

JAMAICA[®]

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GTA TRAVEL ADVISORS INVITED TO ATTEND 'EVENING WITH JAMAICA' EVENTS ON APRIL 16 & 17

Jamaica Tourist Board to host immersive destination events for Toronto-area agents



.Above: Destination Jamaica to host 'Evening with Jamaica' events in Toronto featuring Caribbean cuisine and live entertainment

TORONTO, CANADA – MARCH 28, 2024 – The [Jamaica Tourist Board](#) (JTB) is inviting travel advisors from across the Greater Toronto Area to experience an unforgettable night of destination knowledge, cultural exploration and island hospitality during a two-part [Evening with Jamaica](#) event series.

Events will be hosted at the Jamaican Canadian Centre in Toronto on Tuesday, April 16 and at the Audley Recreation Centre on Wednesday, April 17. Immersive programming will invite agents to delight their senses with the sights, sounds and tastes of Jamaica while also providing an opportunity for attendees to network with JTB sales team members and key travel suppliers and partners from the island.

Jamaica representatives will kick off each evening with an engaging destination update

on new products and exciting island developments for the upcoming fall and winter booking season. Advisors will then be treated to an interactive performance by acclaimed Jamaican storyteller and folklorist Miss Tania Lou, who will perform costumed renditions of popular island folk songs, dances and poems. Throughout the night, a traditional Mento Band will provide a melodic soundtrack featuring a rhumba box, banjo, guitar and drums.

Award-winning Toronto chef Selwyn Richards from The Art of Catering will prepare a curated buffet of island-inspired dishes for the event. The Jamaican-born culinary talent will also deliver a special 'Food of our Fathers' presentation to educate attendees on the history and origins of Jamaica's traditional recipes and indigenous ingredients.



Above: Chef Selwyn Richards will prepare a buffet spread of island dishes and present a special "Food of our Fathers" talk during the upcoming Evening with Jamaica events in Toronto hosted by the JTB.

"Jamaica is so much more than a tourist destination; we are a vibrant country with a strong culture and a rich history," notes Angella Bennett, Regional Director, Canada, Jamaica Tourist Board. "This two-part series of engaging in-person events will give advisors the chance to fully immerse themselves in Jamaican culture through our music, food and storytelling, while also providing them with fresh knowledge and resources to sell the destination to their clients," she added.

The JTB's Evening with Jamaica events will be hosted on Tuesday, April 16 at 6:00 p.m. at the Jamaican Canadian Centre (995 Arrow Road, Toronto) and on Wednesday, April 17 at 6:00 p.m. at the Audley Recreation Centre (1955 Audley Road, Ajax). Programming will be the same for both events.

To register for an Evening with Jamaica, visit visitjamaica.com/canada/events. For more information about the JTB's workshops, resources and contests for Canadian travel

advisors, go to [visitjamaica.com/canada](https://www.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 2023, the JTB was declared 'World's Leading Cruise Destination' and 'World's Leading Family Destination' for the fourth consecutive year by the World Travel Awards, which also named it named "Caribbean's Leading Tourist Board" for the 15th consecutive year, "Caribbean's Leading Destination" for the 17th consecutive year, and the "Caribbean's Leading Cruise Destination" in the World Travel Awards – Caribbean.' In addition, Jamaica was awarded six gold 2023 Travvy Awards, including 'Best Honeymoon Destination' 'Best Tourism Board – Caribbean,' 'Best Destination – Caribbean,' 'Best Wedding Destination – Caribbean,' 'Best Culinary Destination – Caribbean,' and 'Best Cruise Destination – Caribbean' as well as two silver Travvy Awards for 'Best Travel Agent Academy Program' and 'Best Wedding Destination – Overall.' It also received a *TravelAge West* WAVE award for 'International Tourism Board Providing the Best Travel Advisor Support' for a record-setting 12th time. TripAdvisor® ranked Jamaica the #7 Best Honeymoon Destination in the World and the #19 Best Culinary Destination in the World for 2024. Jamaica is home to some of the world's best accommodations, attractions and service providers that continue to receive prominent global recognition and the destination is routinely ranked among the best to visit globally by prestigious international publications.

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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