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JAMAICA'S PRIME MINISTER HOLNESS ENDORSES GLOBAL TOURISM RESILIENCE CONFERENCE; WELCOMES UNITED NATIONS DECLARATION OF GLOBAL TOURISM RESILIENCE DAY

KINGSTON, JAMAICA, February 16, 2022 – The first annual Global Tourism Resilience Conference (GTRC) was officially opened yesterday morning by Jamaica's Prime Minister Andrew Holness at the University of the West Indies' Regional Headquarters, Mona.

"I am proud to endorse this crucial forum that will provide a platform for industry leaders, researchers, policymakers and other stakeholders to develop problem-solving tools to build resilience across countries and regions," said the Prime Minister, noting that the Caribbean has been singled out as the most tourism-dependent region in the world. Prime Minister Holness also welcomed news of the United Nations' recent declaration that February 17 will be commemorated annually as Global Tourism Resilience Day - a development initiative by the Government of Jamaica.

The 3-day conference currently taking place in Jamaica is being attended by Ministers of Tourism from several countries and other international industry leaders.

High-level discussions are taking place on a range of issues, including lessons gleaned from the Covid-19 pandemic. Attendees are also examining data, exchanging ideas, and developing data-driven strategies to help mitigate and handle future threats to the industry.

The conference is the brainchild of Jamaica's Minister of Tourism and Co-Chair and founder of The Global Tourism Resilience and Crisis Management Centre, the Hon. Edmund Bartlett.

"Resilience will be the key component of the future-proofing of the tourism industry and this historic conference will play a key role in charting the way forward," said Minister Bartlett.

For more information about Jamaica, please go to 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.

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