

JAMAICA

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Minister of Tourism Hon, Edmund Bartlett (left) speaks with (L-R) Director of Tourism Donovan White, Deputy Director of Tourism, Marketing Camile Glenister and Peter Shoucair, Executive Producer, Jamaica Bridal Expo during the launch of the My Heartbeats JA microsite

JAMAICA TOURIST BOARD LAUNCHES *MY HEARTBEATS JA* WEDDING AND ROMANCE MICROSITE

KINGSTON, JAMAICA – February 9, 2021 – Jamaica, recently named ‘World’s Leading Wedding Destination’ at the World Travel Awards, has launched a Wedding and Romance microsite, aptly named *My Heart Beats JA*. Housed in the Jamaica Tourist Board (JTB) website,

the microsite is a repository of all things love, providing solutions and options for anyone on the romance journey under the categories: Romantic Getaways, Getting Engaged and I Do. Content across the microsite addresses consumer trends, including more intimate or even private destination weddings, and a growing number of couples identifying and seeking opportunities for romantic escapes. Jamaica is strategically aligned to meet those needs, capitalizing on the \$300 billion global wedding industry through customizable experiences that come to life through the new site.

“*My Heart Beats JA* is a fulfillment of a promise the Jamaica Tourist Board made to continue to evolve the VisitJamaica platform into an ecosystem of all opportunities for tourism in Jamaica. It gives us a great feeling that we have been able to, not just keep our promise, but more importantly, remain true to the objectives we have set for our digital focus,” remarked Jamaica’s Director of Tourism, Donovan White at the COVID-safe launch event that was held at the AC Hotel by Marriott in Kingston.



Director of Tourism Donovan White welcomes attendees to the launch of the Jamaica Tourist Board’s My Heart Beats JA microsite

Minister of Tourism, Hon. Edmund Bartlett stated in the keynote, “Jamaica is a place for love, for lovers, for romance and the romantic. Of the over 700 stopover arrivals to the island from January to November last year, 58% of that number represented visitors travelling for weddings and honeymoon. This tells me that Jamaica is truly the heartbeat of the world as it continues to pull and pique the interest of visitors searching for unique experiences.”

Partners are poised to benefit from this heightened focus on weddings and romance as the architecture of the site gives opportunities for all licensed vendors and suppliers within the space to be represented. Users who enter the site are within three clicks of a live person representing supplies including places to stay, cake vendors, photographers or trip planners.

Wendy, a real wedding concierge, adds another personal and human touch to the site navigation. Site visitors will have personalized one-on-one engagement with Wendy through the site, or on Twitter, as she provides information and offering ideas to meeting discerning tastes.

For more information about My Heartbeats JA, please visit: www.visitjamaica.com/weddings-and-honeymoons/

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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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