

JAMAICA[®]

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JAMAICA'S MINISTER OF TOURISM CHAMPIONS INCREASED AIRLIFT, NEW DEVELOPMENT AND COLLABORATIVE RELATIONSHIPS DURING CANADA MISSION

Jamaica's top tourism officials touched down in Toronto, Ottawa and Montréal to launch 'Come Back' campaign, meet with tourism stakeholders and government officials



Above: Jamaica's Director of Tourism Donovan White (left) and Minister of Tourism Hon. Edmund Bartlett (right) invite Canadians to 'Come Back' during Jamaica's campaign launch in Toronto on November 15.

TORONTO, CANADA, November 23, 2022 — As the fifth fastest recovering country in the world, Jamaica is on track to welcome three million visitors by the end of the year. Tourist arrivals and revenues are rebounding at a faster pace than expected despite Canada's strict travel restrictions in early 2022.

Jamaica's Minister of Tourism, Hon. Edmund Bartlett, and Director of Tourism, Donovan White, travelled to Toronto, Ottawa, and Montréal this month to reinforce Jamaica's strong ties with Canada during a series of important engagements with key tourism executives and industry stakeholders.

Minister Bartlett and Director White were joined by Angella Bennett, Jamaica Tourist Board Regional Director for Canada, for the four-day mission that took place from November 15 to 18. The multi-city campaign included official launch parties for Jamaica's new 'Come Back' marketing campaign, meetings with Canadian airlines and tour operators, discussion forums with investors and academic institutions, media interviews, and meetings with Canada's top government officials.

"As Jamaica's second-largest source market, Canada has played a critical role in our successful recovery," said Minister Bartlett. "As we look ahead, we are focused on working with travel partners to increase airlift and launch new routes into the destination, exploring new investment and development opportunities, and building collaborative relationships to enhance the resilience and sustainability of the tourism sector across the globe."

Jamaica's signature hospitality was on full display as Minister Bartlett and Director White unveiled the destination's 'Come Back' campaign at cocktail receptions in Toronto and Montréal. Tour operators, travel agents, hotel partners, journalists, and Diaspora communities were invited to celebrate the official Canadian debut of Jamaica's new marketing campaign, which invites travellers to come back to their best selves through vibrant promotional images and videos showcasing the island's natural beauty and local talent.



Above: Donovan White, Director of Tourism; Angella Bennett, Regional Director, Canada; Hon. Edmund Bartlett, Minister of Tourism, meet with guests at Jamaica's 'Come Back' Campaign Cocktail Reception in Toronto on November 15.



Above: Daniel Stubbs, Business Development Officer, Eastern Canada; Hon. Edmund Bartlett, Minister of Tourism; Angella Bennett, Regional Director, Canada; Donovan White, Director of Tourism; Emma Madsen, Business Development Manager, Western Canada, attend Jamaica's 'Come Back' Campaign Cocktail Reception in Montréal on November 18.

On November 16, the Jamaica Tourist Board and the Ministry of Tourism partnered with the Consulate-General of Jamaica and the Jamaica Promotions Corporation (JAMPRO) to host the first-ever Jamaica Tourism Investment Forum in Toronto. The exclusive event brought together more than 50 top-tier investors and representatives from the worlds of real estate, tourism, manufacturing, finance, and academia.

Minister Bartlett and Director White were joined on stage by fellow panelist Stephen Charoo, Consul for Trade and Investment Canada Region at JAMPRO, for an engaging conversation highlighting the many prospective opportunities for land development and real estate investment on the island. Panelists discussed how conscious and holistic growth strategies are being employed to maintain an inclusive and sustainable tourism product. Lincoln Downer, Consul General of Jamaica, served as the moderator for the forum.



