



FOR IMMEDIATE RELEASE

## **JAMAICA TARGETING HALF A MILLION VISITORS FROM CANADA BY 2025**

*Minister of Tourism Hon. Edmund Bartlett embarks on five-day 'winter marketing blitz' in Toronto this week*

**KINGSTON, JAMAICA – SEPTEMBER 20, 2023** – In what he describes as an “ambitious but achievable” target, Jamaica's Minister of Tourism, Hon. Edmund Bartlett, has revealed that he is pushing for 500,000 visitors to Jamaica from Canada by 2025. Minister Bartlett made the disclosure ahead of his arrival in Canada on September 19, where he will be joined by senior tourism officials on a five-day ‘winter marketing blitz’ as Jamaica seeks to engage critical travel partners in the Greater Toronto Area.

“We have an overarching goal to welcome 5 million visitors and earn 5 billion dollars in tourism revenue by 2025. Canada is our second largest market and we are currently at just above the 300,000 mark and getting to where we were in 2010 when we had up to 400,000 visitors coming from Canada. My projections are driven by data, and I have evidence now that the Canadian market is ready to take us to half a million visitors within the next two years,” Minister Bartlett expressed.

“This initiative is about that – getting more airlift. We’re going to be talking with Air Canada, WestJet, Canada Jetlines, our new partners, and others to bolster the airlift out of Canada,” asserted the Minister. He noted that his meetings in Toronto follow discussions held with Canadian travel partners at the just concluded JAPEX (Jamaica Product Exchange) trade show held at the Montego Bay Convention Centre from September 11 to 13.

While in Canada, Minister Bartlett will meet with the President and faculty at McMaster University and tour the Miss Lou Archives, housed in the university’s library. Additionally, the tourism minister underscored that Canada would play a strategic role in Jamaica’s efforts to engage the Asian visitor market, including India and China. In keeping with this, he will be the guest speaker at a special event organized by Mandarin Holidays, where more than 100 Chinese travel agents will be in attendance.

Minister Bartlett's other engagements will include meetings with executives from Air Canada Vacations and Canada Jetlines, as well as travel agents and tour operators. The tourism minister is also scheduled for numerous interviews with various media entities, ranging from print, television and radio, as he seeks to position Jamaica as a destination of choice for Canadian visitors.

Minister Bartlett is scheduled to depart Canada on Monday, September 25 for Riyadh, Saudi Arabia where he will join other global tourism leaders including officials from the United Nations World Tourism Organization (UNWTO) in marking World Tourism Day 2023, which will be observed on Wednesday, September 27.

The tourism minister noted that Jamaica is slated to be the toast of this year's celebration as a model of resilience and people-oriented investments. The UNWTO's theme for World Tourism Day 2023 is "Tourism and Green Investments" and seeks to highlight the need to focus on investing in people, planet and prosperity.

Minister Bartlett noted that: "In Jamaica, Tourism Awareness Week 2023, which runs from September 24 to 30, will be observed under the same theme and will include several activities, beginning with a Thanksgiving Church Service on Sunday, September 24 at the Montego Bay New Testament Church of God in St. James."

#### **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](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 [visitjamaica.com/blog](http://visitjamaica.com/blog).

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