

JAMAICA

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JAMAICA TRAVEL SPECIALISTS UPDATED ON DESTINATION PROTOCOLS AND RESPONSE TO CDC TESTING REQUIREMENTS



Above: Managing Director, Moon Palace Jamaica and President of the Jamaica Hotel and Tourist Association Clifton Reader (left) provides details on COVID-19 protocols to Jamaica Travel Specialists following the announcement of new CDC testing requirements for entry to the United States

MONTEGO BAY, JAMAICA – January 29, 2021 – The Jamaica Tourist Board (JTB) kicked off 2021 by hosting top travel specialists from the Southeast United States for a 5-day/4-night visit to the resort areas of Ocho Rios and Montego Bay.

This was the first FAM trip for the New Year and was aimed at educating Jamaica Travel Specialists on Jamaica's response to COVID within the resorts as well as across the various attractions and tours.

The FAM trip is one of the many initiatives being undertaken by the JTB to help drive consumer confidence in travel to Jamaica during these ever changing times. During the visit, the travel



advisors had the opportunity to experience the destination's health and safety protocols firsthand, knowledge which they can share with their clients.

Local officials are hopeful that the new year will bring tremendous promise as the global tourist industry and Jamaica's tourism-dependent economy recover from the tumult of 2020.

The travel advisors were hosted by partners Moon Palace Jamaica in Ocho Rios and IBEROSTAR Grand Rose Hall in Montego Bay. They visited a number of the island's attractions including Mystic Mountain Bobsled Jamaica and Martha Brae tour to observe the COVID-19 health and safety protocols and social distancing measures which have been put in place.

A number of other FAM trips are being planned throughout the first quarter targeting top travel specialists from a number of markets across the United States.

For more information about Jamaica, please visit 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.

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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