



FOR IMMEDIATE RELEASE

## **JAMAICA REFRESHES ITS TRAVEL AGENT SPECIALIST ‘ONE LOVE REWARDS’ PROGRAM**

*Updated Program Features New Content, Design, Coupons and More to Benefit Travel Professionals*

**KINGSTON, JAMAICA, February 14, 2022** – The Jamaica Tourist Board is refreshing its Travel Agent Specialist ‘One Love Rewards’ program and website to better assist interested travel professionals in selling the destination to their clients. In addition to offering a wealth of benefits, the course provides product information and useful tips essential to selling Destination Jamaica for leisure vacations, destination weddings, special interest markets, tour groups and more.

“Our travel agent partners are integral to our ability to spread the word that Jamaica should be a traveller’s destination of choice and we value them very highly,” said Donovan White, Director of Tourism, Jamaica. “Therefore, refreshing our ‘One Love Rewards’ program allows us to provide our Travel Agent Specialists with the very best and newest tools they need to effectively sell Jamaica to both first-time and repeat visitors.”

Available in English, French and now Spanish, the dedicated online training program features a series of informative training modules that showcase Jamaica’s history, culture, landscapes, cuisine, and attractions. Together, the modules help participants learn how to match their prospective clients’ special interests and travel styles with a more customized travel itinerary through Jamaica’s tourism product. An engaging overview of Jamaica’s regions, including Montego Bay, Negril, Ocho Rios, Port Antonio, Kingston, and the South Coast, is offered to help increase potential sales, as well as the opportunity to become a Wedding Specialist to increase destination wedding sales.

The redesigned, designated portal offers up-to-date information of products, promotions/offers, new attractions and events, the ability to connect with suppliers/partners, and downloadable brochures and videos.

Updates to the 'One Love Rewards' Jamaica Travel Specialist portal include:

- New more responsive design with a refreshed look and feel
- Better mobile experience
- Spanish version site and fully translated course
- Refreshed and updated courses and course content
- Newsfeed to read the latest Travel News about Jamaica
- Travel advisors can now modify/update their email address as well as any other personal profile information themselves in the portal
- New products and merchandising in the store (coming soon)
- When entering a booking, agents can check the box "request Main Street Jamaica coupons" and receive an email with exclusive coupons
- Agents can see their courses and certificates in one place with the new student dashboard making it easy to find and download
- Upgraded technology with the new learning management system education platform allows for a more interactive and engaging experience for the travel advisor

Whether a long-time veteran of Jamaica's Travel Agent Specialist program or a first-time visitor, there's something new and exciting to learn for everyone.

For more information on Jamaica, please go to [www.visitjamaica.com](http://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](http://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](http://www.islandbuzzjamaica.com).

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