

# JAMAICA

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## **VIRTUOSO NAMES MONTEGO BAY AMONG TOP TEN PLACES FOR LUXURY TRAVELLERS TO VISIT**

**KINGSTON, JAMAICA – May 15, 2020** - Montego Bay is among the top 10 destinations that luxury travellers are looking to book for the upcoming holiday season, so says Virtuoso.

Virtuoso, a leading global network of agencies specializing in luxury and experiential travel made the announcement listing Montego Bay, Jamaica's tourism capital at #8 in the world.

This is exciting news for Destination Jamaica as the island is using this downtime to ready herself with the implementation of health and safety protocols to welcome visitors in the post pandemic era.

Jamaica's warm weather was a key factor in its appeal to the luxury market. "For many, spending the festive season with friends and family somewhere other than home is a tradition they intend to keep, especially this year," said Misty Belles, Managing Director at Virtuoso. "After sheltering in place for weeks and months, people who have been dreaming about travel are ready to grab their passport and go," Belles said.

Uniquely appointed with some of the island's most iconic luxury accommodation, Montego Bay's opulent offerings rivals the best in the world. Designed for exclusivity in getaway locations, luxury travellers will be able to enjoy unique experiences in an atmosphere and ambience that is secure and safe for everyone.

"This recognition could not have come at a better time," said Donovan White, Jamaica's Director of Tourism. "The hospitality and tourist industry has come to a halt with this global pandemic, and we have ensured that we remain relevant and connected with travellers. For Montego Bay to be named among the top ten destinations for luxury travellers is heartwarming, and we do not take this for granted."

Jamaica's luxury accommodations offer unique authentic experiences to meet the needs of travellers. Ease of access from most major gateways adds to the island's appeal and tick the right boxes for this niche market segment.

#### **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 declared the Caribbean's Leading Destination for the fifteenth consecutive year. Jamaica also earned the WTA award for the World's Leading Cruise Destination and Leading Meetings & Conference Centre for the Montego Bay Convention Centre. Most recently, Jamaica was named as one of the "Best Places to Go in 2020" according to *CNN*, *Bloomberg* and *Forbes*. Jamaica was awarded three gold 2020 Travvy Awards including Best Culinary Destination, Caribbean/Bahamas; Best Tourism Board Overall and Best Tourism Board, Caribbean/Bahamas. In 2019, TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World. In 2018, 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. 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](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).

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