults Only*
- Royalton Negril, An Autograph Collection All-Inclusive Resort

### OCHO RIOS

- Beaches® Ocho Rios - *All Inclusive*
- Sandals® Ochi - *Couples Only, All Inclusive*
- Sandals® Royal Plantation - *Couples Only, All Inclusive*



- GoldenEye
- Jamaica Inn



- Moon Palace Jamaica - *All Inclusive*

# TRAVEL ADVISOR BUNDLE

Access the tools and resources to help you sell Jamaica during the month of October. We've created consumer-friendly content for you to share with your clients along with educational opportunities for your growth.

[DOWNLOAD CUSTOMIZABLE FLYER](#)

*Open in Adobe Acrobat. Customize. Send.*

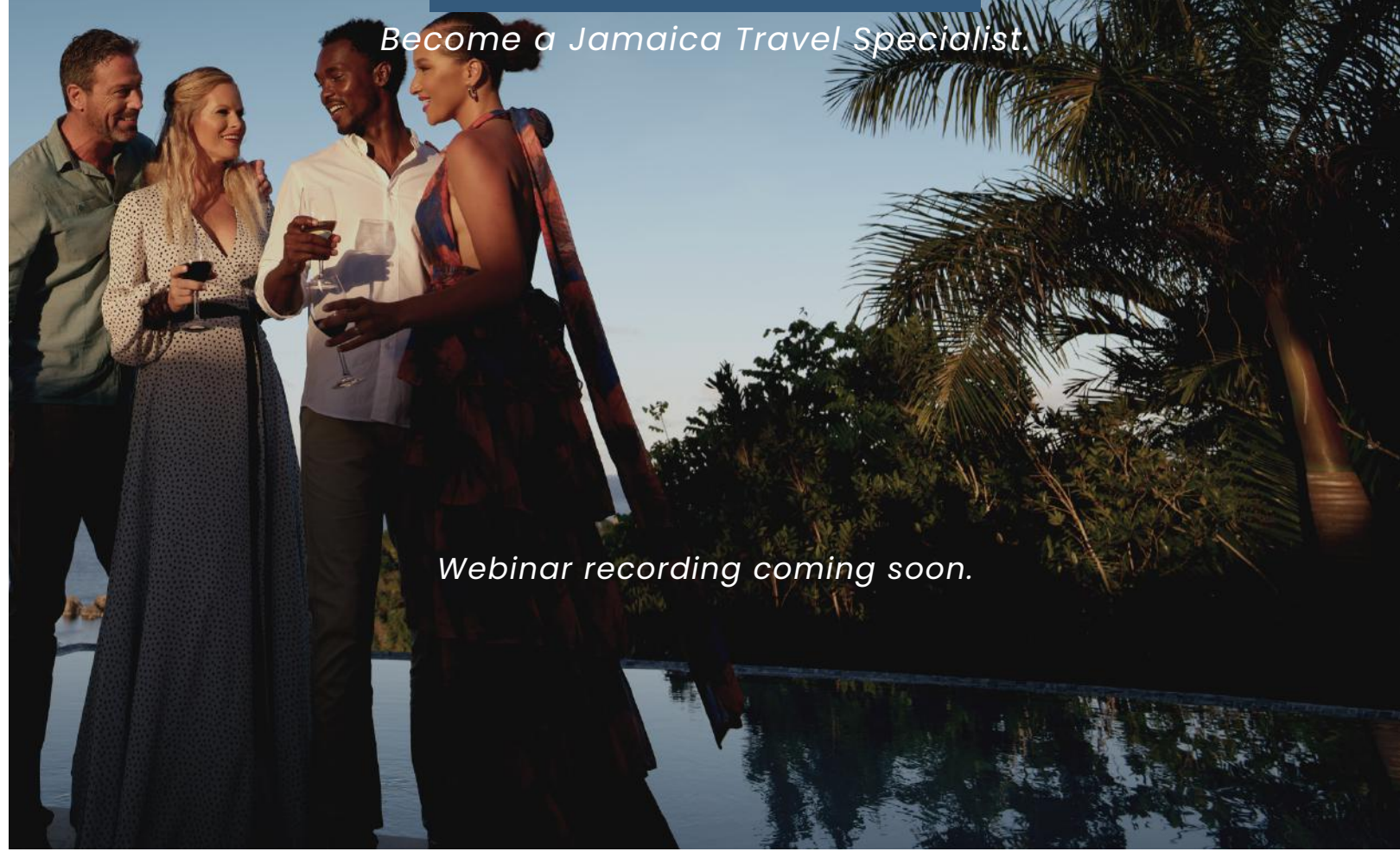
[VIEW CONSUMER LOOKBOOK](#)

