

Montego Bay Convention Centre



The Montego Bay Convention Centre located in Rose Hall, St. James was officially opened on January 7, 2011 by Prime Minister the Honourable Bruce Golding and His Excellency Chen Jinghua, Ambassador of the People's Republic of China. The Centre hosted its first event, the Caribbean Market Place 2011, January 16 to 18.

Background

The Urban Development Corporation (UDC) on behalf of the Government of Jamaica has constructed the convention centre at Rose Hall in Montego Bay to capitalize on the growing convention segment of the market and in so doing, diversify the tourism product of the city. The facility has since its opening in January 2011, generated interest not just from the United States but the UK, where enquiries have been received and appointments are being booked to view the facility.

The Convention Centre is in close proximity to eight major hotels with a total of 4794 rooms – Wyndam Rose Hall resort (487 rooms), Half Moon Golf Tennis and Beach Club (419 rooms), The Ritz Carlton Rose Hall (430 rooms), Holiday Inn Sunspree Resort (524 rooms), Sunset Beach Resort and Spa (420 rooms), the Riu (856 rooms) Gran Bahai Principe (680 rooms) and Iberostar (978 rooms) – making its location an attractive one, as the availability of hotel rooms is critical component to the convention market.

Agreements which have facilitated the project include: Contract signed between UDC and China National Complete Plant Import Export

Corporation (COMPLANT) on May 25, 2007 for the design, construction and provision of furniture, fixtures and equipment for the centre. Loan valued at US\$45.4M (350Remini) signed on June 1, 2007 between the Government of Jamaica and the People's Republic of China. Ground was broken on February 14, 2009 by Prime Minister of Jamaica, the Hon. Orette Bruce Golding, and Vice President of China, His Excellence Xi Jinping.

Scope

The Convention Centre is sited on approximately 14.1 hectares (35 acres). The Centre will provide space which can be converted as follows:

Exhibition Hall - (56,113/5213 m²) of exhibition space divisible into two halls of **(27,235 sq.ft/2530 m²)** each, with pre-function area, back of house offices, service and loading dock

Banquet Hall – 21, 528 sq ft/2,000 m²

- Divisible into three dining sections
- Serviced by a full kitchen
- Separate loading dock area

Service Area (Block E)

- 10,527 sq ft/978 m².

Administration Area – 10,602 sqft/961 m²

Display Area – 3,487.5 sqft/324 m²

Meeting Rooms (Block C)

- **12,357sq.ft /1,148m²**
- 9 meeting rooms
- Ranging in size from **(584sq.ft /54 m² to 7330sq.ft/681m²)**

Expansion Plans

Plans are afoot for further expansion of the Centre, with concept designs already in place to provide for additional, multipurpose hall, parking facilities and amenities.

Marketing of the Centre

The Montego Bay Convention Centre is being managed and marketed by the world renowned convention group, SMG. This relationship with SMG is expected to quickly establish the Montego Bay Convention Centre as an attractive and viable option in the convention's market.

Caribbean Market Place 2011 held between January 16 and 18 at the Convention Centre



April 2011