

JAMAICA

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FOR IMMEDIATE RELEASE

JAMAICA TRAVEL SPECIALIST ADVISORY COMMITTEE RELAUNCHED TO ENHANCE PROGRAM DEVELOPMENT AND BOOST SALES

KINGSTON, JAMAICA – March 31, 2021 – The Jamaica Tourist Board (JTB) has relaunched its Jamaica Travel Specialist Advisory Committee in an effort to enhance the development of its current program and boost sales of the destination. The 11-member advisory committee, comprises graduates of the JTB’s travel specialist program drawn from across the United States and Canada, who will serve for a one-year term.

“We are pleased to see the relaunch of this advisory committee, as we at the Jamaica Tourist Board truly value our relationships with travel specialists,” said Donnie Dawson, Jamaica Tourist Board’s Deputy Director of Tourism, Sales. “Our travel specialists are a crucial part of selling the destination, and they have proven time and time again their value to Jamaica based on the revenue generated in room nights sold. We welcome their input as the destination prepares to take advantage of the recovery of tourist industry.”



**The Americas
Advisory
Committee
2021**



Gayle Allie
Totally Trips



Michelle Carbone
Michelle's Destinations Unlimited



Ruth Demuth
Trip Guy Travel



Mark Hennigan
Dreamers Travel



Tracy Mason
Time of your life Travel



Katherine Poon
Fun in Paradise



Claire Robinson
Claire Skies Travel



Irene Sauger
Vacation Girls



Steve Simmons
Honeymoons Inc



Andrea Williams
Exquisite Vacations



Amy Wood
Romantic Planet Vacations

The advisory committee members from the United States include: Claire Robinson, *Claire Skies Travel*, and Mark Hennigan, *Dreamers Travel* from the Northeast; Ruth DeMuth, *Trip Guy Travel* and Gayle Ailshie, *Totally Trips* from the Midwest; Irene Sauger, *Vacation Guru*, Andrea Williams, *Exquisite Vacations* and Steve Simmons, *Honeymoons, Inc.* from the Southeast and from the West/Southwest, Tracy Mason, *Time of Your Life Travel* and Michelle Carbone, *Michelle's Destinations Unlimited*. From Canada, the members are Amy Wood, *Romantic Planet Vacations* and Katherine Poon, *Fun in Paradise*.

The JTB will be represented on the committee by Dan Hamilton, Dian Holland, Christopher Dobson, Victoria Harper, Christopher Wright, Allana Faustin and Paulette Wright with Francine Carter Henry as the airline representative. The Jamaica Hotel and Tourist Association will be represented by Nicola Madden Greig.

The main purpose of the advisory committee is to provide the Jamaica Tourist Board with advice on the way forward for the Jamaica Travel Specialist One Love Rewards Program to ensure future growth. Specific goals include developing niche market training strategy, revamping/updating the general training course to continuously increase the knowledge on Jamaica's tourism product as well as offering incentives that are advantageous to members.

For more information about travel to Jamaica, please go to www.visitjamaica.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, Mumbai, Tokyo and Paris.

Last 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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