*View and send to your clients.*

[BECOME A SPECIALIST](#)

*Become a Jamaica Travel Specialist.*

*Webinar recording coming soon.*



*you've arrived to*

**JAMAICA**





*come back to the vibe that comes alive in*

# JAMAICA



Welcome to Jamaica, where the vibrant energy and laid-back charm of our island will captivate you. Come explore the rhythmic pulse of our island and the irresistible vibes, warmth, and spirit of our people that will leave a mark on your heart.

Whether you're seeking adventure, relaxation, a romantic escape, vibrant cultural encounters or breathtaking natural wonders, Jamaica has something for everyone. This is your invitation to experience the magic of Jamaica and come back to being your best self again.







## COME BACK TO EXPERIENCE IT ALL

This island is bursting with stories and experiences served with the warmest hospitality and largesse. There's always music playing, delicious food cooking, and you're always invited. From hiking and water sports to historical sites and food tours, Jamaica is a treasure trove of activities waiting to be checked off your bucket list. Think golfing, shopping, sailing, exploring, and not to mention the parties!... Even we can't keep up.



## COME BACK TO DARING

Nature enthusiasts and thrill-seekers have no shortage of outdoor activities. Come back to daring as you hike to the peak of the Blue Mountains, surf the waves at Boston Bay Beach in Portland, or zipline over stunning waterfalls. Go horseback riding along the beach or check out the Kool Runnings water park in Negril. Nothing compares to bobsledding through the rainforest at Mystic Mountain or cliff diving at Rick's Café.



## COME BACK TO LIVELY

Discover the roots of Reggae music and its global icons at the Bob Marley Museum and Peter Tosh Museum in Kingston. Take in the nightlife and live music at Pier One in Montego Bay or Janga's Soundbar in Kingston. Whether street-side eateries or fine dining restaurants, you'll find traditional Jamaican dishes and a range of international cuisines for meals that you'll savor long after your vacation has ended. Show off your dance skills at a street party or nightclub.

# COME BACK TO NATURAL WONDERS

Come back to your best self and explore Jamaica, where nature weaves its magic into every corner of this enchanting island. From the Two Sisters Cave to the turquoise waters that caress its shores, Jamaica boasts an array of natural wonders that will captivate your senses.

## MYSTICAL CAVES

Tucked into the rugged Hellshire Hills, the Two Sisters Caves await adventurous souls ready to delve into the mystical depths of Jamaica's underground wonders. The captivating limestone caves are a geological marvel, adorned with stunning stalactite and stalagmite formations that have taken thousands of years to form.

## CAPTIVATING WATERFALLS

Prepare to be mesmerized by Jamaica's waterfalls, where cascading curtains of crystal-clear water create a captivating sight. Dunn's River Falls, one of the island's and world's most famous natural wonders, invites you to climb its terraced limestone rocks, guided by expert locals.

## BEAUTIFUL BEACHES

Jamaica's coastline is a treasure trove of beautiful beaches that stretch for miles, boasting powdery white sands and azure waters. Negril's Seven Mile Beach, known for its sunsets and vibrant atmosphere, is a favorite among visitors. For those with a penchant for underwater exploration, Jamaica's coral reefs provide an underwater wonderland filled with colorful marine life.



