

PROMOTING YOUR TOURISM BUSINESS

Part of Big Up Small Business, Jamaica



In partnership with



Promoting Your Tourism Business

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Know Your Brand

Before putting in place any marketing strategies, it is important to have a clear understanding of your business, your brand, and what it means to your customers.





Develop a SWOT analysis

Consider the internal **S**trengths and **W**eaknesses of your business, for example “its great location” or “the expertise of the staff”. Then consider the external **O**pportunities and **T**hreats, for example “the domestic market is growing” or “competitor is opening nearby”. It’s helpful to have your S-W-O-T written down so you will consider it when making decisions about promoting your business.

Who are your customers?

Review any insight you have about your customers. Where do they come from? How do they find you? Do they visit as a solo, couple, family or group? The more you can understand, the more effective you can be at targeting more of them. If you’re a new business, consider who you think your product or service will appeal to and why? Start recording insight about your first customers, so you can become more targeted as you grow.

What are your USPs?

What’s special or different about what you offer – your Unique Selling Points? What have customers told you they love about your business? And what have they told you they don’t? Which products sell the best, which don’t, and what’s different about them? Understanding this will help guide your product and brand development, as well as what you should promote as part of your marketing.

KNOW JAMAICA'S BRAND

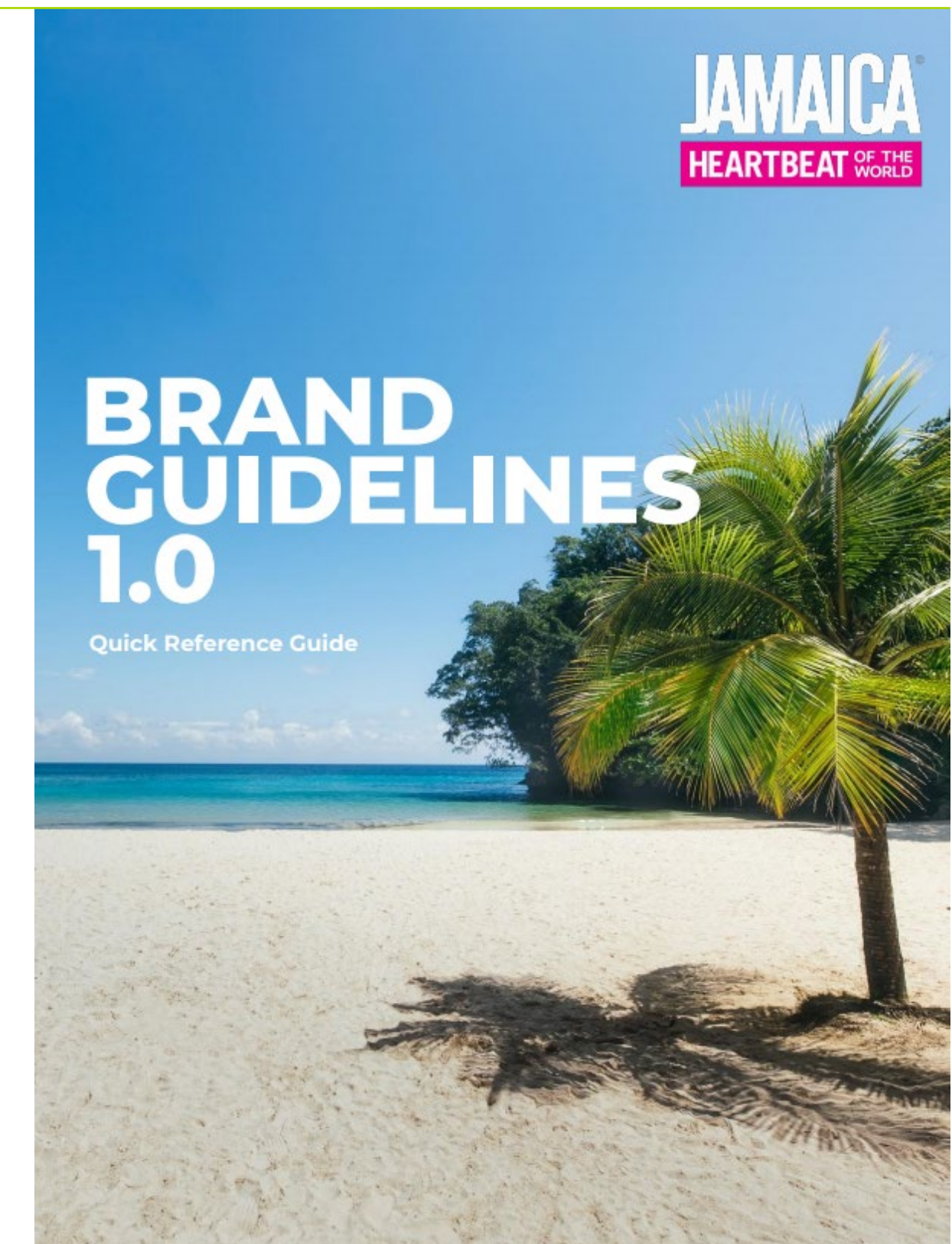
Your business is a part of the broader destination brand, Visit Jamaica. It is important that you know, understand, and try to align with the Visit Jamaica brand positioning and pillars.

Brand guidelines

[Download your copy](#) and familiarize yourself with the destination brand.

Images and assets

To request images and assets, including the official Corporate and Heartbeat logos, contact creative@visitjamaica.com



The 4 Essential Elements You Need to Promote Your Business



1. A CLEAR CALL TO ACTION



Make your goals easy

Focus on what you want your marketing efforts to achieve. If you want phone calls, display your number prominently, or if you want conversions, make it easy to reserve or buy through your website or Facebook page.

Keep it fresh

If you have a new product or your business information has changed, update your marketing to reflect this. This includes your website, social media pages, and any listings. Important information includes your company description; opening hours; contact details; product/service costs; and how to book.

First impressions count

People will judge your business by your website or Facebook page. Keep it clean and tidy, like your real shop front. Always check to be sure everything displays well across all devices including desktop and mobile.

FAQ's

If you often get asked the same questions, consider providing helpful answers to your FAQs on your site. Here you can also present any safety measures you have introduced to help protect against COVID-19. This will give customers the confidence to go ahead and book.



2. GREAT IMAGERY

Customers respond best to great images, so make sure your website or Facebook page shows your best shots.

Stay sharp

Blurry or badly cropped images look unprofessional. Make sure images are at least 500KB and cropped correctly.

Free content

Ask your customers if you can use images they have taken whilst visiting you. It's great, free, authentic 'user generated content'.

Elevate your photography

A professional photoshoot can help elevate your business and give you real stand-out imagery. Prepare a thorough brief and plan for the day, ensuring everything looks at its best.

Helpful resources

Great, free imagery is available on websites like unsplash.com, nappy.co and canva.com. Don't forget to request free use of Visit Jamaica images.

3. STRONG BRAND IDENTITY

Help customers to quickly and easily understand what you offer and how to purchase it, whilst also presenting your 'brand personality'.

What's your USP?

Make it clear what makes your business unique and different from your competitors — why should they choose you over them?

Give your brand a voice

Use language which is appropriate and gives your brand a personality. If you're a warm and welcoming family-run B&B, make this come across in the tone of voice you use.

Helpful resources

Websites like creativemarket.com allow you to purchase compelling but inexpensive brand templates for menus, logos, flyers and more so that you do not have to pay for expensive brand development assets.





4. REVIEWS & TESTIMONIALS

One of the best ways you can build trust and win new customers is by gaining endorsements on third-party websites.

Take control of your listings

Register your free business listings on TripAdvisor and Google. Make sure your information is up-to-date and your best images are displayed.

Encourage reviews

Ask every visitor who has had a positive experience to leave a review on TripAdvisor, Google and Facebook. Make it easy by giving a reminder card or emailing them a link the next day.

Listen and respond

Respond to as many reviews as possible, always in a professional manner. Listen to feedback and use it to improve.

Monitor your performance

Keep track of your number of reviews, scores and rankings. Set targets and reward your team for hitting them. Monitor your key competitors' reviews to learn what customers appreciate about them and where you can tweak your own offering to win more business.

Helpful resources

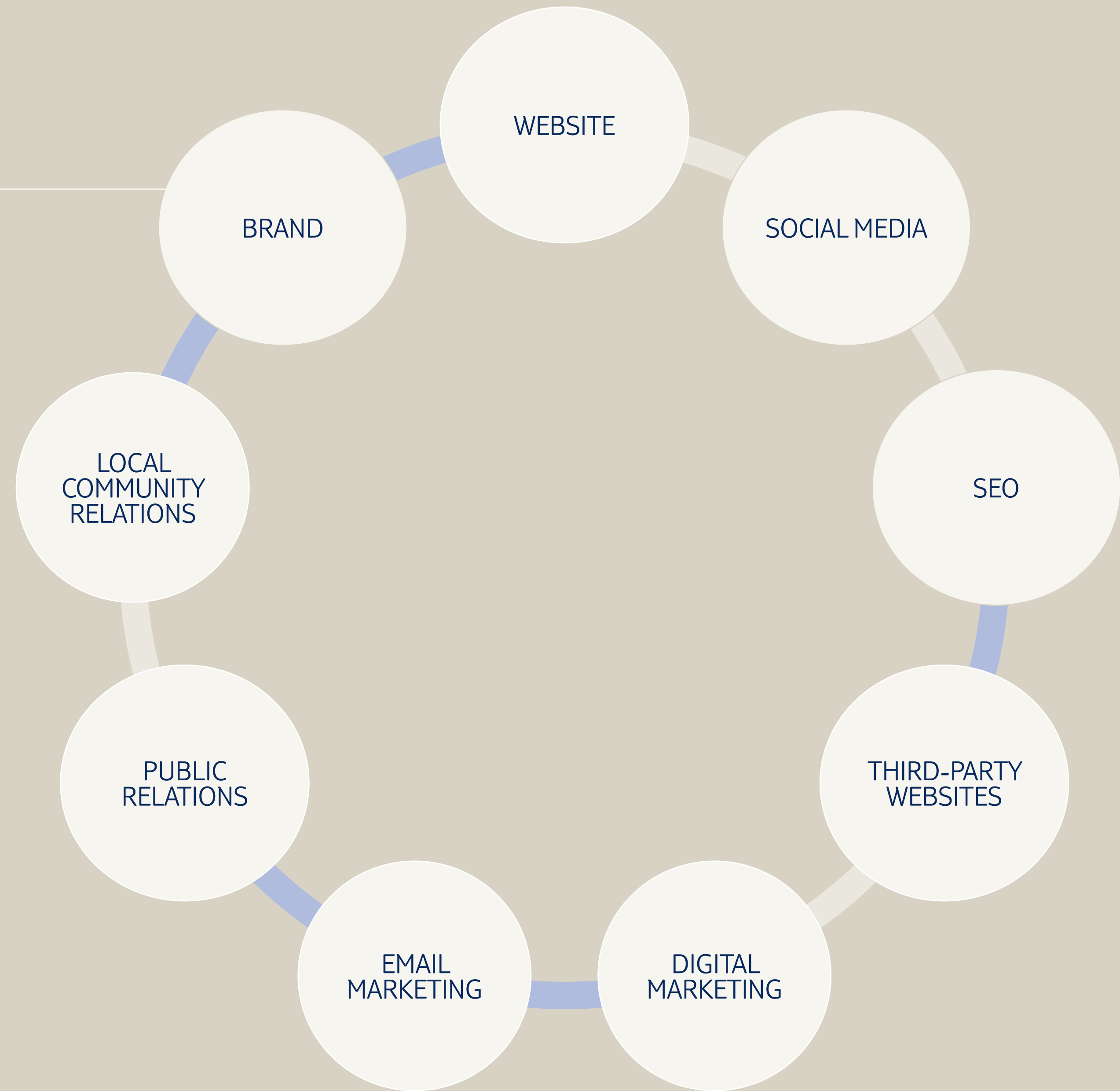
Claim your Google Business Listing: google.com/business (see page 30)

