

JAMAICA®

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JAMAICA KICKS OFF NEW YEAR WITH VIRTUAL TRADESHOW, JANUARY 19

Agents invited to Come Feel the Vibe of Jamaica during destination showcase featuring presentations from 30 on-island and in-market suppliers



TORONTO, CANADA – January 4, 2024 – The [Jamaica Tourist Board](#) (JTB) is inviting Canadian travel advisors to kick off 2024 with a virtual destination refresher and orientation event on Friday, January 19 from 1 to 4:30 p.m. ET.

Hosted in partnership with Spoiled Agent, the free [Jamaica – Come Feel The Vibe Virtual Showcase](#) will give agents the opportunity to build valuable professional connections while interacting with Jamaica’s resort and villa partners, attractions representatives, ground transportation operators, and JTB sales team members in an intimate online setting. Thirty suppliers and more than 300 Canadian travel advisors from across the country are expected to attend the event, which will be hosted on the Zoom

platform. Those who attend the live presentation will also have the chance to win an exciting lineup of prizes, including a 2024 FAM seat, gift cards and more.

“Agents who have made a resolution to boost their sales to Jamaica in 2024 won’t want to miss this exclusive professional development session with the JTB team,” said Angella Bennett, Regional Director, Canada, JTB. “With the winter selling season now in full swing, this is an ideal time for our valued partners in travel to come together to refresh their destination knowledge and connect directly with suppliers from Jamaica.”

With a focus on boutique hotels and mid-size all-inclusive properties, attractions, and ground transportation providers, the Jamaica Virtual Showcase will highlight product and service offerings, exciting new on-island developments, and key resources to provide agents with the first-hand information they need to plan a dream Jamaica vacation for their clients.

Confirmed suppliers so far include Princess Resorts (opening two new properties in Jamaica this year), Round Hill Hotel & Villas, Iberostar Resorts, Rose Hall Developments, Playa Hotels & Resorts, ROK Hotel Kingston, Island Routes, Real Tours Jamaica, Tropical Tours, and many more.

[Click here](#) to register for the Jamaica – Come Feel The Vibe Virtual Showcase on Friday, January 19 from 1 to 4:30 p.m. ET. Those who cannot attend live can register online to receive a recording of the presentation following the event.

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 Germany and London. Representative offices are located in Berlin, Spain, Italy, Mumbai and Tokyo.

In 2022, the JTB was declared ‘World’s Leading Cruise Destination,’ ‘World’s Leading Family Destination’ and ‘World’s Leading Wedding Destination’ by the World Travel Awards, which also named it the ‘Caribbean’s Leading Tourist Board’ for the 15th consecutive year; and the ‘Caribbean’s Leading Destination’ for the 17th consecutive year; as well as the ‘Caribbean’s Leading Nature Destination’ and the ‘Caribbean’s Best Adventure Tourism Destination.’ In addition, Jamaica earned seven awards in the prestigious gold and silver categories at the 2022 Travvy Awards, including “Best Wedding Destination – Overall’, ‘Best Destination – Caribbean,’ ‘Best Culinary Destination – Caribbean,’ ‘Best Tourism Board – Caribbean,’ ‘Best Travel Agent Academy Program,’ ‘Best Cruise Destination - Caribbean’ and ‘Best Wedding Destination – Caribbean.’ 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 visitjamaica.com/blog.