

# JAMAICA®

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## JAMAICA WINS CARIBBEAN HOTEL AND TOURISM ASSOCIATION DESTINATION RESILIENCE AWARD



**Pictured:** The Hon. Edmund Bartlett, Minister of Tourism, Jamaica (2<sup>nd</sup> from L), holds Jamaica's Caribbean Hotel and Tourism Association's (CHTA's) Destination Resilience Award. Sharing in the moment are (L-R) Mrs. Nicola Madden-Greig, President, CHTA; Ewald Biemens, Owner, Bucuti and Tara Beach Resort, Aruba; Donovan White, Director of Tourism, Jamaica Tourist Board; Kyle Mais, Managing Director, Jamaican Inn; Vanessa Ledesma-Berrios, Acting CEO & Director General, CHTA; Josef Forstmayr, Managing Director, Round Hill Hotel and Villas; Marc Melville, CEO, Chukka Caribbean; and Fiona Fennell, Public Relations and Communications Manager, Jamaica Tourist Board.

**BRIDGETOWN, BARBADOS; Wednesday May 10, 2023:** Jamaica has been awarded the Caribbean Hotel and Tourism Association's (CHTA's) Destination Resilience Award for its recovery efforts during the COVID-19 Pandemic and tourism resilience-building initiatives.

The Caribbean Destination Resilience Award recognizes destinations with a deliberate focus on resilience as indicated by their commitments to address some or all of the United Nations World Tourism Organization's (UNWTO's) 17 sustainable development goals. Special emphasis is placed on highlighting destinations which subscribe to a collaborative and partnership-focused approach, engaging public and private sector stakeholders in innovative, needs-driven strategies.

Jamaica was at the forefront of thought leadership at the onset of the COVID-19 pandemic in March 2020. The island, under the stewardship of the Minister of Tourism, the Hon. Edmund Bartlett, immediately created a COVID-19 Recovery Taskforce with public and private sector stakeholders. Based on the innovative initiatives from this Taskforce, Jamaica reopened its borders in June 2020 and never closed since.

In accepting the award, Minister of Tourism, the Hon. Edmund Bartlett said, “This award is for my entire tourism team and all our private and public sector partners who immediately saw the need to keep the lifeblood of the country open. From the minds and hard work of the team, Jamaica was first out of the blocks on the road to recovery.”

Robust health and safety protocols were implemented to help mitigate the spread of the disease. In fact, these protocols received the World Travel and Tourism Council’s ‘Safe Travels’ stamp of approval. With the creation of Resilient Corridors, Jamaica was able to resume tourism activities safely and seamlessly as these designated areas had a strong COVID-19 infrastructure in place.

“It is a pleasure to recognize my home country with this destination resilience award as it validates the countless hours and effort that went into the recovery through our public and private sector partners to ensure the survival of tourism,” said President of the CHTA, Mrs. Nicola Madden-Greig.

“It was no easy feat to reopen our borders in such a short space of time and this award highlights the importance of partnerships in a crisis,” said Director of Tourism, Donovan White. “We’re truly grateful and deeply honored to receive this distinction.”

For more information on Jamaica, please go to [www.visitjamaica.com](http://www.visitjamaica.com).

#### **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 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).