

JAMAICA®

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CARNIVAL IN JAMAICA ATTRACTS THOUSANDS OF INTERNATIONAL VISITORS

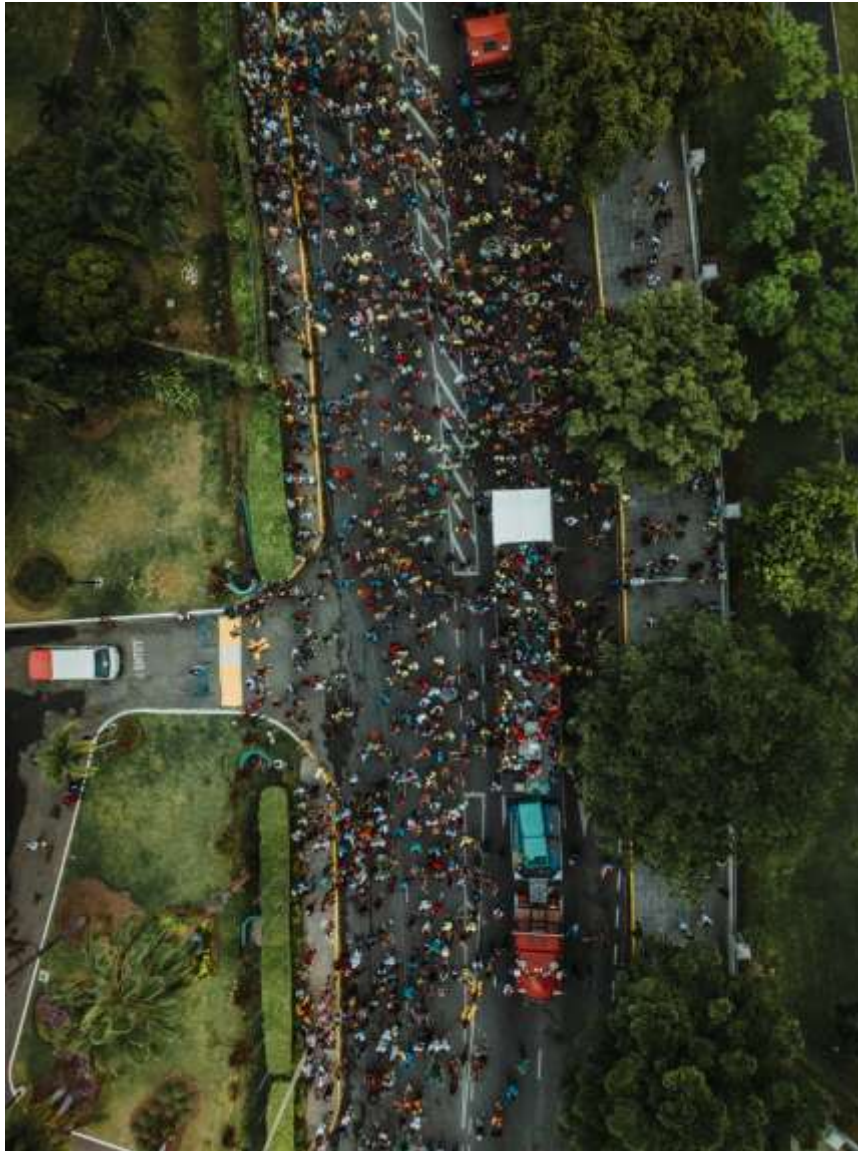
Jamaica Tourist Board to Leverage the Annual Event to Bring More Visitors to the Destination.



Pictured: Minister of Tourism, Jamaica, the Hon. Edmund Bartlett (C) shares a moment with Minister without Portfolio in the Ministry of Economic Growth and Job Creation, Jamaica, the Hon. Matthew Samuda (R) and Director of Tourism, Jamaica Tourist Board, Donovan White (L) during this year's Carnival in Jamaica Road March Parade.

KINGSTON, JAMAICA, April 24, 2023 – The Jamaica Tourist Board has indicated that the Carnival in Jamaica is a major cultural experience that can attract even more visitors to the island. As part of the destination's Sports and Entertainment marketing pillars, the event continues to see an uptick in overseas participants with weeklong fetes culminating in a road parade.

“Carnival in Jamaica has become a melting pot of international, regional and local participants who want to experience the energy of Kingston through music, food and friends. It has become the ideal platform to reinforce Kingston as the cultural capital of the Caribbean and we want to maximize that to help boost arrivals and spending from our visitors on island,” said Director of Tourism, Jamaica Tourist Board, Donovan White.



***Pictured:** A section of the Carnival in Jamaica Road March Parade held recently in Kingston.*

Preliminary data shows that from April 1- 20, which coincides with Carnival activities, over 26 thousand visitors arrived in Kingston. The Carnival in Jamaica Committee has also indicated that there were over 8,000 revelers and 50,000 spectators.

“These numbers, while just shy of what would have been achieved before the pandemic, are very positive for the growth of the event and its economic benefits. It also speaks to the unifying element that music can achieve with both revelers and spectators all enjoying the fun. Carnival 2024 is expected to keep getting bigger and the Jamaica Tourist Board plans to capitalize on the marketing opportunities,” Director White continued.

Following a hiatus due to the COVID-19 pandemic, Carnival in Jamaica returned in 2023 with the ultimate carnival experience in Ocho Rios and Kingston. The main event, the Road March, took place in Kingston on Sunday, April 16, to a sea of bands in costumes and spectators.

For more information about Jamaica, go to [visitjamaica.com](https://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

Germany and London. Representative offices are located in Berlin, Spain, Italy, Mumbai and Tokyo.

In 2022, the JTB was declared 'World's Leading Cruise Destination,' 'World's Leading Family Destination' and 'World's Leading Wedding Destination' by the World Travel Awards, which also named it the 'Caribbean's Leading Tourist Board' for the 15th consecutive year; and the 'Caribbean's Leading Destination' for the 17th consecutive year; as well as the 'Caribbean's Leading Nature Destination' and the 'Caribbean's Best Adventure Tourism Destination.' In addition, Jamaica earned seven awards in the prestigious gold and silver categories at the 2022 Travvy Awards, including "Best Wedding Destination – Overall', 'Best Destination – Caribbean,' 'Best Culinary Destination – Caribbean,' 'Best Tourism Board – Caribbean,' 'Best Travel Agent Academy Program,' 'Best Cruise Destination - Caribbean' and 'Best Wedding Destination – Caribbean.' 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 visitjamaica.com/blog.