Claim your TripAdvisor Listing: tripadvisor.com/owners (see page 31-32)

Tourism Marketing 101



Marketing for tourism businesses is not a case of one size fits all, so it's important to know which tactics are right for your business.

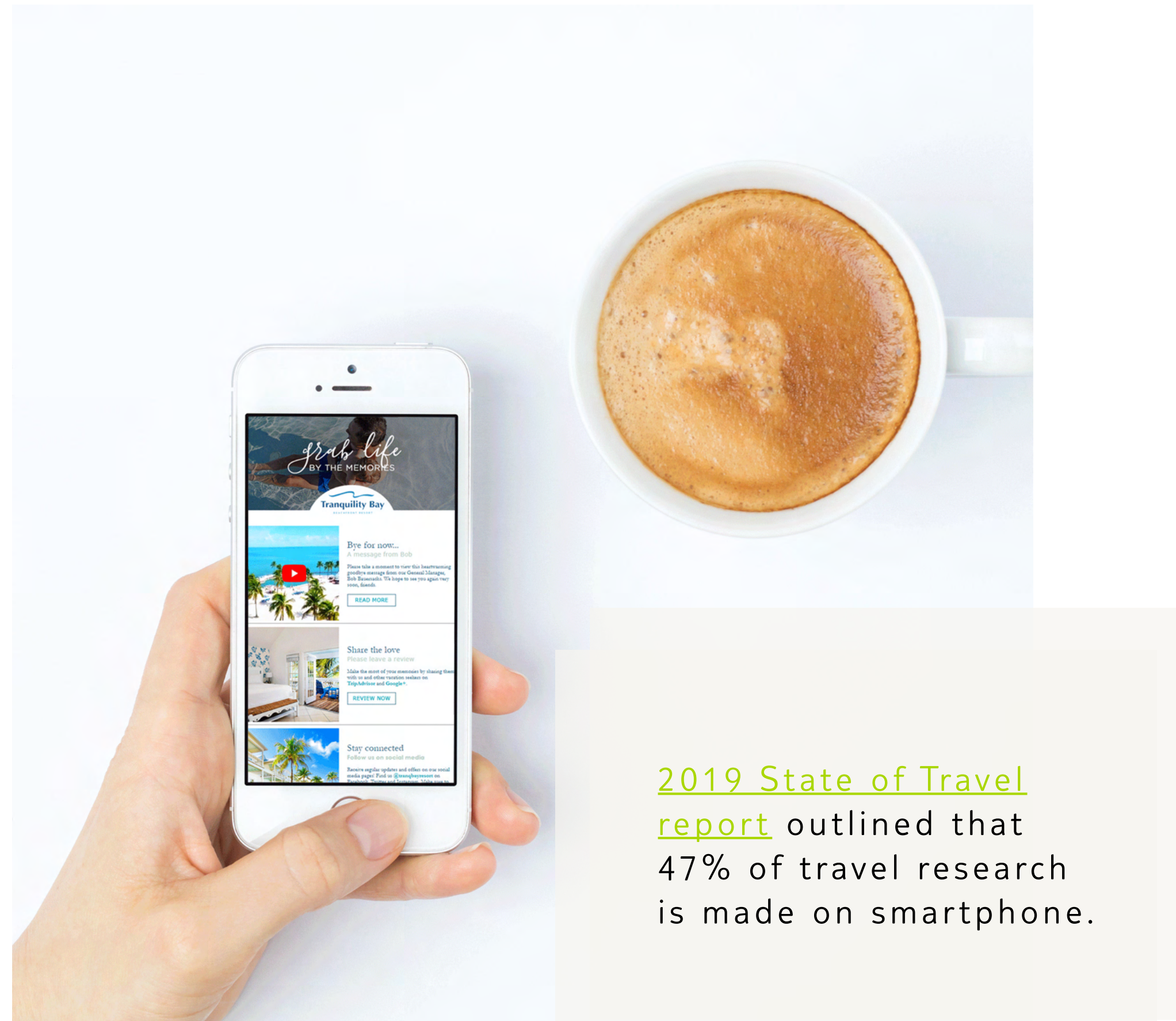


WEBSITE MARKETING

If you have a website, this is where all your marketing efforts should direct potential customers to. Is your website optimised for all devices? Is it responsive? If not, this should be one of your marketing priorities.



Is your website driving visitors away?



[2019 State of Travel report](#) outlined that 47% of travel research is made on smartphone.

Optimised for all devices

This means your website has been designed and tested to ensure it displays well across all devices, including desktop, tablet and smart phone. Don't assume that because your website displays well on your computer that it will display correctly for someone using their iPhone. Test your website on as many different devices as possible to be sure.

Responsive websites

These are built so the content adjusts to best fit the device on which it's being viewed. For example, images may be cropped, or content stacked to fit within the screen display. If your website is responsive, test it across devices to be sure your best images are not cropped too badly.

Your website = your best marketing tool

Be clear and consistent

Don't assume customers will know what you offer. Present your product/service offering clearly. For example, if you offer tours, say what your customers will see and do, how long it takes, where it starts and finishes, what they need to wear or bring and what it costs. Make sure your brand (including business name, logo, product information and how to book) is kept consistent.

Show it with a picture

Great images will make your site more engaging and help customers understand what you offer.

Make it easy

Help customers to book, get in touch, or find you with prominent calls-to-action. Don't forget to highlight your USPs too.



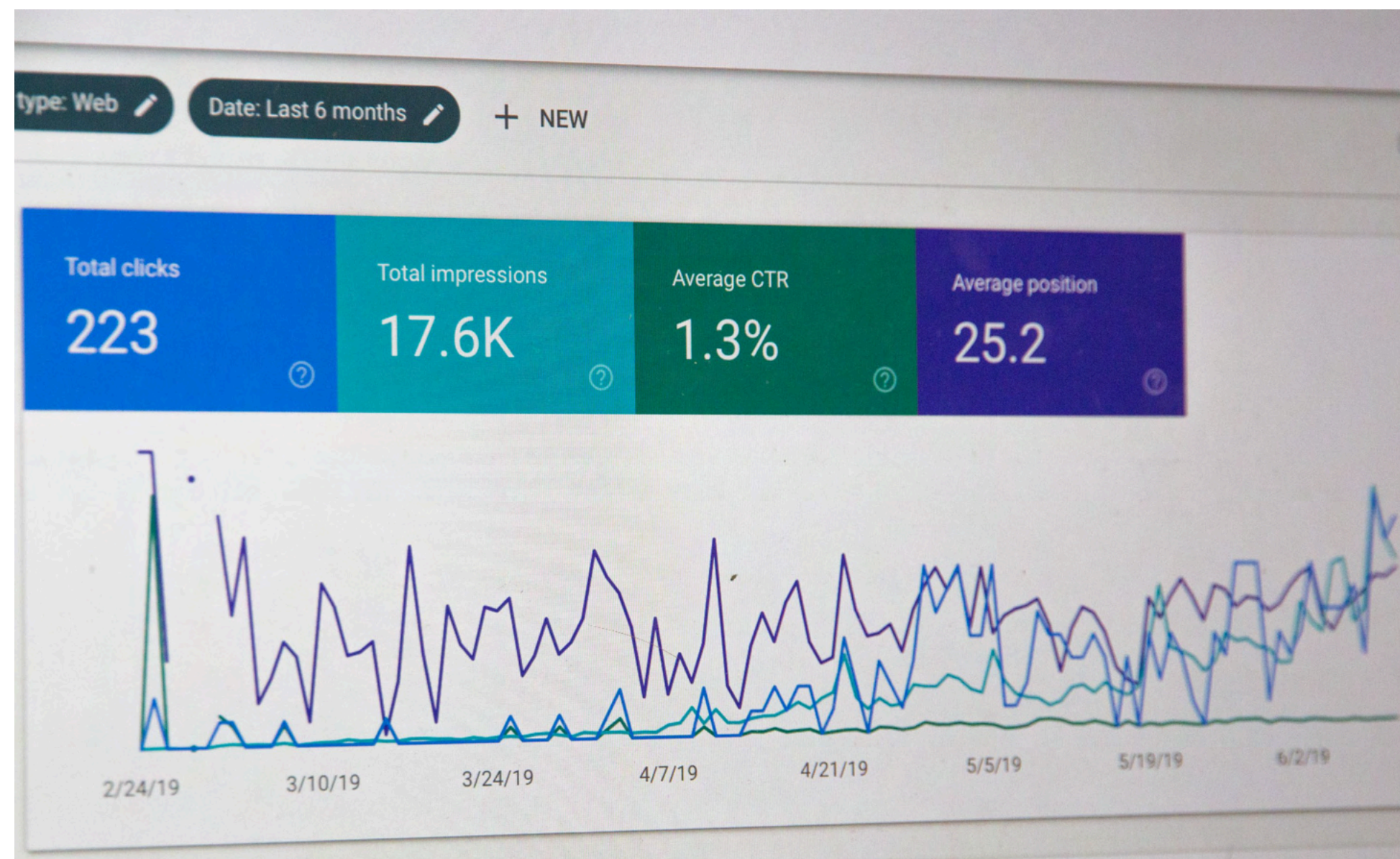
Keep it updated

Update your website frequently. If there is any important information which will be helpful to your visitors (e.g. regarding COVID-19 safety precautions), be sure to keep this up to date.

