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## JAMAICA ACHIEVES ONE MILLION VISITORS AND USD \$1 BILLION IN EARNINGS

Destination Reports Record Numbers in the First Two Months Of 2024



***Pictured:*** The Hon. Edmund Bartlett (center), Jamaica's Minister of Tourism, making his presentation during the Caribbean Hotel and Tourism Association's (CHTA's) Caribbean Travel Marketplace press conference held at the Jamaica Tourist Board's (JTB's) office in Kingston on March 14. Sharing the moment are Mrs. Nicola Madden-Grieg (left), President of the CHTA, and Mr. Robin Russell, President of the Jamaica Hotel and Tourist Association (JHTA) (right).

**KINGSTON, JAMAICA - Monday, March 18, 2024** - The Hon. Edmund Bartlett, Minister of Tourism, Jamaica, has announced that the destination has welcomed one million visitors and earned USD \$1 billion in gross foreign exchange earnings in the first two months of the year. The numbers highlight the impressive growth trajectory of the country's tourism sector.

The announcement was made during a Caribbean Hotel and Tourism Association (CHTA) Caribbean Travel Marketplace press conference, held on March 14 at the Jamaica Tourist Board's office in Kingston.



***Pictured:*** The Hon. Edmund Bartlett (second from left), Jamaica's Minister of Tourism, pauses for a photo following the CHTA Caribbean Travel Marketplace Press Conference at the Jamaica Tourist Board's office in Kingston on March 14 along with (left to right): Ms. Jennifer Griffith, Permanent Secretary in Jamaica's Ministry of Tourism; Mrs. Nicola Madden-Grieg, President of the CHTA; Mrs. Camille Needham, Executive Director of the JHTA; Mr. Donovan White, Director of Tourism, Jamaica Tourist Board; and Mr. Robin Russell, President of the JHTA.

"I am particularly proud of the level of growth we have had post-Covid," said the Hon. Edmund Bartlett, Minister of Tourism, Jamaica. "Previously, 2019 was used as our benchmark for growth, but 2023 is now that new benchmark as we broke two important barriers – welcoming four million visitors and earning four point two billion."

"Against all odds, Jamaica has broken another barrier by welcoming one million visitors and earning one billion in gross foreign exchange earnings during the first two months of this year. This is unprecedented in the country's tourism history," continued Minister Bartlett.

Jamaica recorded 611,642 stopover arrivals, which represents a 7.4% increase, and 389,319 cruise passenger arrivals, which is a 29.7% increase compared to the same period last year. Total visitor arrivals for the period were 1,000,961, which is an increase of 15.1% over the same months in 2023. From these arrivals, the island has earned USD \$1 billion, which is an impressive increase of 8.5%.

"We continue to work with our tourism partners across the globe to ensure that our tourism offerings remain top-of-the-line," said Donovan White, Director of Tourism, Jamaica Tourist Board. "Jamaica provides unique and authentic experiences that keep visitors keep coming back."

Later this year, Jamaica will serve as the host destination for the CHTA's 42<sup>nd</sup> Caribbean Travel Marketplace, which will be held from May 20-22 at the Montego Bay Convention Centre. The event is expected to attract 150 buyer companies and approximately 1,000 delegates.

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#### **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.

In 2024, TripAdvisor® ranked Jamaica the #7 Best Honeymoon Destination in the World and the #19 Best Culinary Destination in the World. 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 12<sup>th</sup> time. 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](http://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](http://www.islandbuzzjamaica.com).

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