



For Immediate Release

JAMAICA HOSTS RADIO REMOTE BROADCASTS

JTB Partners with Sandals Resorts to Blast the 'Come Back' Message Over the Airwaves in Seventeen Key U.S. Markets Plus Jamaica

KINGSTON, JAMAICA, April 4, 2024 – Kicking off the busy spring season, the Jamaica Tourist Board (JTB) has partnered with Sandals Resorts to host an eighteen-station radio remote broadcast from Sandals Ochi Beach Resort from April 6-9 including trip giveaways to Sandals properties, a rigorous interview schedule, digital marketing on the stations' websites and social media pages, and a fun trip itinerary for radio hosts to enjoy and talk about on-air.

"Hosting these radio remote broadcasts is part of our strategic plan to help build even greater awareness for Jamaica's tourism product and drive visitation this spring and summer," said the Hon. Edmund Bartlett, Minister of Tourism, Jamaica. "We've been breaking tourism records recently with over one million visitor arrivals in the first two months of 2024 alone, so this initiative is designed to help us carry that momentum further into the year," he added.

Donovan White, Director of Tourism, JTB, expressed, "Radio is a proven medium for reaching potential travelers and capturing their attention at key times during the day when they are listening. Therefore, we are very pleased to partner with Jamaican resort operator Sandals as well as other tourism providers to conduct these remote broadcasts and inspire people in key markets to choose Jamaica as their next vacation destination."

Beginning on April 3 and continuing through May 3, all stations are providing an exclusive campaign featuring on-air, social media and digital support promoting Jamaica as a vacation destination and the Sandals Resorts brand. In addition to the two days of remote broadcasts with trip giveaways and interviews with key tourism stakeholders, each station is running on-air promotional announcements as well as website contest landing pages and social media posting with links to Jamaica's website.

Radio stations kick off their campaigns with a remote broadcast and event week, where they will host their shows live from Sandals Ochi Beach Resort starting April 6 and will be treated to a mixer event at Sandals in the evening to commemorate the upcoming activities. On April 7, the radio team will experience Jamaica on Island Routes catamaran tour taking them to climb the Dunn's River Falls and rafting on the Martha Brae. The broadcasts begin on the morning of April 8 and continue the morning of April 9 with an afternoon Jungle River Tubing tour courtesy of attractions partner Chukka Adventures as well as an evening farewell party at Sandals Ochi's very own speak easy, The Rabbit Hole, before the team's return home on April 10.

Listeners will have a chance to win a trip to any Sandals Resorts all-inclusive properties in Jamaica for two adults for four days/three nights and roundtrip airfare to the destination.

Radio stations participating in the promotion are based in Atlanta, Austin, Baltimore, Charlotte, Chicago, Denver, Houston, Kansas City, Long Island (New York), Miami, Middlesex (New

Jersey), Nashville, Philadelphia, Pittsburgh, Sacramento, St. Louis and Washington DC as well as a local Jamaica station.

For more information about Jamaica, visit www.visitjamaica.com. For more information about Sandals Resorts, visit www.sandals.com.

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 12th 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 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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