# COME BACK TO CRAVING



All the history, beauty, warmth and colour of Jamaica is perfectly distilled in its iconic food. Food lovers will delight in bright, diverse, and boldly flavoured dishes served throughout the day. Spicy jerk, fresh seafood, hearty stews, ital food, fine spirits, and an array of tropical fruits you've never tasted before, make Jamaica a culinary destination in the Caribbean not to be missed.

Jamaica never misses an opportunity to celebrate our rich food heritage. Throughout the year, festivals abound in praise of jerk, seafood, coffee, rum, and the culinary prowess of our people. Whether at streetside eateries, hotel dining, or upscale restaurants, you'll find delicious and authentic food always crafted with pride and signature Jamaican 'boasyness'.



# FEATURED PARTNERS





# ROUND HILL

HOTELS & VILLAS

★★★★★





# TIMELESS ELEGANCE

Round Hill Hotel & Villas features a collection of secluded and elegantly appointed luxury villas, ocean-view rooms, and suites, discreetly nestled in one hundred lush, verdant acres and surrounded by pristine natural beaches. Perfect for romantic escapes, family getaways, weddings, and larger reunions, our luxury Caribbean resort offers understated luxury and impeccable service with a warm Jamaican heart. Immerse yourself in the tropics, and cherish the simple pleasures of a place, that has always welcomed legends, and now welcomes you home.

## LUXURIATE IN ISLAND COMFORT

Wake up to golden sunrises, cooling trade winds, and a new adventure every single day and night. Impeccably designed by Ralph Lauren, our ocean-view rooms and suites evoke a crisp, clean Caribbean ambiance that set the standard for accommodations in Montego Bay. For a truly distinctive experience, our uniquely designed luxury villas capture the charm of island living with the advantages of your own dedicated staff that will prepare daily breakfast, with undivided attention and warm authentic Jamaican hospitality.



# JAMAICA INN

OCHO RIOS HOTEL

★★★★★



# CELEBRATING 65 RELAXING YEARS

Welcome to the home of legends. For 65 years, some of the world's most influential and inspirational have retreated here for our soft, sophisticated, and gracious service. Unwind in antique-appointed accommodations. Savor exquisite island-fresh cuisine. Drink in the magnificence of the glistening Caribbean Sea along our private Jamaica beach. Feel it deep within your soul. Be legendary. It's time.

## OCEAN VIEWS WITH EVERY ROOM AT JAMAICA INN

Jamaica Inn's glorious accommodations are spacious, impeccable, and tasteful. Timeless, yet modernized. Each suite or cottage provides stunning ocean views. Isn't it time to sit back and relax in our Jamaica paradise?

Choose between five different suite options ranging from a Premier or Deluxe Verandah Suite, a Superior Balcony Suite, Suite 21, or the Cowdray Suite - each offering a welcoming space to relax and unwind.

Elevate your stay with one of the spacious Jamaica Inn Cottages, offering 1-2 bedroom accommodations and panoramic views of the Caribbean Sea.



# HALF MOON

★★★★★



**Forbes**  
TRAVEL GUIDE

# JAMAICA'S HIGHEST RATED RESORT BY FORBES

Framed by the glistening Caribbean Sea to the north and the lush hillsides to the south, guests may opt for Eclipse at Half Moon, Founders Cove at Half Moon, or Rose Hall Villas at Half Moon. There are 210 elegantly appointed rooms and suites, and 27 villas with easy access to resort amenities, along two miles of beachfront.

