

JAMAICA

Contact:
Prin Bacalan / Natalia Lopez
Finn Partners
Jamaica@FinnPartners.com

FOR IMMEDIATE RELEASE

REDISCOVER JAMAICA CAMPAIGN AIMED TO HELP JAMAICAN RESIDENTS FEEL GOOD AGAIN

KINGSTON, JAMAICA – July 21, 2020 – Tourism is the lifeblood of Jamaica and as the island reopens using a phased approach to ensure the safety of everyone a safe and phased, the Jamaica Tourist Board has launched the **Rediscover Jamaica** program to encourage Jamaicans to taste, see, feel and enjoy the country's tourism product.

Renewing and upgrading the tourism process for Jamaicans, so they may safely enjoy the island with their friends and family is a priority at this time. The rush of adventure, the beauty of nature, pristine horizons, or simply the relaxation of the beach are experiences Jamaicans will enjoy on their staycation.

“Travelers from around the world come to our island for a complete vacation experience and we are lucky to call it home,” said Donovan White, Jamaica’s Director of Tourism. “We are excited to welcome our residents with the assurance that their vacation in Jamaica will be full of unforgettable moments. With the Emancipation and Independence holidays just a few weeks away, this is an excellent time for Jamaicans to experience and rediscover the beauty and rhythm of home.”

The Rediscover Jamaica campaign aims to generate interest in and use of the tourism facilities available on the island, including accommodations, attractions, transportation and shopping. The campaign will feature a strong public relations and social media component coupled with tourism partners showcasing their offerings.

For more information on Rediscover Jamaica and for vacation planning ideas, go to www.visitjamaica.com.

Follow the social conversation with hashtags: #FeelGoodAgain and #RediscoverJamaica.

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 and Mumbai.

TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World in 2019. Also this year, 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. Additionally, the JTB has been declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for thirteen consecutive years between 2006 and 2019. Jamaica also earned the WTA's award for the Caribbean's Leading Destination, Leading Cruise Destination and Leading Meetings & Conference Centre 2018 for the Montego Bay Convention Centre. Jamaica is home to some of the world's best accommodations, attractions and service providers that have won several awards throughout the years.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Web site 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.

#