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BURNA BOY, CARDI B & OFFSET BOOST JAMAICA AS NUMBER ONE LOCATION FOR MUSIC CELEBRITIES

KINGSTON, JAMAICA, December 22, 2022 - Minister of Tourism, Hon. Edmund Bartlett has lauded Nigerian International music star, Burna Boy for a stellar performance, which attracted thousands of locals and visitors to the island's capital, Kingston on December 18, 2022. The heightening exposure of Jamaica brought by American Music stars Cardi B and Offset was also welcomed as the celebrity couple vacationed on the island recently to celebrate Offset's birthday.

"I applaud African superstar Burna Boy for his fantastic performance at the National Stadium on the weekend, which was certainly a must-see event for many of our locals, and indeed visitors to the island, who flocked Kingston to attend this massive entertainment offering. Likewise, having Cardi B and Offset here was another big plus too", said Minister Bartlett.

"Entertainment remains an important value-added product which we will continue to utilize strategically within the tourism industry to enhance the sector's growth. In fact, it is one of the passion points of our visitors and one of the many reasons why persons travel to Jamaica yearly. We therefore look forward to many more private-sector-led events in the near future, which will continue to positively impact our tourism sector and the many small and medium entrepreneurs who benefit from them," he added.

The GRAMMY-winning Burna Boy announced his Love, Damini Summer 2022 Tour shortly after his record-breaking, sold-out debut at Madison Square Garden. On December 18, at the National Stadium in Kingston, Jamaica, the Caribbean portion of the tour came to an end with performances by Popcaan, Toni-Ann Singh, and Lila Ike.

"Jamaica continues to be the Caribbean's celebrity playground, with recent visits from other musicians like rappers Cardi B and Offset. There are several others, global celebrities, who have vacationed or are currently vacationing quietly, and they are very appreciative of the relaxed non-paparazzi like Jamaican culture, thereby allowing them to vacation in peace. Villas are the priority, but we do have many who have or are currently staying at known luxury hotels, Airbnbs and even some all-inclusives," said Delano Seiveright, Senior Advisor and Strategist in the Tourism Ministry.

"On our part, we will continue to develop and promote our country around the world in order to encourage other major international celebrities to visit the island," Seiveright added.

According to recent projections, Jamaica will see its strongest winter travel season ever this year, with anticipated record arrivals of 950,000 stopover visitors and 524,000 cruise passengers respectively. This is the highest volume of visitors the country has ever experienced — nearly 1.5 million for the entire season.

In tandem, Jamaica is expecting a boost this winter tourist season with US\$1.4 billion in tourism earnings anticipated. A total of 1.3 million air seats have been secured for the period and a full recovery of cruise tourism is expected.

For more information about Jamaica, please visit www.visitjamaica.com.

ABOUT THE JAMAICA TOURIST BOARD

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. JTB offices are also located in Montego Bay, Miami, Toronto and London. Representative offices are located in Berlin, Barcelona, Rome, Amsterdam, Mumbai, Tokyo and Paris.

In 2021, the JTB was declared 'World's Leading Cruise Destination,' 'World's Leading Family Destination' and 'World's Leading Wedding Destination' for the second consecutive year by the World Travel Awards, which also named it the 'Caribbean's Leading Tourist Board' for the 14th consecutive year; and the 'Caribbean's Leading Destination' for the 16th consecutive year; as well as the 'Caribbean's Best Nature Destination' and the 'Caribbean's Best Adventure Tourism Destination.' In addition, Jamaica was awarded four gold 2021 Travvy Awards, including 'Best Destination, Caribbean/Bahamas,' 'Best Culinary Destination –Caribbean,' 'Best Travel Agent Academy Program,'; as well as a *TravelAge West* WAVE award for 'International Tourism Board Providing the Best Travel Advisor Support' for a record-setting 10th time. In 2020, the Pacific Area Travel Writers Association (PATWA) named Jamaica the 2020 'Destination of the Year for Sustainable Tourism'. In 2019, TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World. Jamaica is home to some of the world's best accommodations, attractions and service providers that continue to receive prominent global recognition.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Website at www.visitjamaica.com or call the Jamaica Tourist Board at 1-800-JAMAICA (1-800-526-2422). Follow the JTB on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#). View the JTB blog at www.islandbuzzjamaica.com.