## ECLIPSE

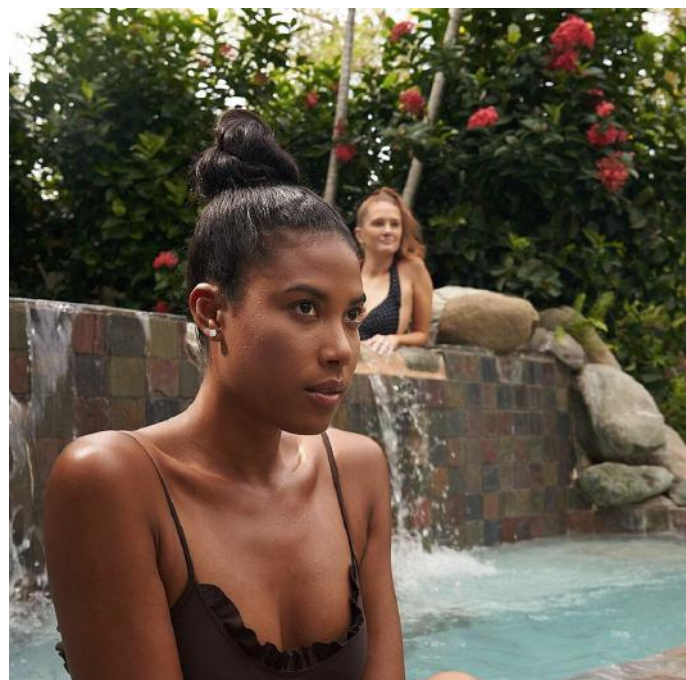
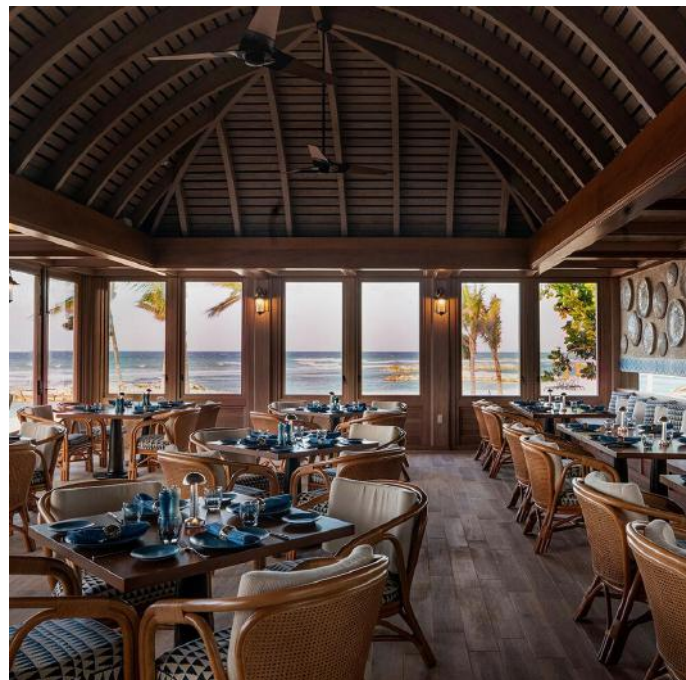
Features luxurious and spacious accommodations, two restaurants, three bars, a market café, Fern Tree – a Salamander Spa, an infinity-edge swimming pool, and a private beachfront with a natural swimming cove.

## FOUNDERS COVE

Incorporates the iconic sections of Half Moon that were developed by the original owners of the property. Guests can stay at a combination of classic cottages centered around Sunset Beach, as well as the popular Hibiscus and Ocean Court accommodations.

## ROSE HALL VILLAS

Offers 5-, 6- and 7-bedroom accommodations, and are perfect for families, groups, and golfers, with each featuring a living and dining room, outdoor space, and private pool. Each villa comes with a butler, housekeeper, and cook.



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- GoldenEye
- Jamaica Inn



- Moon Palace Jamaica - *All Inclusive*

# THE CLASSIC VACATIONS MISSION STATEMENT

To help Travel Advisors deliver outstanding experiences through highly personalized service, trusted partnerships, and curated products, so they can create and retain loyal customers for life.

