

JAMAICA

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FOR IMMEDIATE RELEASE

**JAMAICA TOURIST BOARD LAUNCHES 'PICTURE ME IN JAMAICA' CONTEST TO
ENGAGE TRAVEL AGENTS THIS JUNE**

*Jamaica Invites Retail Travel Partners To Test Their Destination Knowledge Each Week For A
Chance To Win Gift Cards From Major Retailers*



Above: Majestic YS Falls in St. Elizabeth, one of Jamaica's finest natural attractions

KINGSTON, JAMAICA – June 3, 2020 – As the summer season kicks off, the [Jamaica Tourist Board](#) (JTB) is continuing to engage its retail travel partners in the U.S. and Canada with the launch of a new weekly photo contest. Starting Wednesday, June 3, the JTB will invite travel agents to participate in 'Picture Me in Jamaica,' an online giveaway designed to test agents' knowledge of Jamaica's iconic attractions and lesser-known hidden gems. The contest will be for four weeks throughout the month of June.

Each Wednesday, five different photos of unique destinations will be posted on the JTB website (US: www.visitjamaica.com/USA/contest / Canada: www.visitjamaica.com/canada/contest) along with a series of clues to help travel agents identify the locations for each image. The campaign will spotlight a wide variety of famous sights, scenic resort areas, historic landmarks and off-the-beaten-path locales on the island, and will challenge participants' intimate knowledge of the destination.

“With social distancing protocols still in place, it’s important for us at the Jamaica Tourist Board to continue engaging with our retail travel partners in a safe and fun way while keeping them excited about Destination Jamaica,” said Donnie Dawson, Deputy Director of Tourism, Sales, Jamaica Tourist Board. “Our new Picture Me in Jamaica photo contest is a great way for us to connect with travel agents virtually and highlight must-see landmarks on the island, while also showing off some of the destination’s hidden gems.”



Above: Jamaica's iconic cliff-side Rockhouse Hotel in Negril

Photos for the weekly contest will be selected by individual Business Development Managers (BDM) from the JTB North American team. Each week will feature an introductory spotlight on the BDM and their photo selections, encouraging participating agents to get to know individual team members and their unique connections to the island.

The travel agents who identify all five photos correctly will be entered into a weekly prize drawing for a chance to win a \$100 gift card. In the US, the gift cards will be from Amazon. In Canada, winners will have a choice of three major retailers: Amazon, TJ Maxx (Winners, HomeSense, Marshalls) or Skip the Dishes.

For more information about Destination Jamaica's 'Picture Me in Jamaica' photo contest, visit: www.visitjamaica.com/USA/contest or www.visitjamaica.com/canada/contest.

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 declared the Caribbean's Leading Destination for the fifteenth consecutive year. Jamaica also earned the WTA award for the World's Leading Cruise Destination and Leading Meetings & Conference Centre for the Montego Bay Convention Centre. Most recently, Jamaica was named as one of the "Best Places to Go in 2020" according to *CNN*, *Bloomberg* and *Forbes*. Jamaica was awarded three gold 2020 Travvy Awards including Best Culinary Destination, Caribbean/Bahamas; Best Tourism Board Overall and Best Tourism Board, Caribbean/Bahamas. In 2019, TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World. In 2018, 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. 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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