

JAMAICA

Contact:

Jessica Napier
Fever Pitch Marketing Communications
jessica@feverpitchcommunications.com

FOR IMMEDIATE RELEASE

JAMAICA CELEBRATES THE RETURN OF CANADIAN TOURISM MARKET

Inaugural Air Canada Dreamliner flight into Montego Bay represents important milestone in the recovery of Jamaica's tourism sector



[Click here](#) or on photos above and below to download high-resolution images.

Above: *The Canadian Seenauth-Gangaprasad family pose with Jamaican tourism and government representatives upon arrival at Sangster International Airport in Montego Bay on July 4. From left: Nadine Spence, Area Chair of the Jamaica Hotel and Tourist Association; traveller Natasha Seenauth-Gangaprasad; Richard Vernon, Deputy Mayor of Montego Bay; traveller Vishal Seenauth-Gangaprasad; Odette Dyer, Regional Director of Tourism, Jamaica Tourist Board.*

KINGSTON, JAMAICA – July 6, 2021 – Jamaican government and tourism industry officials were on hand at Sangster International Airport in Montego Bay on Sunday, July 4 to welcome back Canadian visitors and celebrate the arrival of Air Canada’s first Dreamliner flight into the destination. As the inaugural Jamaican flight for Air Canada’s signature 787 Boeing aircraft, the momentous occasion represents the exciting return of the Canadian tourism market following a six-month hiatus.

Two hundred passengers and crew members on flight AC 982 from Toronto were greeted with a water salute on the tarmac and a lively reception upon arrival in the terminal. Travellers received a warm island welcome and met with official representatives Nadine Spence, Area Chair of the Jamaica Hotel and Tourist Association (JHTA), Deputy Mayor of Montego Bay Richard Vernon, and Odette Dyer, Regional Director of Tourism for the Jamaica Tourist Board (JTB).



Above: Canadian citizen Kerry Perry, who is being assisted in a wheelchair, meets with a welcoming party at Sangster International Airport on Sunday, July 4.

“Canada is the second largest source market for Jamaica and the return of Canadian tourism in Jamaica is welcome news for our country’s hotel partners, attractions, transportation providers, hospitality workers, and the thousands of individuals employed in

our tourism related industries,” said Hon. Edmund Bartlett, Jamaica’s Minister of Tourism. “I am pleased to welcome the return of Air Canada to Jamaica after the six-month hiatus from January this year.”

Air Canada and WestJet are the first Canadian airlines to resume service to Montego Bay this July after months of flight restrictions in the first half of 2021. More than 280,000 air seats have been secured from Canada to Jamaica so far this winter as travel bookings surge following the relaxation of Canada’s international travel restrictions and quarantine protocols. The increased airlift from Canadian airline partners signifies an important step in the return of international travel and is critical for the recovery of Jamaica’s tourism sector.



Above: Air Canada’s signature Boeing 787 Dreamliner aircraft was greeted with a water welcome at Sangster International Airport in Montego Bay on Sunday, July 4.

"Air Canada is very pleased to resume our passenger service to Jamaica, which we have proudly served for more than 70 years,” said Luis Noriega Benet, General Manager, Latin America and the Caribbean, Air Canada. “There is no doubt many Canadians are looking to travel to Jamaica for a long-postponed sun holiday. As well, there are many people both in Jamaica and Canada who are eager to visit with friends and family members they have not been able to see since the pandemic began. We look forward to welcoming everyone on board and celebrating together the rebirth of travel.”



Above: Members of the Singh family from Canada were greeted in Jamaica by government and tourism officials following their arrival on Air Canada flight AC 982 on Sunday, July 4.

For more information about Jamaica, go to 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 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 named the Caribbean's Leading Destination for the fifteenth consecutive year as well as the Caribbean's Best Spa Destination and the Caribbean's Best MICE Destination. As well, Jamaica copped the WTA's World's Leading Wedding Destination, the World's Leading Cruise Destination and the World's Leading Family Destination. Additionally, Jamaica was awarded three gold 2020 Travvy Awards for Best Culinary Destination, Caribbean/ Bahamas; Best Tourism Board Overall and Best Tourism Board, Caribbean/ Bahamas. 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.

###