Helpful resources

[wix.com](https://www.wix.com), [squarespace.com](https://www.squarespace.com) and [wordpress.com](https://www.wordpress.com) offer easy to build websites. Or you can use a Facebook business page and create a custom URL that points to it (see page 19). If building a website, use Google Analytics to monitor its performance (see page 16).

How to set up Google Analytics



Google Analytics is a great, free tool for measuring how many people visit your website, when they visit, which pages they spend time on, what device they are using, where they are coming from and much more. Understanding these things is essential in helping you know where to focus your marketing efforts.

- 1) Sign-in or create a free Google account at myaccount.google.com
- 2) Go to google.com/analytics and click 'Start for Free'
- 3) Follow the instructions to set up a new 'Property' (this is your website)
- 4) Copy the Tracking Code you're provided with
- 5) If your website is hosted by WIX, Squarespace or WordPress they all provide a field for you to paste the Tracking Code into. If your website is hosted elsewhere, provide the code to the host and ask for it to be added.

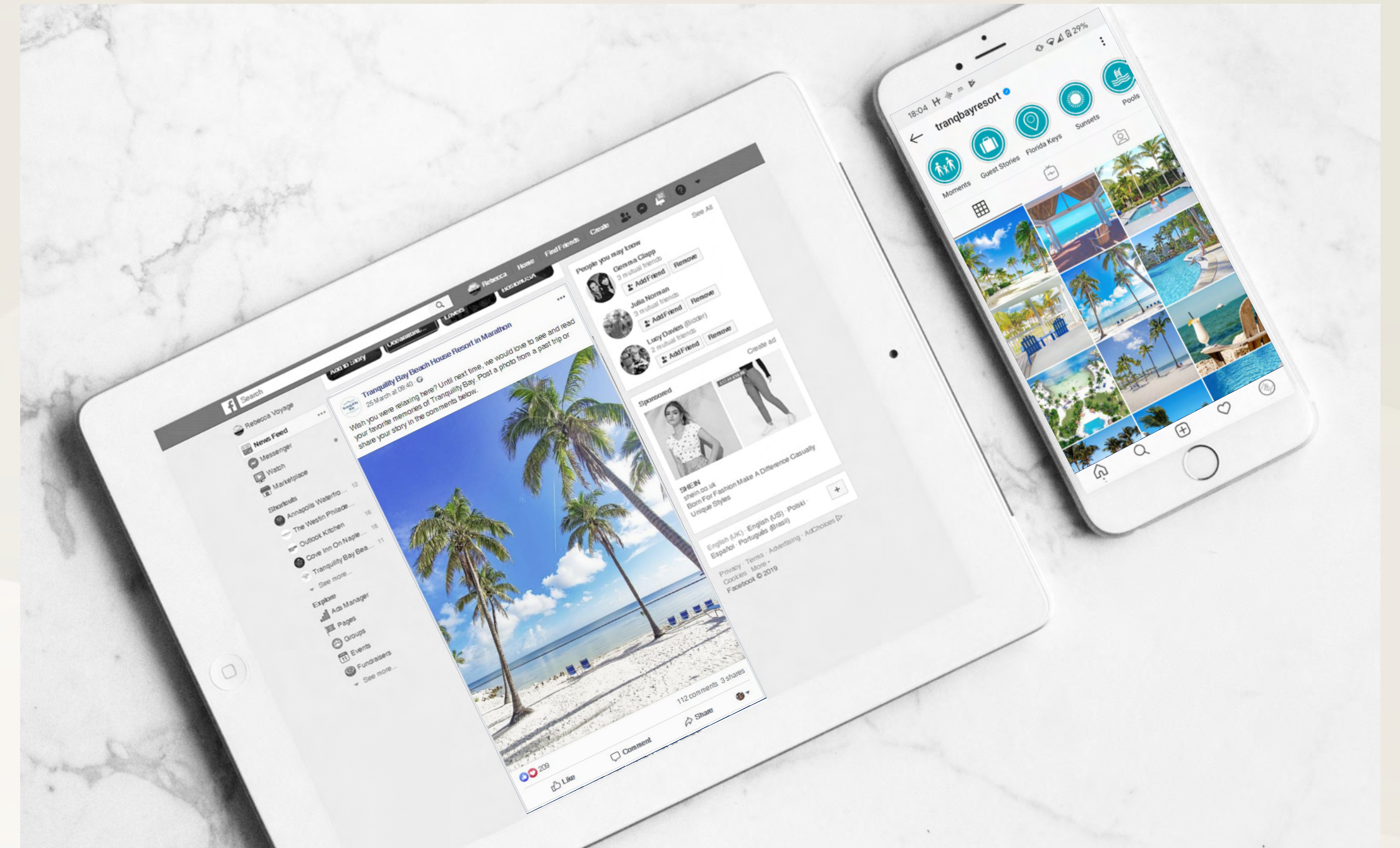
How to use it

Start small and simple. You can learn about your website's visitors within 'Audience', where they come from within 'Acquisition' and which pages they visit most within 'Behaviour'. To expand your knowledge, Google offer a free course, 'Google Analytics for Beginners' at analytics.google.com/analytics/academy

SOCIAL MEDIA

Much more than just a pretty picture...

Done correctly, social media can drive brand awareness, generate direct bookings and become a key revenue channel for your business.





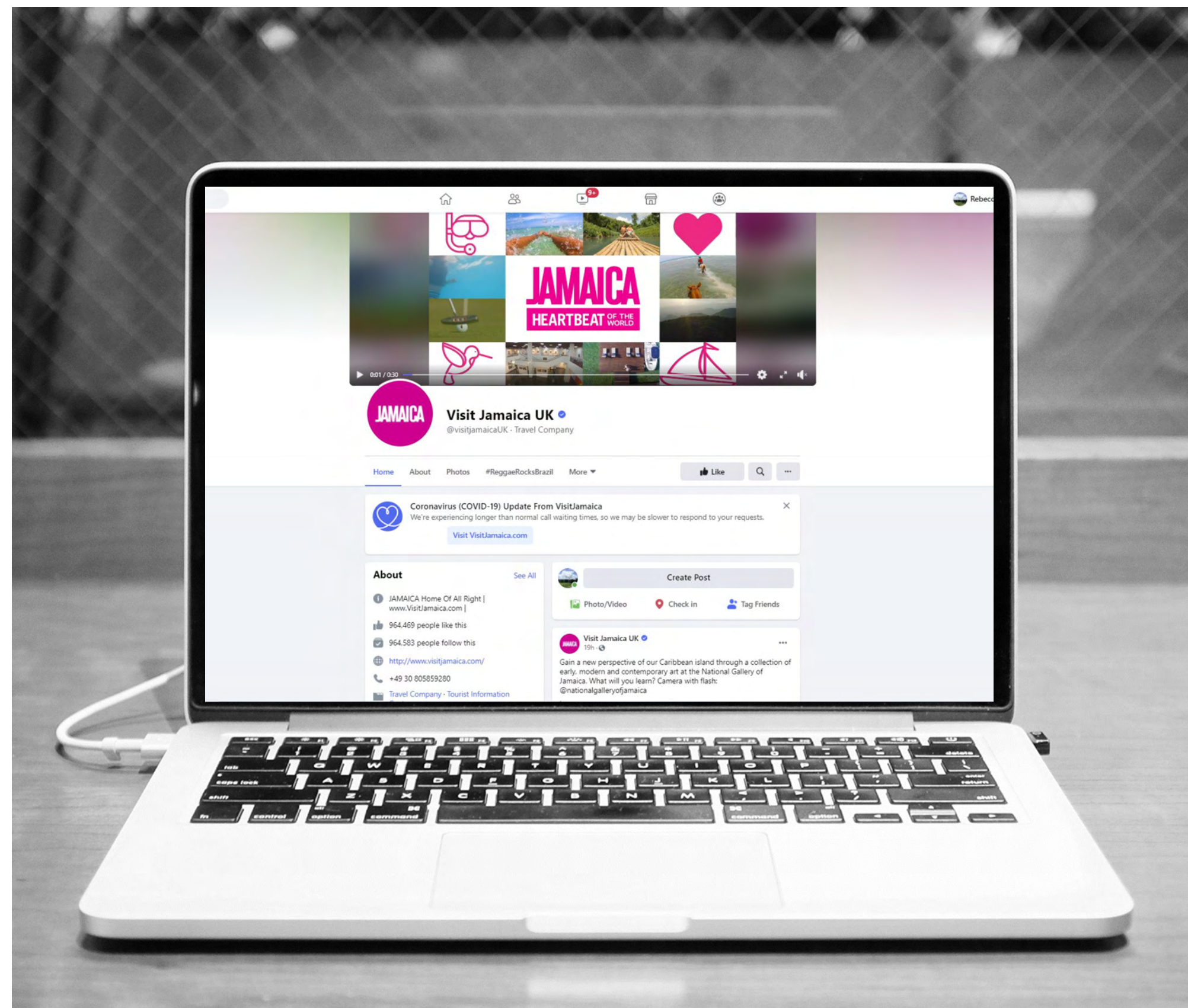
Facebook

Facebook is a great platform for channelling visitors to your website to purchase or get in touch. Posts on Facebook should be informative and present your latest offers, products, information and have a strong call to action (CTA). You don't need to post often – a couple of posts each month is fine. If you have news or something important to report, post it here first. (See page 19 for how to set up Facebook for your business.)

Instagram

Instagram is generally a better platform for engagement and building awareness of your brand. Post regularly – at least every few days – and keep the content light, fun and not so sales focussed. Images of customers enjoying your product or services is ideal. Encourage engagement by asking questions or inviting comments as part of your posts. Remember to stay on-brand and try to create a theme for your feed, so the posts complement one another. (See page 21 for how to set up Instagram for your business.)

How to set up a Facebook page for your business



If you don't have a website, a Facebook Page is an excellent and free alternative. You can present your business information, including a description of what you offer, address, opening hours, images and videos. If you have a website, it is still an essential extra 'shop window' and way of reaching Facebook users.

