

# JAMAICA

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*FOR IMMEDIATE RELEASE*

## **THE SPIRIT OF JAMAICA COMES ALIVE WITH CHILL LIKE A JAMAICAN**

*Consumers Can Enjoy Island Time with World Famous Jamaican Celebrities*

**KINGSTON, JAMAICA – August 14, 2020** – Jamaica has long-held an outsized influence on global culture through entertainment, cuisine, sports and beauty. Always in search of larger-than-life experiences for its visitors, Jamaica has created an exciting new way to enjoy the island and visit its iconic spots. The content series “Chill Like a Jamaican” is the island’s invitation to the world to slow down and enjoy island time, first digitally and then by visiting Jamaica.

With consumers needing a break from this quarantine, Jamaican celebrities and local tourism leaders have come together to show fans how to “chill” with a Jamaican twist on food, fitness, cocktails, and more. The series follows Olympic Gold Medalist Shelly-Ann Fraser-Price, Master Blender Joy Spence of Appleton Estate, Pepa of the Grammy award-winning duo Salt-n-Pepa, Miss Jamaica World and Miss Jamaica Universe Yendi Phillips, and dancehall artist, BayC as they “chill.”

“Each Chill Like a Jamaican video showcases Jamaica’s iconic offerings, reminding locals and visitors alike of their favorite experiences,” said Donovan White, Jamaica’s Director of Tourism. “Our vibrant culture takes center stage displaying what makes Jamaica the Heartbeat of the World.

The “Chill Like a Jamaican” video series is currently live across the Jamaica Tourist Board’s [Instagram](#) and [Facebook](#) social media channels.

Jamaica opened its borders to international visitors for rest and relaxation on June 15. The island has implemented a comprehensive set of health and safety protocols to mitigate the spread of the coronavirus. While on island, travelers can expect an enhanced experience at hotels including digital check-in, hand sanitizer stations, elimination of self service at buffets, digital or single use menus, social distancing markers throughout the property and much more. To learn more, go to: [www.visitjamaica.com/travelupdate](http://www.visitjamaica.com/travelupdate)

### **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. c

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Web site at [www.visitjamaica.com](http://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](http://www.islandbuzzjamaica.com).