

JAMAICA[®]

FOR IMMEDIATE RELEASE

JAMAICA CELEBRATES TOP-SELLING CANADIAN TRAVEL ADVISORS DURING ANNUAL ONE LOVE AFFAIR

Sixty North American Jamaica Travel Specialists participate in exclusive incentive trip and award gala



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

MONTEGO BAY, JAMAICA, December 20, 2022 – Sixty top-performing North American travel advisors from the [Jamaica Travel Specialist \(JTS\)](#) program were recognized and rewarded at the annual One Love Affair in Montego Bay this weekend. Ten Canadian agents were among the group of elite travel consultants who earned an all-inclusive trip to the island that culminated in an elegant award ceremony on Saturday, December 17.

Since 2012, the Jamaica Tourist Board (JTB) has hosted the coveted One Love Affair trip to incentivize high-performing agents who have become ambassadors for the destination. There are currently more than 47,000 travel professionals enrolled in the JTS program. In 2022, the top JTS agents recorded an impressive 174,120 room nights during the 12-month qualifying period.

“Jamaica is projecting record-breaking arrival numbers for the upcoming winter season, and these loyal JTS agents from Canada and the United States have played a pivotal role in the destination’s success,” said Donovan White, Director of Tourism. “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.”



Above (left to right): Donovan White, Director of Tourism; Andrea Lindsay, Your Travel Genie; Angella Bennett, JTB Regional Director, Canada; Donnie Dawson, JTB Deputy Director, The Americas



Above (left to right): Donovan White, Director of Tourism; Ann Shaw, *The Travel Agent Next Door*; Angella Bennett, JTB Regional Director, Canada; Donnie Dawson, JTB Deputy Director, *The Americas*

“We are proud to once again host our top-producing travel advisors for an unforgettable weekend of sun, sea and celebration in Jamaica,” said Angella Bennett, Regional Director, Canada, JTB. “Many of the Canadian agents participating in this year’s One Love Affair have been awarded for the very first time, which speaks to their incredible hard work and growth over the last year.”

As part of the One Love Affair weekend itinerary, agents were treated to reggae rafting at Lethe Village, a scenic catamaran tour, and an all-white beach party at Half Moon Resort. The elegant One Love Affair award ceremony featured dinner and dancing, a virtual presentation from Jamaica’s Minister of Tourism, Hon. Edmund Bartlett, and a special performance by famed Jamaican Dancehall artist, Beenie Man.



Above: Jamaica Travel Specialists from North America take part in an 'all-white' beach party at Half Moon Resort on December 16



Above: Jamaican Dancehall artist Beenie Man performs at the One Love Affair Gala on December 17

This year's top 10 Canadian JTS travel advisors were:

- Robyn Arnold, Sell Off Vacations, ON
- Lois Barbour, Travel Time TPI Inc., Newfoundland and Labrador
- Pauline Blacoe, Shine Travel, ON
- Sharon Boissonneault, House of Travel, Québec
- Yvonne Campbell, Yvonne's Travel and Tours, ON
- Andrea Lindsay, Your Travel Genie, ON
- Vanessa Martinez, Unforgettable Escapes, ON
- Jennifer Najak, Travel Agent Next Door, ON
- Courtney Pilon, Champagne Weddings & Travel, AB
- Ann Shaw, Travel Agent Next Door, ON

To register for the Jamaica Travel Specialist program, visit oneloverewards.com.

For more information about Jamaica's engagement initiatives and events for Canadian travel agents, go to visitjamaica.com/Canada.

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.