- 1) Sign-in or create a free Facebook personal account at facebook.com. (Don't worry – your personal account information will not be visible from your business Page.)
- 2) Go to facebook.com/pages/create and select 'Business or Brand'
- 3) Add your business information, images and select your Cover Photo
- 4) Add a Call To Action (CTA) for people to contact you or book your services
- 5) Create your Page's @username, e.g. @BobsTours

How to set up a Facebook Page for your business

How to use it

Once published, you can invite people to Like and Follow your Page. Like pages of other local businesses, which will invite them to Like you back.

Start posting, respond to comments and queries, and make sure your details are kept up to date. If you have a website, add a link to your Facebook Page on your homepage and contact page and/or in the header or footer on every page.

TOP TIP

If you are using your Facebook Page as your website, you can create a custom URL (www.yourbusinessname.com) from [GoDaddy.com](https://www.godaddy.com) that points to it.

How to set up Instagram for your business

- 1) Download and launch the Instagram app on your mobile device
- 2) Sign up to create a new profile by entering your email or signing up with your Facebook account
- 3) Go to 'Settings' and select 'Switch to Business Account'
- 4) Add a profile image and your business information, including address, opening hours and contact details
- 5) Start posting content and following other similar accounts

Your Instagram Feed

Any posts you make will display on your followers' newsfeeds and collectively on your profile feed (sometimes also known as your profile 'grid'). It is important to consider how your posts appear both in isolation and alongside each other on your profile feed. Try to follow a colour-palette theme for the images in your posts, so that your feed looks curated and on-brand. It will help increase followers and make you stand out from the competition.



Instagram Stories

Instagram Stories are a creative and engaging way to present your latest message – for example a new offer or product - in a prominent position at the top of your followers' newsfeed. They can be images or videos and importantly they only display for 24 hours (unless saved as a highlight), which creates a sense of urgency and intrigue.

Three-pronged approach



1. Compelling content

Schedule targeted monthly posts with a focus on quality, not quantity. You can also add last-minute posts to your schedule, so content feels more 'in the moment' — just make sure it fits the theme of your Instagram feed.

2. Community management

Respond promptly to all queries and comments using your brand's tone of voice. Reshare any positive user-generated content (UGC), and proactively engage with relevant pages, including local tourism board pages and influencers.

3. Advertising

Regular posts on social media are viewed on average by just 5-10% of your followers. Increase your brand visibility and find your best customers with social media advertising. Facebook's extensive targeting capabilities allow you to reach your website visitors, past guests, lookalike audiences, and other highly-targeted customer segments.



HELPFUL RESOURCES

The following links offer educational blogs to grow social media marketing knowledge.

sproutsocial.com/insights

business.instagram.com/blog

facebook.com/business

Keys to compelling content

The image

Most social content is viewed on mobile, so vertical or square images perform best. They maximise the available screen space, making your content harder to ignore.

The written content

Keep it short, fun, and creative — and remember that the written content is there to support the image, not the other way around. Encourage comments for maximum engagement and link to your website for further details.

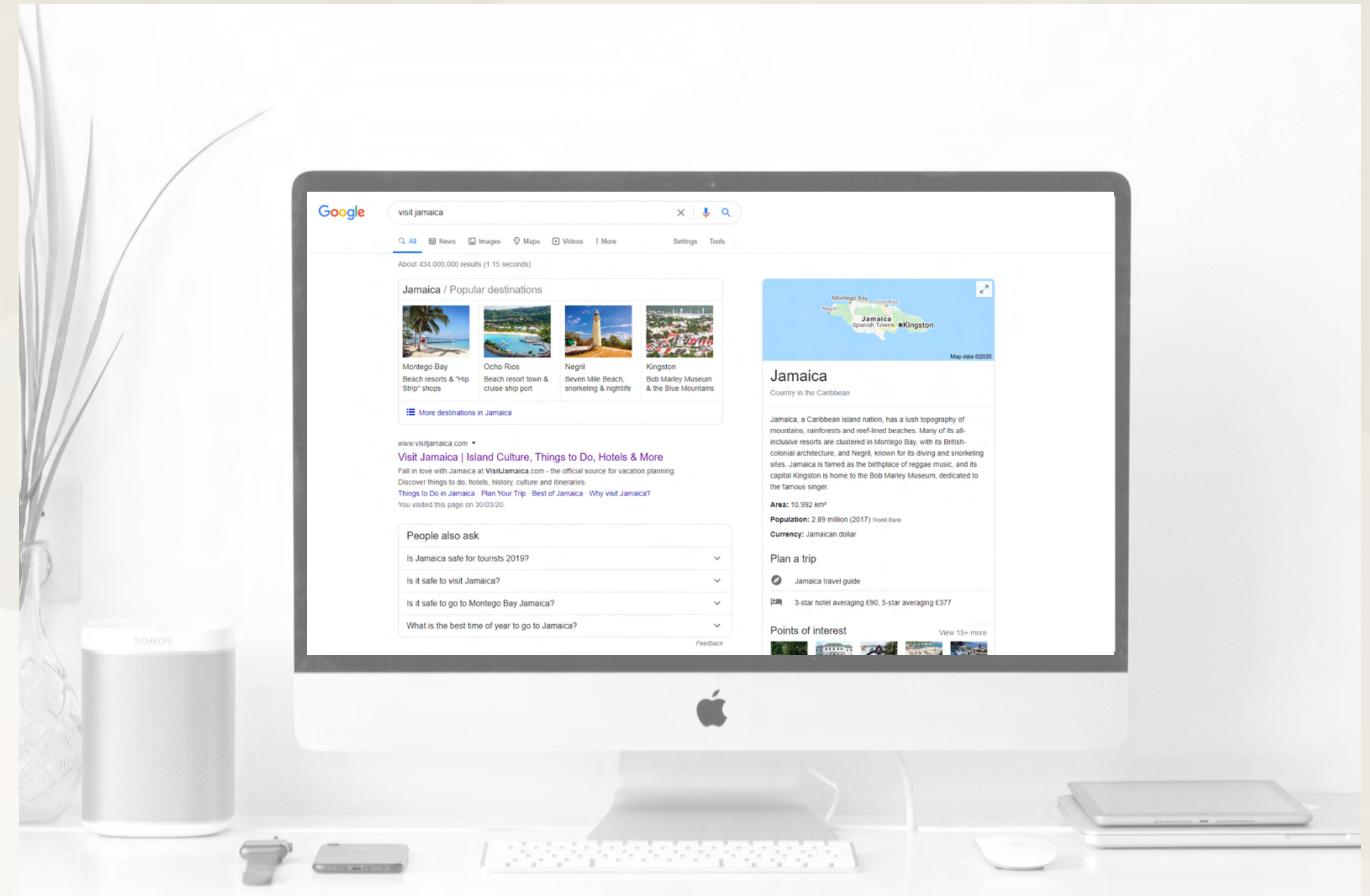
Know your platforms

Let your aims determine your content. Stories are often more sharable, so they have a greater opportunity to reach beyond your own audience. Keep in mind that not every post is suitable for every platform, so you shouldn't have a one-size-fits-all approach.

SEARCH ENGINE OPTIMISATION (SEO)

Search Engine Optimization (SEO) is the practice of enhancing your website's content (both visible and hidden), with the aim of making your website appear higher up the results pages of search engines such as Google and Bing.

Essentially, it helps customers find your website.





Think like your customers

How would they search to find you online? Try searching and see how you rank.

Create compelling content

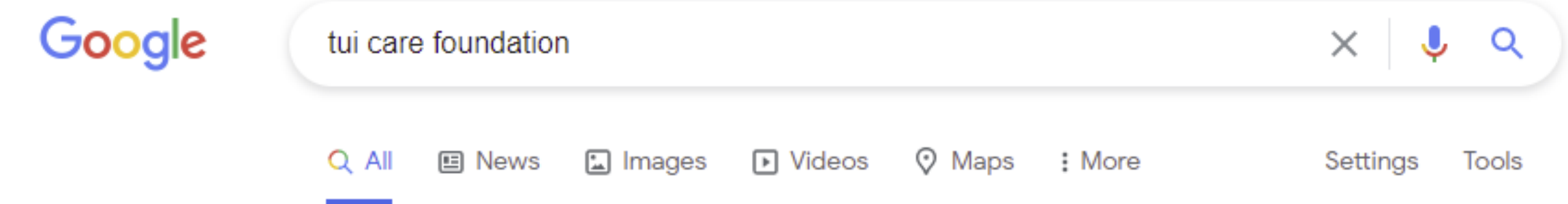
Keep your website up-to-date with regular, relevant content, such as blogs.

Incorporate keywords and phrases

Identify your keywords and phrases to use in your website content (see page 26).

Help search engines understand what each page is about

Add clear titles and headers to every page on your website. You can also add a short 'Meta description' for each page in your website's Content Management System, where you update your website's content. Meta descriptions are short 1-2 sentence page descriptions hidden in your website's code but accessible to search engines. They can also display as snippets beneath search engine listings.



Example Meta description



www.tuicarefoundation.com
TUI Care Foundation EN
With the help of holidaymakers **TUI Care Foundation** is harnessing the positive impacts of tourism to make a difference for people and places in destinations ...

How to include keywords and phrases

Google and other search engines scan the content on your website to understand what your site is about and when to include it in search results. By following a strategy of including relevant keywords and phrases in your website content you will increase your chances of appearing higher up relevant searches for the product or services you offer.

- 1) Write down 3-5 topics that are most important to your business. For example, if you offer guided jeep safari tours they could be “jeep tours”, “expert guides” and “wildlife”.
- 2) Use these topics to create a list of 5-10 keywords and phrases within each topic. For example, within “jeep tours” they could be “4x4”, “off-road experience”, “scenic tours”, “rugged adventure”.
- 3) Try and weave these keywords and phrases through the content across your site. Search engines pay extra attention to page titles and headers, so make sure to add these to every page.

TOP TIPS

Do not simply paste keywords across your site as this can be recognised and penalised by search engines. You must try and use them properly as part of relevant content on each page.

Google Trends (trends.google.com/) is a great, free tool to test which of your keywords and phrases are used most commonly in searches – these are the ones to focus on. It can also show you at what times of year most people are searching them and where they are from.



Drive inbound links

Ask other credible and relevant websites to link to your site.

