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JAMAICA HOSTS ROADSHOW CAMPAIGN FOR TRAVEL ADVISORS FOR THE SECOND CONSECUTIVE YEAR

*Tourist Board is Meeting with Travel Partners in the Northeastern U.S.
and Sharing Updates on Tourism Product Offerings*



Pictured (left to right): Kirk Whyte, Business Development Officer, Northeast USA, Jamaica Tourist Board; Carey Dennis, Business Development Officer, Northeast USA, Jamaica Tourist Board; Victoria Harper, District Sales Manager, Northeast USA, Jamaica Tourist Board; Trace Basile, Owner, Up & Away Travel; Matthew Blake, Business Development Officer, Northeast USA, Jamaica Tourist Board; Lily Carr, Director of Sales, Round Hill Hotel and Villas; and Philip Rose, Regional Director, Northeast USA, Jamaica Tourist Board.

KINGSTON, JAMAICA, September 7, 2022 – The Caribbean’s leading tourist board, the Jamaica Tourist Board (JTB), is back in US with their second ‘Fall in Love with Jamaica Again and Again’ campaign. The campaign includes an extensive in-person seminar series for valued travel advisor partners across the Northeastern U.S., the top source market for visitors to island.

“Jamaica is experiencing a strong recovery with stopover visitor arrivals nearing pre-pandemic levels over the summer, said Donnie Dawson, Deputy Director of Tourism, Americas, Jamaica Tourist Board. “This is in large part due to the efforts of our valued travel professionals, so it is imperative that we continue to educate these partners about everything Jamaica has to offer in order to meet the pent-up demand for travel we are seeing in the marketplace.”

Launched on August 23 and continuing through to November 10, the seminar series includes 21 presentations per region where JTB's business development officers and representatives from on-island tourism stakeholders are meeting in-person with travel advisors to share important product updates and offers while encouraging the sentiment to come back to Jamaica.

"I truly enjoyed meeting so many new agents and reuniting with some I have not seen since before the pandemic," said Lily Carr, Director of Sales for Round Hill Hotel and Villas in Montego Bay. "Everyone had such great energy and I know these agents won't forget the special night they shared with us at the iconic Molly Pitcher Inn. It's always wonderful to see how passionate our agency partners are about Jamaica."

Sharing the sentiment, Michelle Suraci Travel specialist, Traveltopia Unlimited LLC, said, "When I first stepped into the pre-cocktail hour and was handed my tropical punch, the Jamaica Tourist Board set the tone for the evening. It is always great to have fun when learning and Jamaica did just that, they literally had us jumping up out of our seats. Always a great night with Jamaica. Everything is always Irie!"

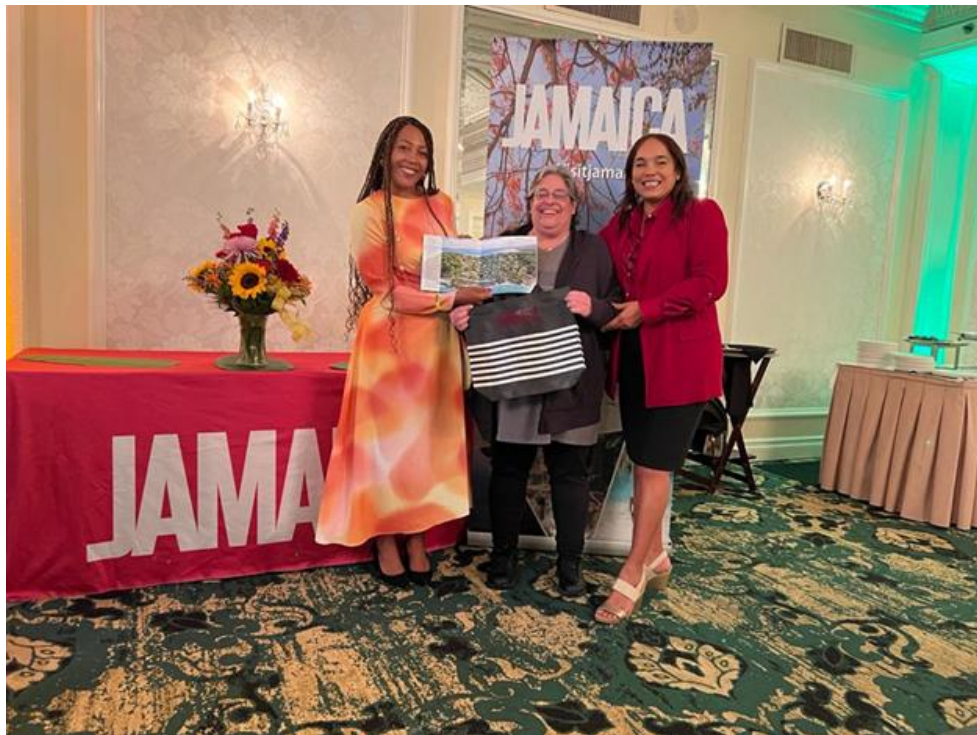
The first seminar took place at the Molly Pitcher Inn in Red Bank, New Jersey, with others following in Delaware, New York, Maryland, Maine, Rhode Island, Virginia and more. Attendees have consistently expressed their eagerness to book their clients on trips to Jamaica. Many have also reported having clients already booked for travel to the island this year, as it is among the easiest and most convenient international destinations to visit with numerous flight options and no entry restrictions.

With 20 more events scheduled, 1,460 travel advisors are expected to attend the complete seminar series. Partners can view the full schedule of seminars and register at www.visitjamaica.com/usa/seminars/.

For more information on Jamaica, please go to www.visitjamaica.com.



Pictured: Philip Rose, Regional Director, Northeast USA, Jamaica Tourist Board, warmly welcoming the retail travel partners and thanking them for their business to Jamaica.



Pictured: (L to R) Lily Carr, Director of Sales Round Hill; Mary Romero, AAA Sales Associate of Eatontown, NJ; and Victoria Harper, District Sales Manager, Northeast USA, Jamaica Tourist Board. Victoria and Lily congratulate Mary Romeo, AAA Travel Advisor (center), on winning a 2-night prize stay for 2 at the Round Hill resort.

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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