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**CANADIAN TRAVEL AGENTS PARTICIPATE IN EXCLUSIVE 'IRIE HOUR'
FAM TRIP IN JAMAICA**

Jamaica Tourist Board treats VIP travel advisors to island experiences and live Irie Hour show



Above (left to right): Jamaica Tourist Board staff members Judy Nash, Office Manager; Emma Madsen, Business Development Manager, Western Canada; Daniel Stubbs, Business Development Officer, Eastern Canada; Racquel Queensborough, Business Development Manager, Ontario; Jerron Britton, Business Development Manager, Montego Bay; and Angella Bennett, Regional Director, Canada.

MONTEGO BAY, JAMAICA, November 3, 2022 – Nineteen Canadian travel agents and Jamaica Tourist Board (JTB) representatives came together for a week of island-inspired activities during an 'Irie Hour' FAM trip from October 23 to 28.

Over the course of the invite-only trip, agents had the chance to reconnect with the JTB Canada team and immerse themselves in Destination Jamaica while visiting multiple hotel properties and attractions in the area. The exclusive FAM opportunity was offered to a select group of 19

travel advisors who have been loyal attendees of the JTB's virtual Irie Hour sessions. The weekly chill-and-chat show was launched in May 2020 as a way for Canadian agents to stay informed on the destination and remain connected with JTB staff during the pandemic.



Above: Canadian travel advisors take part in a live 'Irie Hour' broadcast at Bahia Principe Luxury Runaway Bay on October 25

Throughout the immersion trip, participants were treated to a plethora of authentic Jamaican experiences, including a coffee and rum tasting at Chukka's Island Village Outpost, river tubing and ziplining at Chukka's Adrenaline Outpost at White River Valley, and a special gala evening at Moon Palace Jamaica. The group also had the opportunity to conduct site inspections at some of the country's leading hotels and resorts, including Jewel Paradise Cove, RIU Ocho Rios and Sandals Ochi.



Above: Live entertainment during the 'Irie Hour' broadcast at Bahia Principe

Agents who were not able to join the FAM trip in person were able to tune in for a special live-on-location Irie Hour broadcast hosted at Bahia Principe Luxury Runaway Bay on Tuesday,

October 25. The energetic live show featured entertainment, cooking and cocktail demonstrations.



Above: Bahia Principe chefs put on a delicious spread of local cuisine for Irie Hour FAM guests

“For this very special Irie Hour FAM trip, we chose agents who have demonstrated a strong dedication to Jamaica over the past year. These loyal agents have shown up during many of our virtual Irie Hour sessions and they are committed to learning about Jamaica,” said Angella Bennett, Regional Director, Canada, Jamaica Tourist Board. “This was an opportunity for us to thank these hardworking agents in person for their continued support of Jamaica and showcase some of the very best island experiences, hotels, and attractions for them to share with their clients back in Canada.”



Above: Irie Hour FAM guests enjoyed a special gala evening at Moon Palace Jamaica



Above: Moon Palace Jamaica curated a memorable evening for Irie Hour FAM guests, complete with delectable local cuisine and lively entertainment

For more information about Irie Hour and Jamaica's various engagement programs for Canadian travel agents, go to visitjamaica.com/Canada.

About The 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.

In 2021, the JTB was declared 'World's Leading Cruise Destination,' 'World's Leading Family Destination' and 'World's Leading Wedding Destination' for the second consecutive year by the World Travel Awards, which also named it the 'Caribbean's Leading Tourist Board' for the 14th consecutive year; and the 'Caribbean's Leading Destination' for the 16th consecutive year; as well as the 'Caribbean's Best Nature Destination' and the 'Caribbean's Best Adventure Tourism Destination.' In addition, Jamaica was awarded four gold 2021 Travvy Awards, including 'Best Destination, Caribbean/Bahamas,' 'Best Culinary Destination – Caribbean,' 'Best Travel Agent Academy Program,'; as well as a TravelAge West WAVE award for 'International Tourism Board Providing the Best Travel Advisor Support' for a record-setting 10th time. In 2020, 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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