Test across all devices

Make sure your website displays well across all devices (including desktop and mobile) and that pages load quickly – otherwise, search engines will penalise your ranking.

Helpful resources

Create a listing with [Yext.com](https://www.yext.com) (a Google My Business Partner). If your site is on Squarespace, WIX or WordPress, these all also offer free SEO tools.

THIRD-PARTY WEBSITES

Remember that visitors often decide on the destination first, so catch them early.



Register your business listings

Make sure you register your business listings on any relevant third-party platforms, including TripAdvisor and Google My Business.

Promote yourself

Add your best images, update your descriptions, and be sure to mention your latest offers, awards and any book direct benefits.

Boost your presence

Make sure you're listed everywhere possible and consider any enhancement opportunities with your local tourism board.

Don't forget the OTAs

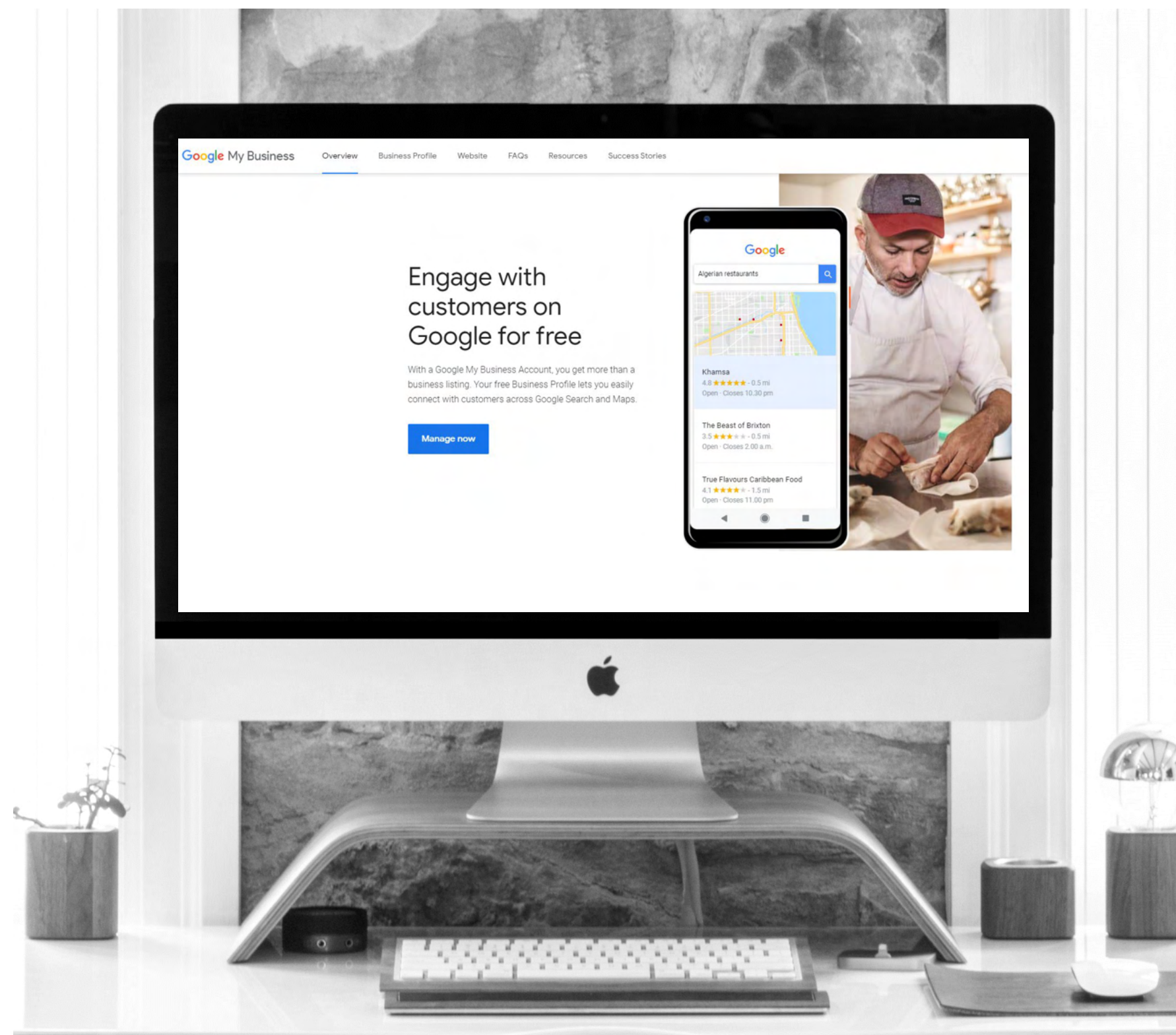
Online Travel Agent sites like Booking.com, Expedia and Trivago have a huge reach and enhancing your profile on them will help increase bookings. Make sure your business information and product descriptions are updated and you have added as many great images as possible. This will help increase your 'profile score', which will mean you rank higher on the platform's listings. You can add your latest COVID-19 safety measures here too.



Find where else you're listed

Google your business name and see where you appear. Additionally, in Google Analytics, go to *Acquisition > Referrals* to find your site's top referrers.

How to set up Google My Business



Having a Google My Business account will mean your business will be visible when customers search in the Google search engine and in Google Maps. It's a free way to help customers find you, see your address and opening hours and contact you more easily.

- 1) Sign-in or create a free Google account at myaccount.google.com
- 2) Go to google.com/business and click 'Manage Now'
- 3) Enter your business name, address, business category and contact details

How to use it

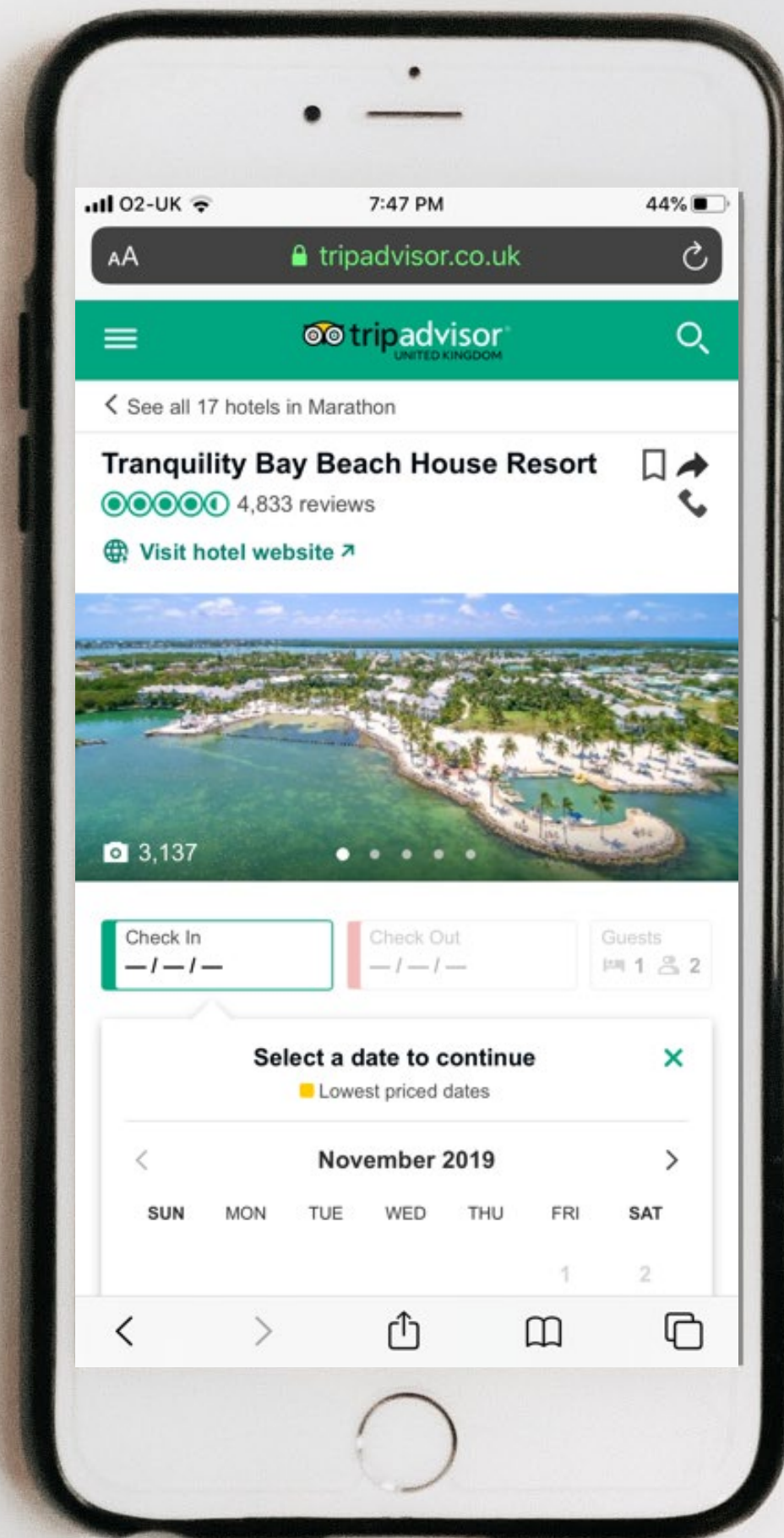
Once you have registered, Google My Business will ask you to verify your business. The most common method is a postcard will be sent to your business address with a code, which you must enter into your GMB account. Sometimes verification can be via phone or email. Once your listing is activated, add photos, videos and compelling descriptions to help boost your listing.

TRIPADVISOR

Over 75% of hospitality and travel bookers check TripAdvisor first.

Register (or 'claim') your listing at [tripadvisor.com/owners](https://www.tripadvisor.com/owners). Ensure it is updated with your latest images, descriptions, information and awards.

