



World Travel & Tourism Council Safe Travels Testimonial Jamaica Tourist Board and Jamaica Hotel & Tourist Association

Resilience and destination assurance have always been foundational elements of Jamaica's tourist industry. Jamaica was forward thinking in having resilience built into the DNA of tourism prior to the Covid-19 pandemic.

With that in mind, we took several measures to strengthen the resilience of our industry. First, we developed Resilient Corridors which are geographic areas designed for tourism – one on the north coast of the island and one on the south coast. Additionally, we established a Business Corridor in Kingston for travelers coming to Jamaica for business purposes. Tourism professionals in the Corridors went through specific Covid-19 protocols and safety measures training, and the Corridors are subject to ongoing monitoring and oversight programmes.

Next, we took the time to design detailed health and safety measures for each segment of the industry. We assessed approaches from other countries, consulted with multilateral organizations and local medical professionals, and brought in experts who had experience working in previous health crises. The result was a set of world class protocols designed to keep all members of the tourism ecosystem safe – visitors, employees, and communities – while allowing travellers to have an enjoyable experience. We are proud to have earned the use of the WTTC Safe Travels Stamp on the protocols.

“Tourism is the lifeblood of our economy, and the protocols we established allowed us to safely reopen our borders,” said Donovan White, Jamaica's Director of Tourism. “When we reopened the borders to international travel, we were confident that Jamaicans would work together to ensure a safe, secure and seamless experience for our tourism workers, their families, and visitors. Being awarded the WTTC's Safe Travels Stamp is a testament to our coming together in this time of unprecedented change in the tourist industry.”

Finally, we deployed the protocols along with a comprehensive communications and awareness campaign. We conducted a certification programme to ensure all establishments hosting travelers within a Corridor were compliant with the protocols. We also worked to ensure all residents and visitors were aware of the required protocols. However, we recognised that awareness was not enough – we needed active community involvement to enforce them. “If you see something, say something, do something” became the rally cry for the sector.

“The tourism entities fully support compliance to the robust health and safety protocols which were implemented to safeguard both visitors and employees” said Omar Robinson, President of the Jamaica Hotel and Tourist Association. “The inception of the Resilient Corridors has been very innovative, allow us to welcome over 90 000 visitors since June, and ensuring the safe movement and interactions of visitors.”

The results speak volumes. Three months after reopening the tourist industry, Jamaica has had no confirmed cases of Covid-19 transmission within the tourism community. This is a significant

milestone for Jamaica, and one that can allow tourists to visit with peace of mind. We are optimistic these actions will continue to make Jamaica a highly sought destination for worldwide recreational travel.

See the link <https://vimeo.com/459526080>