

# JAMAICA®

*For Immediate Release*

## **DANCE TO JAMAICA'S BIGGEST PARTY THIS SPRING AS CARNIVAL IN JAMAICA COMMENCES**

**KINGSTON, JAMAICA, April 10, 2023** – Carnival in Jamaica is back and invites visitors and locals alike to experience the incredible atmosphere across the island during the weeklong celebrations from April 12<sup>th</sup>- 18<sup>th</sup>. Witness a sea of colorful, show-stopping costumes, intoxicating music and sizzling street food stalls during the cultural event.

Following a three-year hiatus, revelers can once again enjoy the ultimate Carnival experience and dance the day (and night away) at the annual Carnival in Jamaica taking place across Ocho Rios, and Kingston. The main event, the Road March, will take place on the streets of Kingston on Sunday, April 16<sup>th</sup>.

High energy and stamina are a must for Carnival. Party goers will let loose and dance to reggae, dancehall, soca and calypso music, celebrating the lively Caribbean music genres. During Carnival, the island comes together to embrace the vivacious spirit of Jamaica, with thousands of visitors, including locals and international attendees. In the lead up to Carnival, there are [weeklong parties and fetes](#) as part of the countdown celebrations to the main event, from the Black 2 Blue Breakfast Party on April 13<sup>th</sup> to the XS Sunset Beach Cool Down on the 17<sup>th</sup>.

The best way to truly be immersed in the celebrations is by joining a Mas Band. Mas bands, short for masquerade bands, are one of the biggest parts of Carnival. Masqueraders dress up and showcase their magnificent costumes, covered in feathers, glitter and plenty of color. Every year, [Mas Bands](#) will have a different theme and costumes to match. The bands in Carnival Jamaica 2023 are Bacchanal Ja, Yardmas, Xodus, Ochi Carnival, GenXs and Downtown Carnival. They all offer their own unique experiences, but whichever band a party goer chooses to join, being a part of Carnival is the best way to experience the occasion.

For more information on Jamaica, please visit [www.visitjamaica.com](http://www.visitjamaica.com)

For more information on Carnival in Jamaica, visit [www.instagram.com/carnivalinjamaica/](https://www.instagram.com/carnivalinjamaica/).

### **ABOUT 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 10<sup>th</sup> 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](http://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](http://www.islandbuzzjamaica.com).

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