The screenshot displays the TripAdvisor listing for Tranquility Bay Beach House Resort. At the top, there's a navigation bar with 'Marathon' selected. Below it, a breadcrumb trail shows the location: United States > Florida (FL) > Florida Keys > Marathon > Marathon Hotels. A promotional banner for the resort features a large image of the property and text stating 'rates FROM \$119/NT THIS FALL' with a 'BOOK NOW' button. The main heading is 'Tranquility Bay Beach House Resort' with a 'Manage This Listing' link. Below the heading, there are 4,672 reviews (indicated by 4.5 stars) and a note that it's the '#4 of 18 Hotels in Marathon'. Contact information includes the address '2600 Overseas Hwy, Marathon, FL 33050-2243' and a phone number '00 1 844-254-3797'. There are also links to 'Save' and 'Share'. A section on the left indicates '27 people are viewing this hotel' and provides a booking widget with 'Check In' and 'Check Out' fields, and 'Guests' set to '1 room, 2 adults, 0 children'. Below this, there are three booking options: Booking.com at £365, Agoda at £365, and the Official Hotel Site at £331 (a 'SAVE £34' offer). A table at the bottom lists other partners like Expedia.co.uk and ebookers.com, all at £365. On the right, there's a large photo gallery with a 'View all photos (3,014)' link, and sections for 'Traveller (2578)', 'Panoramas (11)', and 'Videos (2)'.



Respond promptly

Acknowledge all reviews, good and bad, with a prompt and personalised response; copied and pasted responses look insincere and lazy.

Remember your brand identity

In your listings and responses, keep to your brand tone of voice and always remain professional — especially important when handling negative reviews.

Make your listing stand out

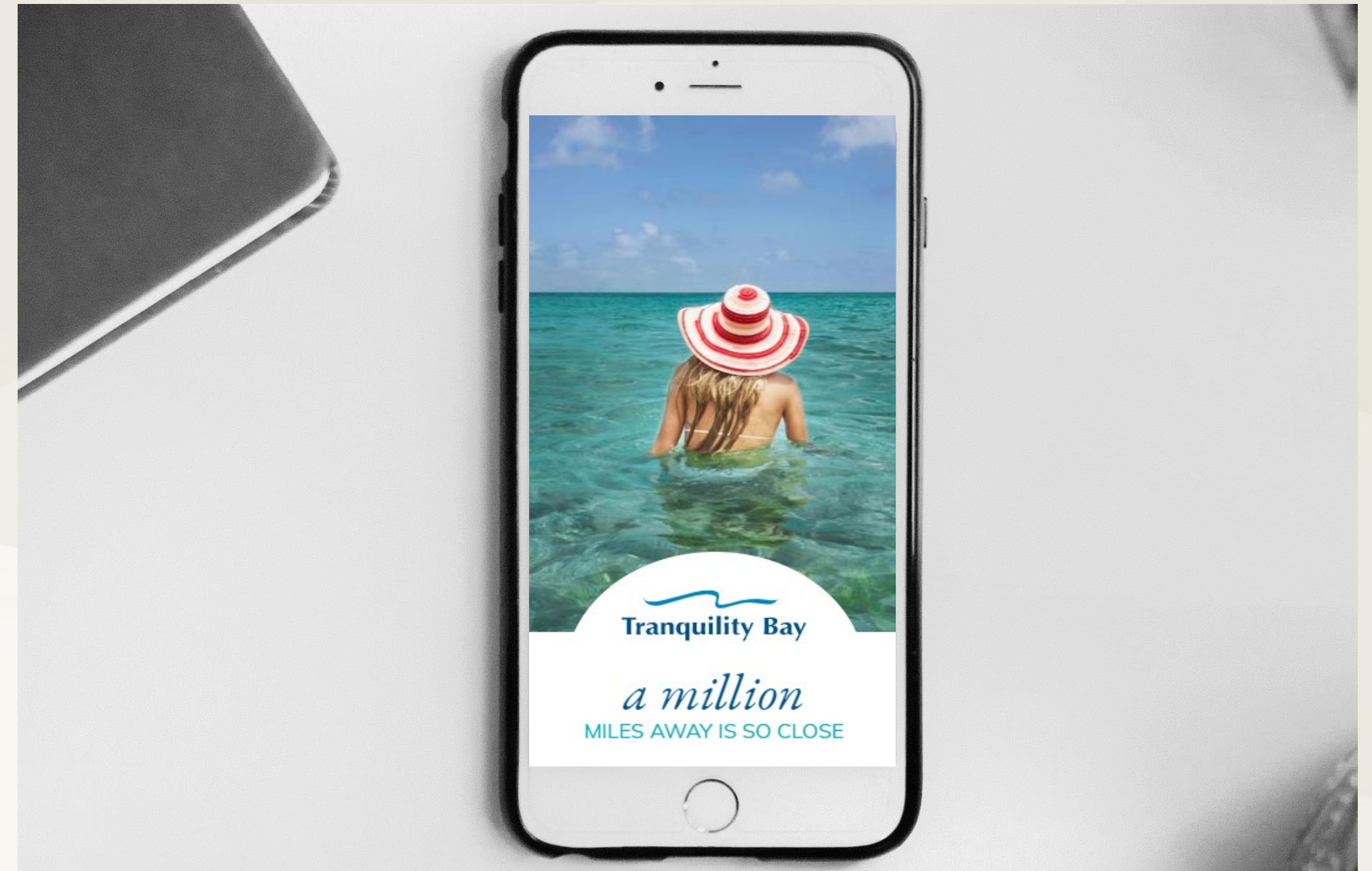
To set you apart from your competitors, create a Business Advantage Listing, which unlocks additional features, including announcements and special offers. You can also consider sponsored placements and display advertisements.

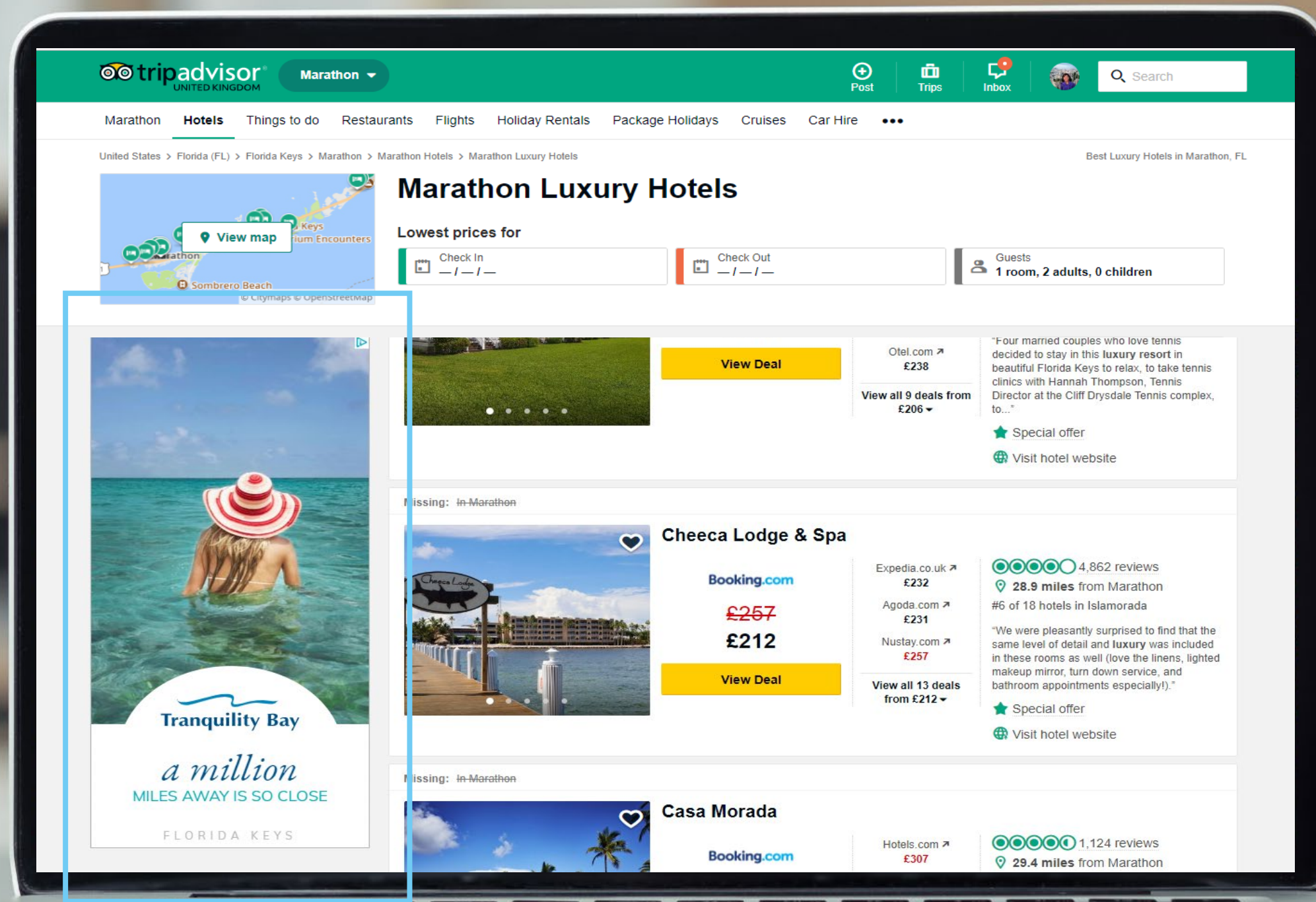
Encourage reviews

Make your team aware of the importance of reviews and consider incentivising them to reach targets. You can print review cards for staff to give to guests at the reception desk, with templates in TripAdvisor's dashboard — or design your own.

