

JAMAICA

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CANADIAN TRAVEL AGENTS COME TOGETHER IN JAMAICA FOR EXCLUSIVE 'IRIE HOUR' FAM TRIP

Jamaica Tourist Board treats VIP travel advisors to week of island experiences and live Irie Hour show in Montego Bay, October 23 to 29



Above (left to right): Jamaica Tourist Board staff members Dan Hamilton, District Sales Manager, Canada; Judy Nash, Administrative Assistant; Louise Paquette, Business Development Manager, Eastern Canada; Jerron Britton, Business Development Manager, Montego Bay; Angella Bennet, Regional Director, Canada; Emma Madsen, Business Development Manager, Western Canada; Racquel Queensborough, Business Development Manager, Ontario

MONTEGO BAY, JAMAICA – November 4, 2021 – More than 50 Canadian travel agents and Jamaica Tourist Board (JTB) representatives came together for a week of island-inspired activities during an ‘Irie Hour’ themed FAM trip in Montego Bay from October 23 to 29.

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 Montego Bay area. The exclusive FAM opportunity was offered to a select group of 50 VIP travel advisors who have been loyal attendees of the JTB’s virtual [Irie Hour](#). Hosted on the Zoom platform, 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.

“For this very special Irie Hour FAM trip, we chose agents who have demonstrated a strong dedication to Jamaica over the past year and a half. These loyal agents have shown up every week during our virtual Irie Hour series and they are committed to learning about our safety protocols and staying on top of what’s new in Jamaica,” said Angella Bennett, Regional Director, Canada, Jamaica Tourist Board. “This was an opportunity for us to thank these hardworking agents 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.”

Agents were hosted on island by JTB Canada representatives Angella Bennett, Regional Director, Canada; Dan Hamilton, District Sales Manager, Canada; Louise Paquette, Business Development Manager, Eastern Canada; Racquel Queensborough, Business Development Manager, Ontario; Emma Madsen, Business Development Manager, Western Canada; and Judy Nash, Administrative Assistant for the JTB Toronto office. The group was also joined by local JTB Business Development Manager Jerron Britton, a frequent Irie Hour guest star and Jamaica’s ‘Man in MoBay’.



Above: Canadian agents take part in a live 'Irie Hour' broadcast at Royalton Blue Waters on October 26

Throughout the seven-day immersion trip, participants were treated to a plethora of authentic Jamaican experiences, including a jerk lunch at Scotchies, a catamaran tour with Island Routes, and a lively beach BBQ. The group also had the opportunity to conduct site inspections at some of the country's leading hotels and resorts, such as Secrets Wild Orchid, Breathless Montego Bay, Excellence Oyster Bay, Zoëtry Montego Bay, RIU Montego Bay, Iberostar Selection Rose Hall Suites, and Ocean Coral Spring.

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 Royalton Blue Waters on Tuesday, October 26. The exciting and energetic live show featured musical entertainment, cooking and cocktail demonstrations, and a surprise announcement regarding more Irie Hour FAM trip opportunities for Canadian travel agents in 2022.



Above: Canadian travel take part in a live 'Irie Hour' broadcast at Royalton Blue Waters on October 26

All participants on the FAM trip had the chance to see Jamaica's rigorous health and safety protocols in action and were able to take advantage of the enhanced PCR testing services now available for Canadian travellers in the destination. As of October 28, Canadians can book in-hotel pre-departure COVID-19 molecular test directly through [Baywest Wellness Clinic](#) and [Technological Solutions Limited](#) (TSL) for \$75 USD, a reduction of more than 50% off the previous PCR testing price.

[Click here](#) to download high-resolution images from the JTB Irie Hour live show in Jamaica on October 26.

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

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 named the Caribbean's Leading Destination for the fifteenth consecutive year as well as the Caribbean's Best Spa Destination and the Caribbean's Best MICE Destination. As well, Jamaica copped the WTA's World's Leading Wedding Destination, the World's Leading Cruise Destination and the World's Leading Family Destination. Additionally, Jamaica was awarded three gold 2020 Travvy Awards for Best Culinary Destination, Caribbean/ Bahamas; Best Tourism Board Overall and Best Tourism Board, Caribbean/ Bahamas. 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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