

Message from the Director of Tourism and Chairman. Jamaica Tourist Board John O. Lynch

The celebration of Tourism Awareness Week each year provides us with an excellent opportunity to highlight the industry and to come to a greater appreciation of the value of tourism to our nation.

This year, we have chosen the theme “Destination Jamaica, Our Jamaica ... Celebrate it With Pride.” This theme gives us an opportunity to reflect on our achievements as a nation. We are a small, developing nation, but we have made a significant mark on the world stage in many areas. Whether it is our cuisine, our music, our athletes, our scientists ... there are so many areas in which our Jamaica has made world strides. As the Jamaican saying goes, “we little but we tallawah” We have achieved a lot and we can be justly proud.

In a few days, the 2012 Winter Tourist Season will begin, and it is a critical time for the industry and for our country. In the coming year, Jamaica will celebrate her 50th anniversary of independence from Britain. It is also an Olympic year. Both activities offer much _____ potential to tourism, and each of us has a role to play in inviting _____ family and friends back home for the celebrations. We are our best ambassadors, and the more information we have on tourism, the better we will be able to convince our friends and families that this is the place to be in 2012. Tourism has traditionally contributed significantly to our overall earnings and employs many Jamaicans in various spheres. If we continue to grow the industry, more of us will individually benefit.

As we observe Tourism Awareness Week, I want to encourage you to take advantage of the beauty of Jamaica and to explore and enjoy our home. Take pride in what we have to offer the world. Go out and experience it for yourself because it is part of your heritage. —

