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JAMAICA EARNS US 5.7 BILLION SINCE REOPENING

Destination Welcomed Over 5 Million Visitors in the Same Period

SAN JUAN, PUERTO RICO, October 3, 2022 – Minister of Tourism, Hon Edmund has announced that Jamaica has earned USD \$5.7 billion since reopening its borders in June 2020. The data also shows that the island welcomed over 5 million visitors over the same period. The announcement follows the destination’s strong tourism recovery efforts that resulted in its best summer ever according to arrivals figures.

For the summer period, the island recorded over 224,000 stopover arrivals in June while 2019 June figures show 222,000 arrivals.

“These phenomenal earnings and arrivals figures are truly a testament to the hard work of my Ministry, its public bodies and our many stakeholders and partners. Through our thought leadership, Jamaica was able to reopen its borders at the height of the pandemic and remain open to allow visitors to travel to the island safely and seamlessly.

This strong recovery is happening even amidst the disruptions that the pandemic is causing in the airline industry with flight cancellations and supply chain disruptions,” said Minister of Tourism, Hon Edmund Bartlett.

The Minister made the announcement at the Caribbean Hotel and Tourism Association’s Travel Marketplace, in San Juan Puerto Rico, where he is participating in the private-public partnership panel to discuss intra-Caribbean air connectivity, multi-destination marketing, and public policies for labor and employment, among other industry business matters.

Since reopening in June 2020, the island has welcomed approximately 5,173,000 visitors including stopover arrivals and cruise passengers.

“Tourism is a key driver in the overall economic recovery for Jamaica and these numbers augur well for the economy, lives and livelihoods. To have already earned USD \$5.7 billion is huge given the major disruption caused by the pandemic,” added Minister Bartlett.

The island was one of the first destinations to reopen amidst the global coronavirus pandemic through its robust health and safety protocols and World Travel and Tourism Council approved resilient corridors. These innovative approaches allowed for the safe reopening of borders and travel and tourism activities.

“These numbers validate the hard work of our team and prove that our ideas and innovations are successful. We will continue our efforts to recover stronger as we work to surpass our 2019 achievements,” said Donovan White, Director of Tourism, Jamaica Tourist Board.

For more information about Jamaica, please visit 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 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.