DIGITAL MARKETING

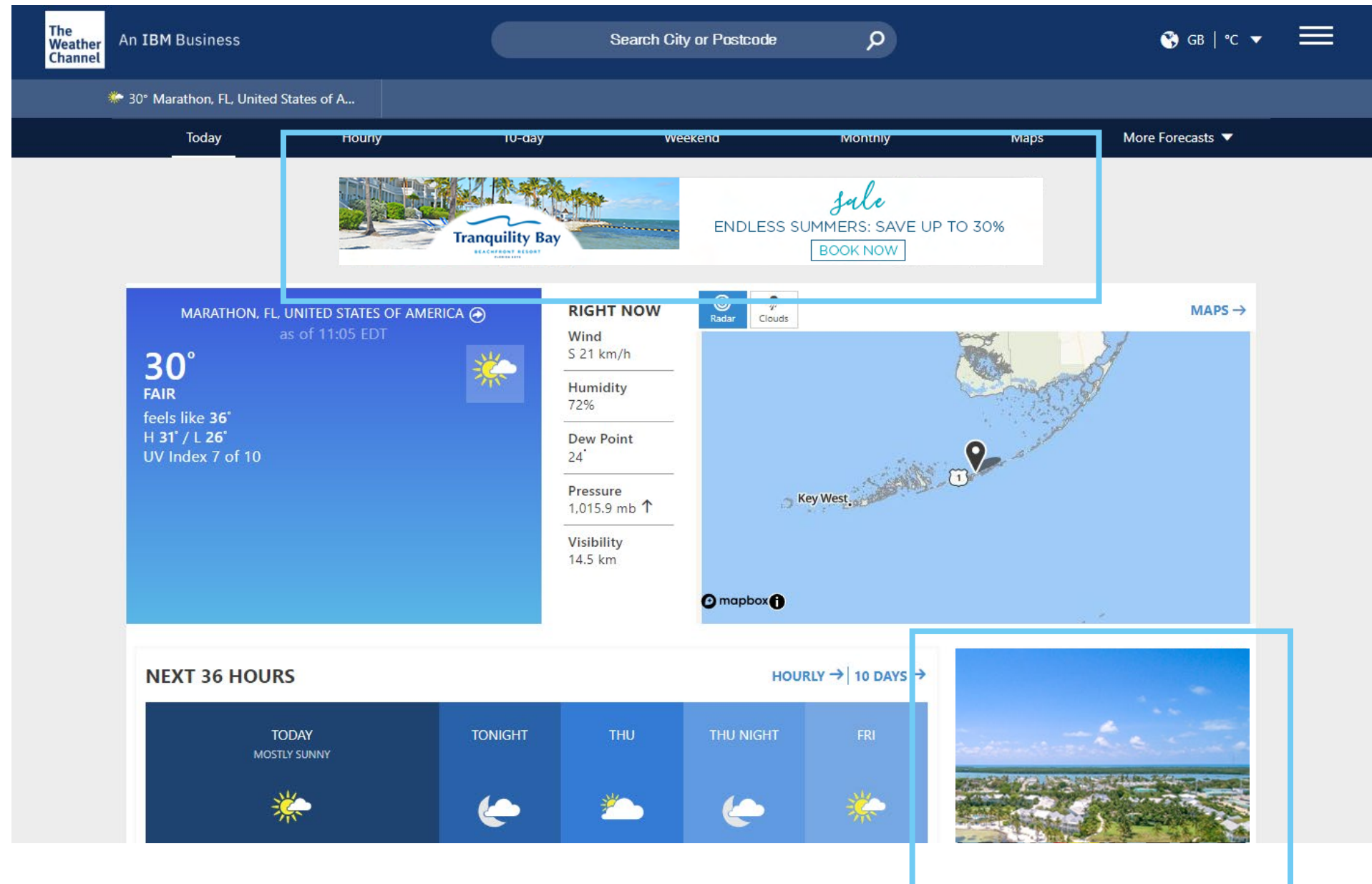
Use digital marketing to target audiences with a propensity to book.





Digital display ads

Businesses with larger budgets can consider display ads. Digital display ads enable you to promote your business with attractive, engaging adverts served to individuals who have shown behavioral intent to purchase your product. Like with anything, it's best to start simple, focus on what works, and don't overcomplicate.



Google Display Network

Follow users after they exit your site without booking, presenting them with ads across websites within the Google Display Network, such as weather.com.

ads.google.com

TripAdvisor display ads

TripAdvisor will display ads to users who have previously viewed your listing or shown interest in your destination.

tripadvisor.com/sponsored-placements





Sojern targeting

Sojern offers a sophisticated system, displaying your ads “based on predictive data science, billions of search and booking intent signals, and real-time analysis”.

sojern.com

Ads · Check availability ⓘ

📅 Thu, May 7 📅 Fri, May 8 👤 2

 Expedia.com	\$279 >
Read Real Guest Reviews · Get Instant Confirmation	
 Hurb.com	\$262 >
 Travelocity.com	\$279 >
 Orbitz.com	\$279 >

[View more rates](#) from \$279

Search engine marketing

Experiment with brand and non-brand (e.g. destination) search term advertising on Google, run on a pay-per-click (PPC) basis. Customise your ad copy and site link extensions to optimise performance. Visit ads.google.com for more information.

ads.google.com

Expedia travel ads

Serve customised ads to users based on specific search dates.

advertising.expedia.com

Meta search or 'demand services' for hotels

Meta search sites — including Google Hotel Ads, TripAdvisor, Trivago, and Kayak — allow customers to compare hotel rates from various online travel agencies (OTAs), plus the hotel itself, in one place. Hotels can participate on a PPC or cost-per-impression basis.

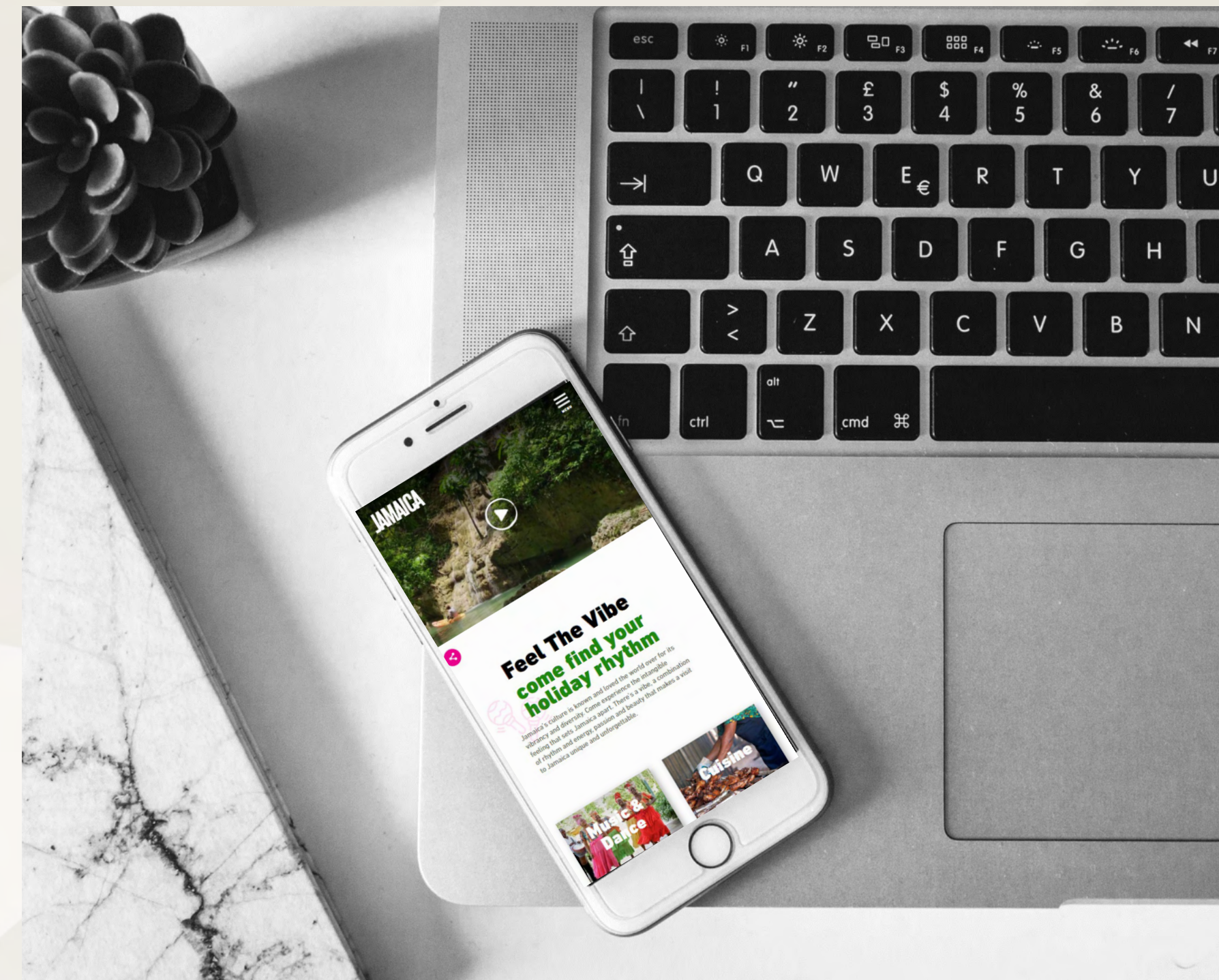
While all these digital marketing activities are relatively easy to set up and run, managing multiple activities simultaneously and achieving best performance can be time consuming and labour intensive. Consider using a digital marketing agency to manage them for you. Agency fees vary according to the amount of activity and can be either on a fixed retainer basis or as a percentage of ad spend.

EMAIL MARKETING

Email marketing is one of the best and most cost-effective ways of speaking directly with your customers.

Platforms such as Mailchimp (mailchimp.com) offer the opportunity to create attractive, branded emails, which will display well across all devices, for free or a small charge depending on how many campaigns or individuals you email.

Having properly designed, branded emails will elevate your business in the eyes of your customers and help increase your bookings.





Include sign-up incentives

Make it easy for customers to sign up for your email campaigns and offer an incentive to persuade them, e.g. exclusive competitions or offers.

Send a welcome email

Don't forget to welcome any new customers to your community with a welcome email; it's an opportunity to hook them with an offer or incentive to book, plus it reminds them what they have signed up for.

Be consistent

Keep your subscribers engaged with regular newsletters to keep your business top-of-mind.

Segment and target

Create groups within your database so you can deliver more tailored messaging, targeting couples, families, groups, etc.

Be personal

Utilise the data you hold to personalise content as much as possible. Many systems allow you to address the recipient by name, which is a simple but effective tool.

Be enticing and compelling

Make your subject line more engaging and appealing with questions or 'top 5' listings. Keep the body of the email concise, with click-throughs to your website: 'find out more', 'book now', etc.

Use custom designs

Make your brand memorable with easy-to-edit custom design email templates. Pull through your brand guidelines, from colours and fonts to layouts and imagery, for a cohesive marketing effort across every platform.

Upsell

Email customers ahead of their visit, inviting them to upgrade or add extras. Consider offering pre-paid drinks on arrival, lunch, or a souvenir to take home.

Request reviews

Send a post-stay email to invite customers to leave a review. Include direct links to your TripAdvisor and Google listings to make it easy for the customer.



HELPFUL RESOURCES

Consider popular email providers like [Mail Chimp](#), [Campaign Monitor](#), or [Constant Contact](#).

PUBLIC RELATIONS

If you have news worth sharing (e.g. a new chef, won an award, had a refurb), share it with local and regional publications, as well as relevant specialist media. A little can go a long way...





Act quickly

News is only news for a short time, so plan to write your press release in advance.

