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CARNIVAL IN JAMAICA ATTRACTS THOUSANDS OF REVELLERS FROM AROUND THE WORLD

Jamaica Tourist Board to leverage the event to bring more visitors to the destination



Above: Jamaica's Minister of Tourism, Hon. Edmund Bartlett (centre), shares a moment with Hon. Matthew Samuda (right), Minister without Portfolio in the Ministry of Economic Growth and Job Creation; and Donovan White (left), Jamaica's Director of Tourism, during the Carnival in Jamaica Road March Parade in Kingston on April 16

KINGSTON, JAMAICA, April 24, 2023 – The [Jamaica Tourist Board](#) (JTB) has indicated Carnival in Jamaica is a major tourism driver that can be leveraged to attract even more visitors to the destination. As part of the island's Sports and Entertainment marketing pillars, the event continues to see an uptick in overseas participants with week-long fetes culminating in a final road parade.

“Carnival in Jamaica has become a melting pot of international and regional participants who want to experience the energy of Kingston through music, food and friends. It has become the ideal platform to reinforce Kingston as the cultural capital of the Caribbean and we want to maximize that in terms of arrivals and spending from our visitors on island,” said Jamaica’s Director of Tourism, Donovan White.



Above: Revellers at the Carnival in Jamaica Road March Parade in Kingston, Jamaica

More than 26,000 visitors arrived in Kingston from April 1 to 20, the period coinciding with major Carnival activities. According to the Carnival in Jamaica Committee, there were more than 8,000 revellers and 50,000 spectators participating at this year’s event.

“These numbers, while just shy of what would have been achieved before the pandemic, are very positive for the growth of the event and economic benefits,” White remarked. “It also speaks to the unifying element that music can achieve with both revellers and spectators moving about seamlessly and incident free. Carnival 2024 is expected to be even bigger and the JTB plans to capitalize on the marketing opportunities.”

Following a hiatus due to the COVID-19 pandemic, Carnival in Jamaica returned in 2023 with the ultimate carnival experience with events in both Kingston and Ocho Rios. The main Road March took place in Kingston on Sunday, April 16 and featured a sea of high-energy bands and spectators clad in brightly coloured costumes.



Above: An aerial view of the Carnival in Jamaica Road Parade held in Kingston on April 16

For more information about Jamaica, go to [visitjamaica.com](https://www.visitjamaica.com).

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 Germany and London. Representative offices are located in Berlin, Spain, Italy, Mumbai and Tokyo.

In 2022, the JTB was declared 'World's Leading Cruise Destination,' 'World's Leading Family Destination' and 'World's Leading Wedding Destination' by the World Travel Awards, which also named it the 'Caribbean's Leading Tourist Board' for the 15th consecutive year; and the 'Caribbean's Leading Destination' for the 17th consecutive year; as well as the 'Caribbean's Leading Nature Destination' and the 'Caribbean's Best Adventure Tourism Destination.' In addition, Jamaica earned seven awards in the prestigious gold and silver categories at

the 2022 Travvy Awards, including “Best Wedding Destination – Overall”, ‘Best Destination – Caribbean,’ ‘Best Culinary Destination – Caribbean,’ ‘Best Tourism Board – Caribbean,’ ‘Best Travel Agent Academy Program,’ ‘Best Cruise Destination - Caribbean’ and ‘Best Wedding Destination – Caribbean.’ 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 visitjamaica.com/blog.

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