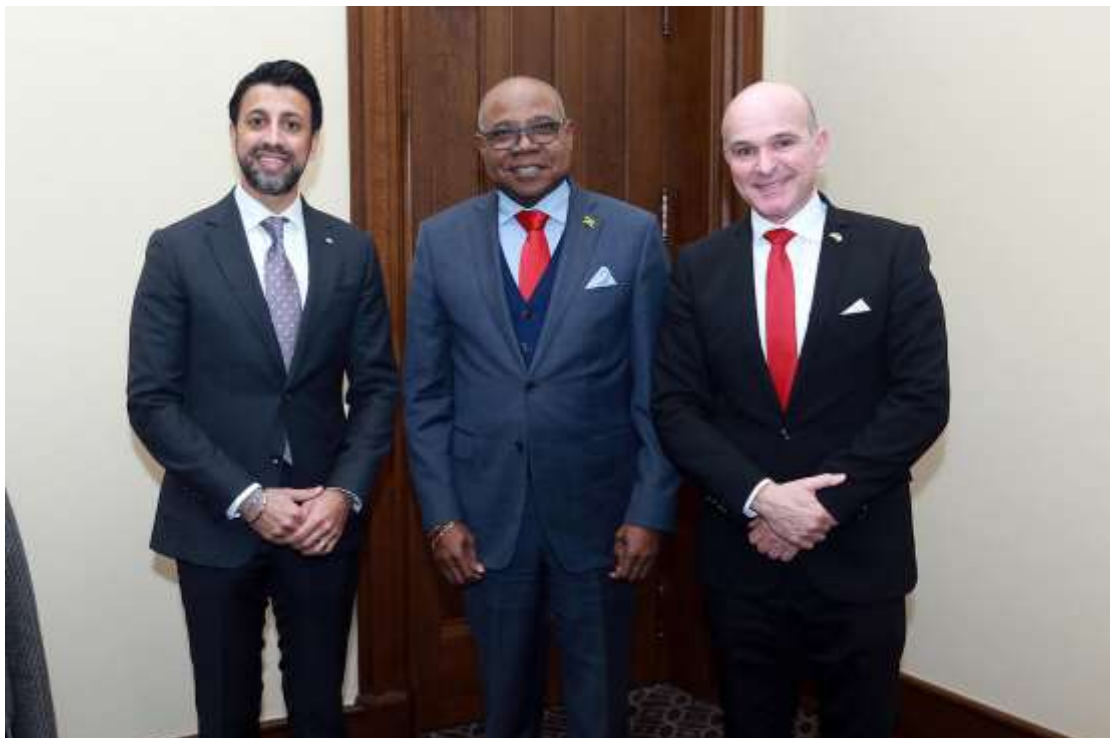
Above: Donovan White, Director of Tourism; Hon. Edmund Bartlett, Minister of Tourism; Stephen Charoo, Consul for Trade Investment Canada Region, JAMPRO, take part in the Jamaica Tourism Investment Forum in Toronto on November 16.

The Jamaica delegation travelled to Canada's capital city on November 17 to host a Resilience Forum at Carleton University. Minister Bartlett and Director White met with Dr. Bettina Appel Kuzmarov, Associate Vice-President of Carleton University; Dr. Jean Charles Le Vallée, Canada Representative at the Inter-American Institute for Cooperation on Agriculture; and Carleton graduate students to share insights on the importance of global travel and tourism resilience. The group also discussed the establishment of an Ottawa location for the Global Tourism Resilience and Crisis Management Centre. The Centre's first Canadian satellite location opened in April 2022 at George Brown College in Toronto.



Above: Hon. Edmund Bartlett, Minister of Tourism (left) speaks at the Resilience Forum in Ottawa on November 17

During his time in Ottawa, Minister Bartlett conducted in-person meetings with Canada's Minister of Tourism, Hon. Randy Boissonnault; Jamaica's High Commissioner to Canada, Her Excellency Sharon Miller; and Parliamentary Secretary to the Minister of Foreign Affairs, Maninder Sidhu.



Above: Maninder Sidhu, Parliamentary Secretary to the Minister of Foreign Affairs (left); Hon. Edmund Bartlett, Minister of Tourism, Jamaica; Hon. Randy Boissonnault, Minister of Tourism, Canada

The Jamaica delegation also hosted meetings in Toronto and Montréal to connect with executives from Canada's major airlines and tour operators, including Air Canada Vacations, WestJet, Swoop, Sunwing, Air Transat, and Travel Brands.

“Jamaica is on a mission to recover and grow travel from Canada,” said Bennett. “Thanks to the ongoing efforts of the Jamaica Tourist Board and the support of our Canadian airline partners, we have secured 283,000 seats into Montego Bay and Kingston for the 2023 winter season, an increase of 26,000 more seats than 2019.”

For additional photographs of Jamaica's Minister of Tourism Canada Mission, please [click here](#).

For more information about Jamaica, 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.