Involve your tourism board

Connect with your local tourism board — they can help you share your news and reach a wider audience.

Encourage press visits

Use your news as a hook to invite travel media to visit and experience your business.

Tag media and partners

When sharing your news on social media, don't forget to tag your brand partners and relevant media.

Set up a Google Alert

Easily track where your news has been picked up by creating an alert for your business name.

How to write a press release



Use an attention-grabbing headline and keep your release to one page, with key facts listed first.



Write in the third person to make it easy for journalists and editors to lift content.



Include approved quotes from your business leader and any other relevant party.

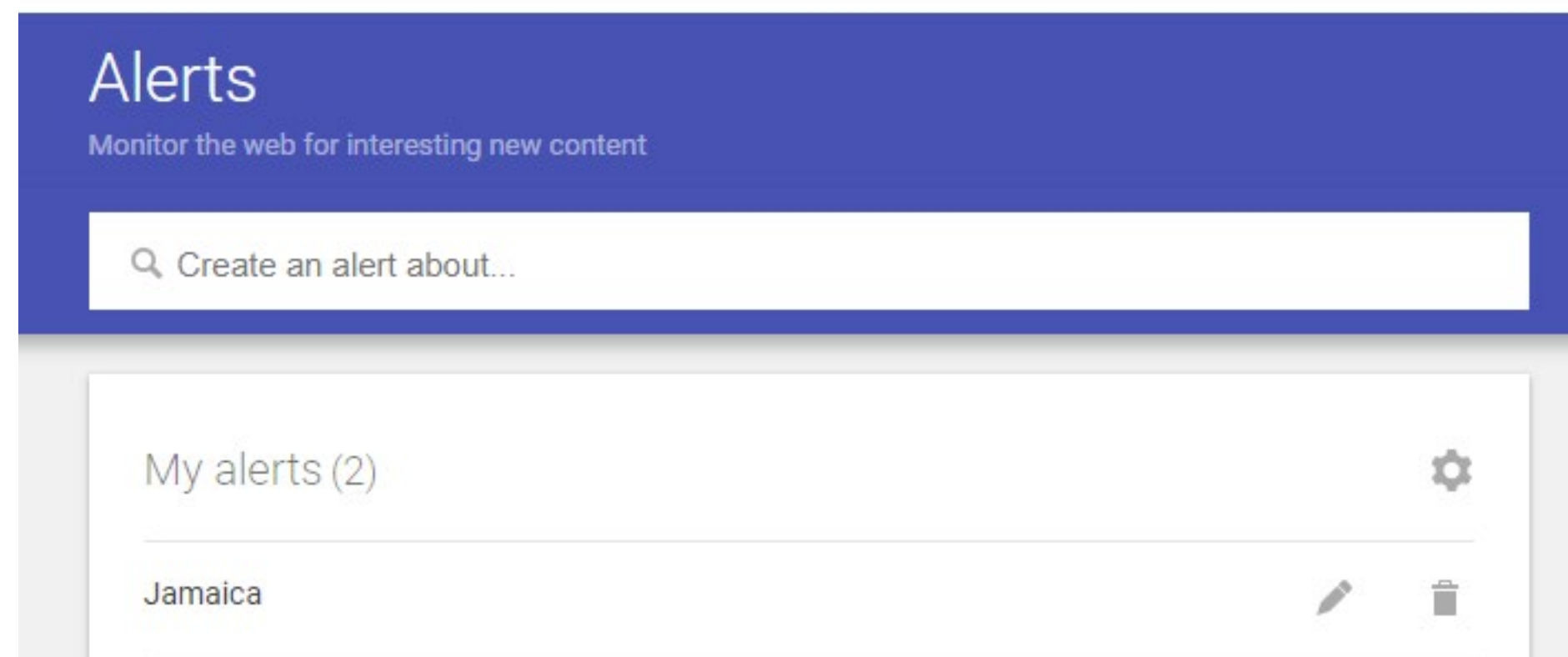


Add contact details and information on how to access high-resolution imagery.



Paste the text in an email, plus attach a PDF copy, and send to targeted media — including local news outlets and trade media.

How to set up Google Alerts



Google Alerts is a quick, simple and free tool which will send you a notification any time your brand is mentioned online. So you will never miss any press coverage or mentions on third-party sites.

- 1) Sign-in or create a free Google account at myaccount.google.com
- 2) Go to google.com/alerts
- 3) Enter your brand name as a new 'Alert'

How to use it

Just sit back and any time your Alert entry is mentioned online, Google Alerts will send an email notification to your Google email. The time-stamped notification will include a link so you can see the mention live.

LOCAL COMMUNITY RELATIONS

Your best customers could be on your doorstep. Members of your community are all potential ambassadors and/or clients.





TOP TIP

Keep your local Tourist Information Centre updated with the latest leaflets and brochures and make sure they are well-briefed on all aspects of your business.

Provide an offer or loyalty program

Target locals with an exclusive offer or program.

Host an event

It's far better to show your products and services in person than it is just to tell someone about them. Invite local influencers and business owners to an event at your business to experience what you offer, so they can become your advocates.

Forge local partnerships

Create collaborative packages with fellow local businesses whose products complement yours.

Work with local social media influencers

Identify local influencers on social media who have a good following and who post about brands, products and experiences like yours. Invite them for a complimentary experience of your offering in return for promotion on their social media profiles. It's also a great way to gain extra photos for you to use as part of your marketing – be sure to ask them to include these as part of the agreement.

YOUR BRAND

Your brand is an indicator of the quality of your product and service. Make sure yours is one you can be proud of.



Does your brand reflect your business?

Is your brand consistent?

Does your brand identity pull through to every inch of your marketing strategies, from adverts and social media, to your website and email campaigns?

Consider a refresh

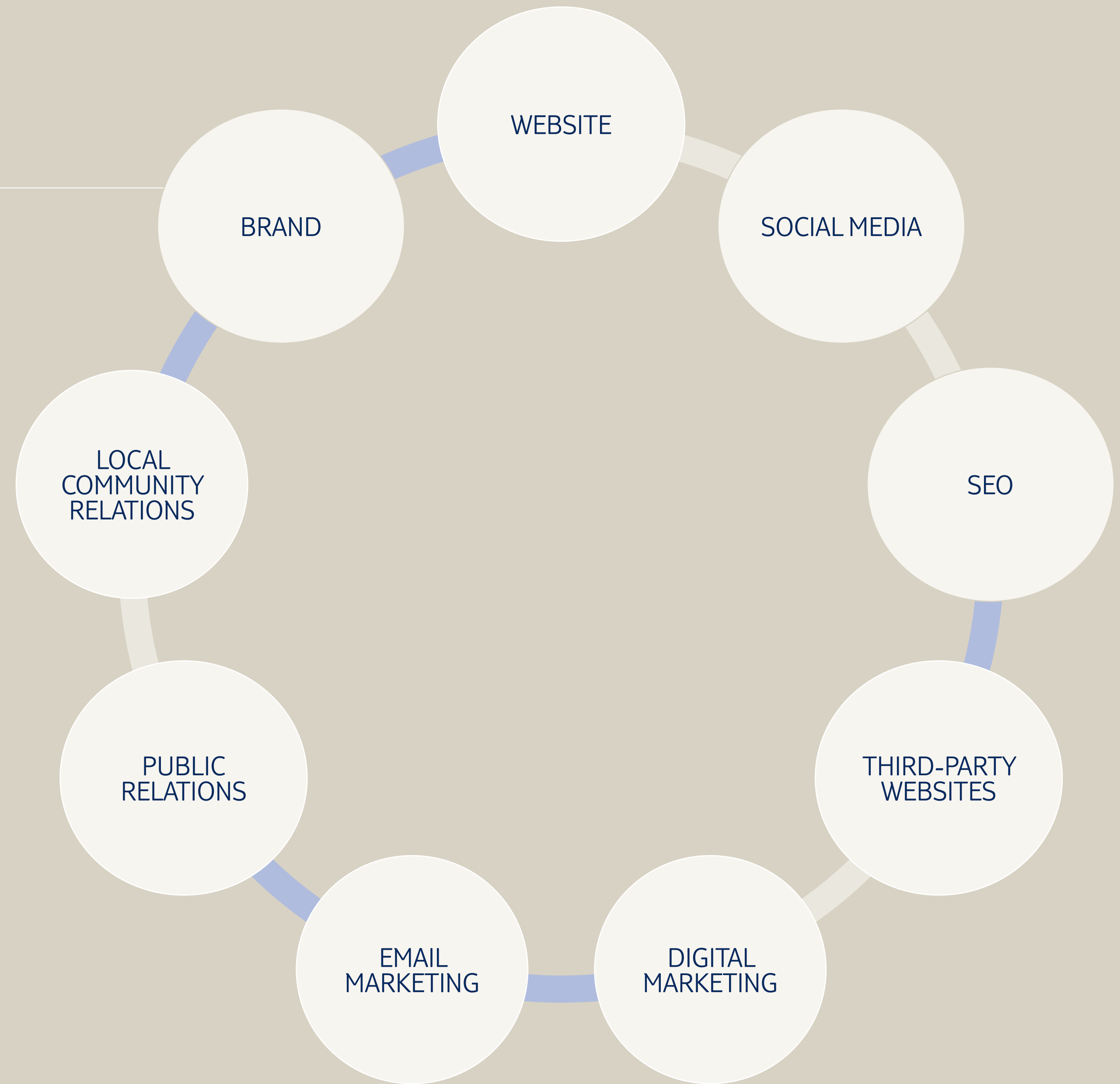
Rather than completely changing your branding, you can keep it fresh with small updates: refine your logo, define your brand colours, and give your website and marketing communications a new lease of life.

Review it annually

Schedule a yearly review of your branding across all elements, ensuring they are cohesive and everything is on brand. This includes your listings on third party websites, e.g. JTB listings and Online Travel Agents (OTAs) like Booking.com



In summary...





BIG UP SMALL BUSINESS

Big Up Small Business is a TUI Care Foundation initiative, delivered by the Travel Foundation that aims to create new opportunities for small-business entrepreneurs in Jamaica so that more people can benefit from tourism.

The project includes training and support for small businesses including artisans, accommodation providers, community enterprises, craft and food producers and micro excursion providers so they can better connect with tourists and take advantage of the opportunities that tourism brings.



Visit www.bigupsmallbusiness.org

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PROMOTING YOUR TOURISM BUSINESS

Part of Big Up Small Business, Jamaica



In partnership with

