



FOR IMMEDIATE RELEASE

**COME BACK TO LUXURIOUS: JAMAICA TEAMS UP WITH ENSEMBLE ON NEW
LUXURY TRAVEL PARTNERSHIP**

*Destination Jamaica joins forces with North America's leading travel consortium to
promote the island's high-end tourism offerings*



Above (from left to right): Donovan White, Director of Tourism, JTB; Dan Hamilton, District Sales Manager, JTB; Hon. Edmund Bartlett, Minister of Tourism; Angella Bennett, Regional Director, Canada, JTB; Michael Johnson, President of Ensemble gather in Toronto on September 21 for the official launch of Jamaica's 'Come Back to Luxurious' partnership campaign with Ensemble.

TORONTO, ON – SEPTEMBER 22, 2023 – The [Jamaica Tourist Board](#) (JTB) and [Ensemble](#) are joining forces on a strategic partnership to spotlight Jamaica's luxury

tourism products within the North American retail market. Jamaica's Minister of Tourism, Hon. Edmund Bartlett, announced the launch of the destination's 'Come Back to Luxurious' campaign with Ensemble during an official launch event in Toronto yesterday.

The strategic promotional partnership will feature a series of educational activities and engagement initiatives designed to help empower Ensemble travel advisors to sell Jamaica's premium offerings. The JTB has engaged a group of elite on-island hotel and tour operator partners to collaborate on the initiative, including Round Hill, Half Moon, Island Routes, Club MoBay/Club Kingston VIP Attractions, among others.

"The Jamaica Tourist Board has selected North America's leading travel agency consortium to embark on an exciting partnership to showcase the island's luxury tourism products," said Bartlett. "Together with our on-island partners, the JTB is ready to leverage Ensemble's powerful network of travel agencies and advisors in order to drive the next era of luxury travel in Jamaica."



Above: Jamaica's Minister of Tourism, Hon. Edmund Bartlett, addresses the audience during the official 'Come Back to Luxurious' launch event in Toronto on September 21.



Above: JTB Regional Director, Canada, Angella Bennett (right) with luxury partners Elaine Carnegie, President, Canlink Travel Representatives (left) and Dwight Powell, General Manager, Trident Hotel and Castle.

As part of Destination Jamaica's Come Back to Luxurious campaign, Ensemble's agent members in Canada and the U.S. will have access to exclusive training programs and comprehensive marketing materials on Jamaica's various luxury offerings. Ensemble members will also have the opportunity to participate in exclusive curated FAM trips to explore Jamaica's upscale hotels, attractions and concierge services.

Jamaica's selection of Ensemble as the preferred consortium for this exclusive alliance is an affirmation of the company's comprehensive revitalization over the past 15 months. Since being acquired by the Navigatr Group in 2022, Ensemble has undergone a meticulous organizational and brand overhaul, encapsulating every discipline from recruitment of top industry talent to the introduction of new hotel, cruise and DMC programs, enhanced technology platforms, new marketing resources and much more.

"We are thrilled to launch this exclusive partnership with the Jamaica Tourist Board as it is not only one of the top selling destinations for our members, but also reflects the kind of selective opportunities and luxury partnership opportunities we seek to offer exclusively to Ensemble advisors," said Michael Johnson, President of Ensemble. "We are confident that this will deliver enhanced sales for our partners and members alike –

which is always our priority.”



Above: Jamaica's Minister of Tourism, Hon. Edmund Bartlett (centre) connects with Jamaica Tourist Board representatives and members of the Ensemble executive team during the 'Come Back to Luxurious' official partnership launch in Toronto on September 21.

Go to www.visitjamaica.com for more information on Jamaica's luxury travel offerings.

To learn more about Ensemble's membership, visit ensembletravel.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.