

JAMAICA

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JAMAICA WINS BEST PRACTICE GOLD ADRIAN AWARD IN NEW YORK
Destination Honored by HSMAI for Crisis Communications & Management

KINGSTON – March 26, 2021 – The Jamaica Tourist Board (JTB) was recognized by the Hospitality Sales & Marketing Association International (HSMAI) with a Best Practice Gold Adrian Award for public relations excellence in the Crisis Communications/Management. The JTB’s entry, titled “Communicating Through a Crisis: A Model for Tourism Leadership,” focused on the destination’s thorough and thoughtful response to the pandemic, with an emphasis on innovative marketing and international communications. The focus of the 2020 HSMAI Adrian Awards was on Best Practices, Innovation and Community, showcasing the industry’s most exceptional efforts that will drive hospitality and tourism recovery.

“It is an honor to have our marketing and communications efforts lauded by an international entity at a time when we have worked so hard to show true tourism leadership globally,” said Donovan White Jamaica’s Director of Tourism. “A nimble and strategic approach to marketing will remain a top priority for the JTB as we continue working towards a strong recovery for the tourism industry.”

The award celebrates Jamaica’s comprehensive crisis response and ability to engage potential travelers at home due to border closures at the onset of the pandemic. At the heart of the JTB’s strategy was the debut of GEN-C, a generation born out of the shared experience of COVID-19 shutdowns. Attributed to Jamaica’s Minister of Tourism Hon. Edmund Bartlett, this global positioning of a new group of travelers was the basis for an international thought leadership platform. The award also celebrated Jamaica’s exceptional efforts to foster emotional connections, virtually, with Jamaican culture for people at home.

The digital Escape to Jamaica series highlighted cuisine, wellness, and music through cooking demos, fitness classes, and weekly DJ sessions. Overall, the campaign achieved remarkable success with media impressions in the billions.

The Adrian Awards, presented by the Hospitality Sales & Marketing Association International (HSMIAI), represent the largest and most prestigious global travel marketing competition. Hosted annually, the competition has always been a showcase and benchmark of best practices in hotel and travel-related marketing and media.

For more information on Jamaica, please go to www.visitjamaica.com. For more information on the Adrian Awards, visit www.AdrianAwards.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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