

# JAMAICA®

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**DISCOVER JAMAICA BY BIKE SET FOR 2021**  
*Tourism Officials Endorse Cycling Association's New Wellness Initiative*



**Above:** Jamaica's Director of Tourism, Donovan White (left) stopping for a photo with his fellow cyclists.

**KINGSTON, JAMAICA – October 14, 2020 –** What started out as a local event to pilot a consumer cycling program will officially become a bookable experience in 2021 known as *Discover Jamaica By Bike*. The test ride, which was organized and led by the Jamaica Cycling Association, got underway in Port Antonio and saw riders including Jamaica's Director of Tourism, Donovan White making the trek through Ocho Rios, Montego Bay, Negril, South Coast and ending in Kingston.



**Above:** Members of the Jamaica Cycling Association tackle the Discover Jamaica By Bike Route

*Discover Jamaica by Bike* kicked off with a press conference at Goblin Hill in Port Antonio, before participants hit the road for the scenic test ride which had its first stop in Ocho Rios. Portions of the itinerary take participants through the Resilient Corridors highlighting the rolling hills, beaches and many towns along the way that make Jamaica such a unique destination. Video was captured along the way with highlights of the first leg, accessible [here](#) showcasing riders departing from Goblin Hill Villas and ending at Jamaica Inn in Ocho Rios. Commentary on the day's ride was provided by Director White who was the first speaker and Dennis Chung, Recreational Cyclist the second speaker.

The new experience is part of a larger initiative rooted in developing physically distanced outdoor activities, with a wellness focus, that allows visitors to embrace the island's natural beauty.

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

### **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.

This year, the JTB was declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for the thirteenth consecutive year and Jamaica was declared the Caribbean's Leading Destination for the fifteenth consecutive year. Jamaica also earned the WTA award for the World's Leading Cruise Destination and Leading Meetings & Conference Centre for the Montego Bay Convention Centre. Most recently, Jamaica was named as one of the "Best Places to Go in 2020" according to *CNN*, *Bloomberg* and *Forbes*. Jamaica was awarded three gold 2020 Travvy Awards including Best Culinary Destination, Caribbean/Bahamas; Best Tourism Board Overall and Best Tourism Board, Caribbean/Bahamas. In 2019, TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World. In 2018, the International Council of the Pacific Area Travel Writers Association (PATWA) named Jamaica the Destination of the Year and TravAlliance Media named JTB Best Tourism Board, and Jamaica as Best Culinary Destination, Best Wedding Destination and Best Honeymoon Destination. 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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