## THE CLASSIC WAY

Classic Vacations™ is a full-service resource for Travel Advisors, providing product expertise and superb customer care. Whether discovering a destination's natural beauty, architectural marvels, delicious cuisine, indulgent spas, great golf, or local culture, Classic makes it easy for Advisors to coordinate the myriad of details that make an unforgettable vacation, including competitive first-class airfares, exceptional resorts and villas, exciting tours, and outstanding ground services.

## CLASSIC DESTINATIONS LAUNCH DATES

1978	1996	1998	1999	2006	2007	2011	2012	2013	2017	2019	2022
Hawaii	Europe	Caribbean & Bermuda	Mexico	The Islands of Tahiti	Fiji	Costa Rica	Canada	Maldives, Seychelles, Dubai & Abu Dhabi	Southeast Asia	Japan & USA	SKI by Classic

## AWARDS

2022

Best FIT Tour Operator, Europe, Travel Age West Wave Award

2021

Best Tour Operator Overall Virtual Experiences/Events, Travel Weekly

2017

Wholesale Partner of the Year, ASTA

2017

Destinations and Experiences Partner of the Year, Virtuoso

2008, 2010-2015

Best FIT / Custom Tour Operator, Virtuoso

2015

Best Customer Service, MAST

Best Reservations Department, MAST

2013

Land-Based Supplier of the Year, NACTA

## UNPARALLELED PRODUCTS AND SERVICES

From the best rooms to one-of-a-kind suites including the best all-inclusive properties, Classic Vacations gives Travel Advisors the confidence to book even their most discerning customers. Our property policies include the best room in the category booked and VIP attention. With Classic Concierge\*, Classic Assist, and our unmatched customer service, Travel Advisors have the inside advantage in every destination we serve.

## INDUSTRY AFFILIATIONS

- ✓ AMERICAN EXPRESS
- ✓ SIGNATURE TRAVEL NETWORK
- ✓ CHARTER MEMBER OF ASTA TOUR OPERATOR PROTECTION PROGRAM
- ✓ CONSORTIA X
- ✓ TRAVEL LEADERS
- ✓ MEMBER OF THE USTOA "ONE MILLION DOLLAR" PROTECTION PROGRAM
- ✓ ENSEMBLE, US & CANADA
- ✓ TRAVELSAVERS/NEST
- ✓ MAST
- ✓ VIRTUOSO

## WAYS TO CONNECT WITH US

### CALL US

1.800.221.3949

*Or your preferred number*

### CALL-BACK

Call your preferred number and while on hold, accept the prompt for the CV call-back.

### SATURDAY HOURS

Now Open Saturdays from 7 am to 1 pm PST

*Call 1.800.221.3949*

### CV4U

Work with a team of agents available via email for FIT bookings. An annual commitment of \$100,000 is required. Contact your BDM for more information

### ADS DESK

This FIT dedicated desk provides you an exclusive reservation agent. Email requests with phone consult as needed. \$200,000 annual commitment required. Contact your BDM for more information.

### EUROPE4U

Connect via email with an experienced team of Europe travel sales specialists dedicated to helping you book your client's European getaway. Access the Europe4U Request Form [HERE](#). Submit your Europe booking request Agent will respond within 2-4 business hours of submission!

WWW.CLASSICVACATIONS.COM

\*Terms & Conditions Apply





# ROYALTY REWARDS

## EARN POINTS WITH EVERY FIT BOOKING CLICK A BUTTON BELOW TO START YOUR REDEMPTION

- \$75 GIFTCARD**  
200 POINTS
- \$150 GIFTCARD**  
400 POINTS
- \$300 GIFTCARD**  
800 POINTS
- \$500 GIFTCARD**  
1300 POINTS
- TRAVEL & EXPLORE**  
200 POINTS = \$150 TRAVEL CREDIT

### 2023 VIRTUAL RETAIL GIFT CARD 200 FIT 2023 POINTS EARNS A \$75.00 GIFT CARD

### 2023 TRAVEL AND EXPLORE EVERY 200 POINTS EARNS YOU A \$150.00 TRAVEL CREDIT

**Requirements:**

- Submit a VRGC Redemption Form
- Include your personal W9
- Agency Owner /Manager email for approval
- A Minimum of 200 eligible points
- Points are non refundable

VRGC requests are processed on the last Friday of each month.

