



**JAMAICA'S MINISTER BARTLETT FUTURE-PROOFING
THE ISLAND'S TOURISM PRODUCT**
Minister of Tourism Notes How Jamaica Is Moving to Protect the Sector

Pictured: Jamaica's Minister of Tourism the Hon. Edmund Bartlett addressing media at a destination press briefing held at the Caribbean Hotel & Tourism Association's (CHTA's) Travel Marketplace in Puerto Rico on October 4.

SAN JUAN, PUERTO RICO, October 5, 2022 – At a destination press briefing held at the Caribbean Hotel & Tourism Association's (CHTA's) Travel Marketplace in Puerto Rico yesterday, Jamaica's Minister of Tourism the Hon. Edmund Bartlett outlined the steps Jamaica is taking to ensure that its tourism sector remains safe from future shocks and disruptions. Among the most important were diversification, sustainability and price integrity.

"As we witnessed the disruption brought on by the pandemic, we took the time to re-strategize and plan ahead to protect our tourism industry moving forward," said Minister Bartlett. "We established the Global Tourism Resilience & Crisis Management Centre and implemented our Blue Ocean Strategy for just this reason."

Minister Bartlett continued, stating, "Recovery cannot come without growth and to grow we need to diversify, both within our tourism product as well as in the markets we expand into. Currently, we are forging new partnerships in Africa, Asia and the Middle East for better air connectivity from these regions. There is also a great opportunity for us to continue our efforts to grow tourism from Canada."

He concluded, "As the US is currently facing inflation and threats of a recession, we recommend our partners focus on offering value-added opportunities for customers in all markets, while maintaining price integrity."

Minister Bartlett noted that a highly skilled workforce is needed to meet the growing demands of the tourism industry, emphasizing the development of education programs and training. He also outlined how Jamaica is developing key pillars for tourism that showcase the destination's unique culture and heritage while simultaneously addressing the desire from today's traveler to experience more than just sun, sea and sand.

For more information about Jamaica, please 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.

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.