

JAMAICA

Contact:

Barney A. Bishop / Natalia Lopez
Finn Partners

barney.bishop@finnpartners.com / natalia.lopez@finnpartners.com

FOR IMMEDIATE RELEASE

JAMAICA INVITES FANS TO SHARE MEMORIES OF THE ISLAND WITH #MISSINGMYJAMAICA SWEEPSTAKES

KINGSTON, JAMAICA – February 2, 2021 – Jamaica is inspiring traveler wanderlust this year with the launch of a new #MissingMyJamaica Instagram Sweepstakes. Debuting today, February 2 and lasting for two weeks, the Jamaica Tourist Board and a selection of lifestyle influencers are asking fans to share memories of the destination for a chance to win a trip.

Jamaican-American singer and songwriter Sean Kingston, Caribbean travel expert Sarah Greaves-Gabbadon, Food Network Chopped Champion and Culinary Ambassador for Miss Lily's, Andre Fowles, and Canadian rapper and producer Kardinal Offishall are just a few who are posting fond memories of their beloved island and encouraging their followers to do the same.

Instagram users can enter by posting a static picture to their feed of their own favorite Jamaica memory using #MissingMyJamaica in their caption. Entrants must have a public profile and also complete the entry form on <http://www.visitjamaica.com/sweeps>.

"We have been confined at home for a long time and many of us are missing the little things about traveling that leave us with indelible memories," said Donovan White, Jamaica's Director of Tourism. "Whether it was an early morning walk along Negril's Seven Mile Beach with the sound of crashing waves, or the smell of jerk chicken charring over pimento wood that made your mouth water, or the feeling of elation the first time you conquered Dunn's River Falls, #MissingMyJamaica invites our followers to reminisce about the good times they had on island. It is a reminder that when our followers are ready to travel again, Jamaica will be ready to welcome them."

One winner will receive a prize trip for two to Jamaica including round-trip airfare and a three-night all-inclusive stay at the Royalton Negril Resort & Spa. Entries must be submitted by 11:59 p.m. EST on Monday, February 15, 2021. The sweepstakes is open to legal residents of the 48 Contiguous United States (including DC) and Canada (excluding Quebec) who have the age of majority in his or her state, territory or providence of residence as of the time of the sweepstakes start date. To see official rules and meet the deadline for qualified entrants to complete the registration process, visit www.visitjamaica.com/missingmyjamaica.

To participate, be sure to follow the hashtag #MissingMyJamaica and keep an eye on the JTB's Instagram account at www.instagram.com/visitjamaica.

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.

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