

JAMAICA

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JAMAICA CELEBRATES VALENTINE'S DAY WITH EXCLUSIVE "LOVE ON LOCATION" CONTEST

Jamaica Tourist Board Launches "Love on Location" Contest for U.S. Travel Advisors

KINGSTON, JAMAICA – February 11, 2021 – When it comes to the beautiful island of Jamaica, there is no better place to fall in love, get married and create enduring moments that will last a lifetime. To celebrate Valentine's Day, the Jamaica Tourist Board has launched the "Love on Location" video contest for travel advisors that will recapture some of the most iconic moments from 14 romantic movies filmed on location in Jamaica. The contest began on February 8, 2021 and will run for 14 days until February 25, 2021.

Travel advisors can enter the sweepstakes by watching a snippet of a movie that will feature highlights of romantic scenes filmed in Jamaica. From there, participants will have to name the location in Jamaica where the movie scene was filmed and submit an entry with the correct answer. Each video will be no more than 3 minutes long and will be posted daily at 5:00 am. Five winners will be selected daily by a random drawing among eligible entries. A total of 70 sets of gifts will be awarded including branded reusable gift bags, stainless steel wine mugs, cozy blankets, and chocolate kisses.

"Jamaica is known to have some of the most iconic landscapes that have been captured in classic films. These landscapes have inspired travelers to flock to our shores for magical moments," said Donovan White, Jamaica's Director of Tourism. "The 'Love on Location' video contest, exclusively for US –based travel advisors, is a fantastic way to express our gratitude this Valentine's Day season by showing our appreciation for their continued support in making Jamaica a sought-after Caribbean destination."

The contest is open to travel advisors located in the United States, who are Graduates of the Jamaica Travel Specialist, One Love Rewards Program and members of the Jamaica Tourist

Board, USA (Jamaica Travel Specialist) Facebook Group Page. Eligible participants can view daily prize giveaways at <https://www.facebook.com/groups/JamaicaFamTours>.

For more information and how to enter the contest, go to: <https://www.visitjamaica.com/usa/love-on-location/>.

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.

In 2020, 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.