Recipients will receive an email the first week of the following month. The email will contain a link to choose your Virtual Retail Gift Card(s).

Choose your VRGC.

You may split your gift card value among two or more gift cards. You will have options like Disney Store, Amazon, Sephora, Safeway, Starbucks, Target, and many more!

**CLICK HERE TO  
CHECK YOUR POINTS**

**Requirements:**

- A minimum of 200 eligible points
- Make your booking with Classic Vacations
- Pay Deposit and Final by due dates
- Submit a Travel Redemption Form
- Agency Owner /Manager email for approval
- Points are non-refundable once applied to a booking.

Submit your travel redemption at least 30 days prior to departure.

Recipients will receive an email receipt upon submission. Agency Owner/Manager will receive an email to approve.

Points are redeemed and applied to your booking 2 to 3 days prior to departure as a refund.

Classic Express, Fly-Drive, Sandals/Beaches, and VRBO bookings are not eligible to earn points.

No travel blackout dates! Travel to any of Classic Vacations destinations. Use your Rewards towards Air Only, Hotel Only, Package, and/or Car. (Classic Express and VRBO not eligible for points redemption)

Book online or call 800-221-3949 (choose 1 than 3 at prompt). Pay the NET due only (no commission).

Virtual Retail Gift Card: Every Classic FIT points on bookings that travels between January 1, 2023 through December 31, 2023 are eligible toward 2023 Gift Card redemption. A maximum of 1300 Royalty Points are allowed for redemption per calendar year. Your 2022 Royalty Points may not be combined for gift card redemption. Only U.S.-based agents qualify for gift card redemption. Group points may not be redeemed for a VRGC. 2023 Points towards VRGC expire 2.29.24 remaining points may be used for Travel, see below.

Travel: Eligible Points may only be used on Advisors' personal travel with Classic Vacations. Payment in full is required. A \$29 minimum payment is required and is non-refundable. Points cannot be used for minimum payment or processing fees. Points are applied just prior to travel date as a refund. Points applied to the booking are non-refundable. Points may not be applied to canceled or past travel bookings.

2022 Points expire March 25, 2024. 2023 Points expire March 25, 2025. Visit our Instagram featuring Travel Advisors Royalty Rewards in action: [#weareclassicvacations](#)

See complete list of Terms and Conditions, [click here](#). Contact: [points@classicvacations.com](mailto:points@classicvacations.com)

# COME BACK TO ROMANCE IN JAMAICA

Like the distinctive rhythm of the Reggae's one-drop, romance is better unhurried. Stroll arm in arm down paths lined with orchids, then wind down with a dip in the turquoise Caribbean Sea. Take it slow. In a lover's paradise, there's no need to rush.

So, take the time to bury your toes in the softest white sand or explore lush rainforests that give way to dreamy waterfalls on your idyllic honeymoon or romantic couple's getaway. As you sip drinks together in the golden glow of a Jamaican sunset, you'll wonder, Is this love? The answer is yes.





# SAY I DO IN PARADISE

Groups by Classic presents our exclusive Say I Do In Paradise campaign in Jamaica.

The **WEDDING COUPLE** can earn up to **\$1,000 USD** credit toward their Destination Wedding Airfare! If you would like to qualify, you can book a Destination Wedding in Jamaica by December 31, 2023, and have 75 room nights materialized.

*[View details and customize the Say I Do Flyer](#)*

[DOWNLOAD SAY I DO FLYER](#)



CV



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