

JAMAICA

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JAMAICA TOURIST BOARD CELEBRATES TRAVEL SPECIALISTS ON TRAVEL AGENT DAY, MAY 6

MIAMI, FLORIDA – May 05, 2020 – The Jamaica Tourist Board (JTB) has long valued the strong and successful relationships with its dedicated and talented travel specialists. On Travel Agent Day, May 6, the JTB will show its appreciation to Jamaica travel specialists in the U.S. and Canada in a special and meaningful way.

In the U.S., the JTB will partner with Jamaican-owned food distributor Grace Foods to provide travel specialists with gift cards. Following participation in a webinar on May 6, the first 300 agents will be eligible to win the gifts cards by entering an online contest on <https://attendee.gotowebinar.com/register/7084457289400382990>. In Canada, the JTB is giving away Tim Hortons Coffee gift cards to travel specialists based in that market. The first 300 agents to register at <https://www.visitjamaica.com/canada/contest/> will receive a \$10 gift card via e-mail.

“We treasure the remarkable relationship with our travel specialists who continue to play an important part in our success as a sought-after vacation destination,” said Donnie Dawson, Deputy Director of Tourism, Sales, Jamaica Tourist Board. “This initiative is just one tangible way in which we can express our gratitude to our agents especially during what has been a most challenging period for the global travel industry.”

In addition to the Travel Agent Day celebration, the JTB has been providing support to keep agents engaged and updated on the product during this period of uncertainty including hosting a number of webinars, virtual sales calls and weekly scavenger trivia games.

Over 40,000 travel specialists have been trained as part of Jamaica’s *A One Love Rewards Program*, which serves as a dedicated training platform for the travel agent community to become certified experts on the destination. The program guides agents through vibrant,

picturesque online pages that provide insider knowledge about the island. In 2019, the top travel specialists booked a total of 174,837 room nights, collectively for the year.

Above: Jamaica's Minister of Tourism Edmund Bartlett (center, second row), Director of Tourism Donovan White (center, front row), and Deputy Director of Tourism Donnie Dawson (left, back row) pose for a group photo with the top 2019 travel specialists

For more information on the JTB's *One Love Rewards Program*, please visit www.oneloverewards.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 and Mumbai.

TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World in 2019. Also this year, the International Council of the Pacific Area Travel Writers Association (PATWA) named Jamaica the Destination of the Year and TravAlliance Media named JTB Best Tourism Board, and Jamaica as Best Culinary Destination, Best Wedding Destination and Best Honeymoon Destination. Additionally, the JTB has been declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for thirteen consecutive years between 2006 and 2019. Jamaica also earned the WTA's award for the Caribbean's Leading Destination, Leading Cruise Destination and Leading Meetings & Conference Centre 2018 for the Montego Bay Convention Centre. Jamaica is home to some of the world's best accommodations, attractions and service providers that have won several awards throughout the years.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Web site 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.