

JAMAICA®

JAMAICA TOURIST BOARD MARKS 65 YEARS

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Jamaica Tourist Board Cops ‘Caribbean’s Leading Tourist Board Award’ World Travel Awards 2020. Above: Jamaica’s Minister of Tourism Hon. Edmund Bartlett (center) flanked by senior executives from the Jamaica Tourist Board. From left to right: Donnie Dawson, Deputy Director of Tourism, Sales; Elizabeth Fox, Regional Director, UK/N Europe; Francine Carter-Henry, Manager, Tour Operators & Airlines; Camile Glenister, Deputy Director of Tourism, Marketing; Angella Bennett, Regional Director, Canada and Donovan White, Jamaica’s Director of Tourism

KINGSTON, JAMAICA- April 1, 2020 - The Jamaica Tourist Board (JTB) is 65 years old! April 1 2020 cements 65 years since the JTB has served as Jamaica’s national tourism agency. As the national agency tasked with the responsibility to market Destination Jamaica, the JTB engages in intensive promotions to attract travellers to the island.

Six-and- a-half decades of maturity and stamina have molded the JTB into a well-oiled machine. This is due in part to the agency’s bold persona – daring to be leader and trendsetter in the region. “I am delighted to be at the helm of this great organization, as we mark our 65th anniversary” said Donovan White, Jamaica’s Director of Tourism. “The fact that we continue to be successful indicate that we are doing most things right in connecting with our audience. Our

approach to marketing is all around data and using data to specifically target travel consumers where they are, and using all the available technology”, he said.

The organization is keenly aware that this landmark achievement could only be attained through important strategic partnerships with diverse stakeholders including: airlines, tour operator companies, accommodation entities, cruise lines, media, event promoters, artisans, ground transportation companies and the Jamaicans who make it happen. “The 65th anniversary of the Jamaica Tourist Board provides the opportunity to say thank you,” said Director White. “Thank you to the visionaries who laid the foundation for us to build on and thank you to every Jamaican, every member of staff, past and present, for their immeasurable support and sacrifice.”

Throughout its history, the JTB has been led by Directors of Tourism, whose objectives aligned with the vision of ensuring that the industry would achieve its best potential. A walk down the halls of history will show: John Pringle ((1963-1967); E. Stewart Sharpe (1967-1970); Eric Anthony Abrahams (1970-1975); Adrian Robinson (1975-1978); Desmond Henry (1978-1980); John Gentles (1980-1984); Carrole Guntley (1984 – 1990); Robert Stephens (1990 -1992); Fay Pickersgill (1994 – 2003); Paul Pennicook (2003 - 2006; 2014 - 2017); Basil Smith (2006 – 2008); John Lynch (2008 – 2014) and Donovan White (2018-present).



ABOVE: Angella Bennett, Regional Director, Jamaica Tourist Board (JTB) Canada (right) with members of the (JTB) team in Canada at TravelPulse Canada’s Readers’ Choice Awards Gala in Toronto. Others pictured from left to right: Judy Nash, Jacqueline Marshall and Dan Hamilton. Photo Credit: Dan Galbraith.

The organization has been the recipient of numerous awards including: “Caribbean’s Leading Tourist Board” by the World Travel Awards for successive years, “Tourist Board of the Year,” TravelPulse Canada’s Readers’ Choice Award, “Favourite Tourist Board – Caribbean,” Baxter Travel Media’s Agents’ Choice Award, “Destination with The Highest Client Satisfaction, Caribbean,” and “International Tourism Board Providing the Best Travel Advisor Support,” TravelAge West Western Agents’ Votes of Excellence (WAVE) Award .

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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.

This year, the JTB was declared the Caribbean’s Leading Tourist Board by the World Travel Awards (WTA) for the thirteenth consecutive year and Jamaica was declared the Caribbean’s Leading Destination for the fifteenth consecutive year. Jamaica also earned the WTA award for the World’s Leading Cruise Destination and Leading Meetings & Conference Centre for the Montego Bay Convention Centre. Most recently, Jamaica was named as one of the “Best Places to Go in 2020” according to *CNN*, *Bloomberg* and *Forbes*. Jamaica was awarded three gold 2020 Travvy Awards including Best Culinary Destination, Caribbean/Bahamas; Best Tourism Board Overall and Best Tourism Board, Caribbean/Bahamas. In 2019, TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World. In 2018, the International Council of the Pacific Area Travel Writers Association (PATWA) named Jamaica the Destination of the Year and TravAlliance Media named JTB Best Tourism Board, and Jamaica as Best Culinary Destination, Best Wedding Destination and Best Honeymoon Destination. 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.

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