

# JAMAICA®

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## JAMAICA CELEBRATES THEIR TOP PERFORMING TRAVEL SPECIALISTS AT THE ANNUAL ONE LOVE AFFAIR IN MONTEGO BAY

*Sixty North American Jamaica Travel Specialists Participate in Exclusive Incentive Trip and Award Gala*



**Pictured:** Donnie Dawson, Deputy Director, The Americas, JTB (front, left) and Donovan White, Director of Tourism, JTB (front, right), pose for a group photo with Jamaica's top North American travel specialists at the One Love Affair gala in Montego Bay on December 17, 2022.

**MONTEGO BAY, JAMAICA, December 27, 2022** – The top 60 North American Travel Specialists from the [Jamaica Travel Specialist \(JTS\)](#) program were recognized and rewarded for a successful 2022 year at the annual One Love Affair at Secrets St. James Resort in Montego Bay. Fifty agents across the different regions of the U.S. and 10 agents from Canada were awarded during the four-day event.

For the past decade, the Jamaica Tourist Board (JTB) has hosted their annual One Love Affair to incentivize and celebrate their dedicated travel specialists. In 2022, 174,000 room nights (60,000 tourists) were sold from September 1, 2021 – October 30, 2022. The agents work closely with their regional representatives from the JTB and their partners throughout the year to sell the destination. From destination weddings to large group trips and smaller vacations, the specialists play a large role in the uptick in tourism to the island since the reopening post COVID. Jamaica is expected to see a continued growth in visitors to the island in winter 2023.



***Pictured:** Donovan White, Director of Tourism, JTB, (left), Karlene Shakes, National Sales Manager, JTB, (middle left), Lindsey Johnson of Tropics Travel, North America’s #1 Performing Agent (middle right), and Donnie Dawson, Deputy Director of Tourism, Americas, JTB (right).*

“Jamaica is projecting record-breaking arrival numbers for the upcoming winter season, and these loyal JTS agents from the United States and Canada have played a pivotal role in the destination’s success,” said Donovan White, Director of Tourism, JTB. “The One Love Affair gives us an opportunity to come together to recognize these top travel specialists, celebrate their achievements, and thank them for their ongoing support.”

Not only does the One Love Affair event celebrate the agents, but also ensures they are able to further familiarize themselves with the island during this time. The trip is an opportunity

for the agent’s continued education of Jamaica by experiencing more of the island, touring the resorts, and ensuring the agents are informed and up to date on all the JTB’s latest updates.



***Pictured:** DeAna Haywood of Queen of the Isles (left), and Victoria Harper, District Sales Manager-Northeast USA, JTB (right)*

“Jamaica Travel Specialists today form the core of advisors who inspire U.S. vacationers to select Jamaica for warm-weather vacations,” said Donnie Dawson, Deputy Director of Tourism, Americas, JTB. “We are excited to celebrate them this year and continue to support our travel specialists.”



*Pictured: Popular Jamaican Dancehall artist Beenie Man performs at the One Love Affair Gala on December 17.*

As part of the One Love Affair celebration, agents and their plus ones were wined and dined during the evenings and taken on excursions during the day. They were able to select Reggae River rafting in the Lethe Village or a scenic catamaran tour. They also attended a chic, all-white beach party at Montego Bay's Half Moon Resort. The elegant One Love Affair award ceremony featured dinner and dancing, a virtual presentation from Jamaica's Minister of Tourism, the Hon. Edmund Bartlett, and a special performance by famed Jamaican Dancehall artist, Beenie Man.

To register for the Jamaica Travel Specialist program, visit [www.oneloverewards.com](http://www.oneloverewards.com).

For more information about Jamaica, please visit [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.

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).