

JAMAICA®

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JAMAICA IS THE NUMBER ONE CARIBBEAN DESTINATION IN GROWTH

FOR DELTA VACATIONS



Pictured: Jamaica's Minister of Tourism, the Hon. Edmund Bartlett (standing R), at the Delta Airlines headquarters in Atlanta today following a high-level meeting with the legacy carrier's Senior Executives. Also pictured from the Jamaica Tourist Board, (standing I-r) Phillip Rose, Deputy Director of Tourism for the Americas and Latin America (Acting) and Francine Carter-Henry, Manager, Tour Operators and Airlines. Seated (from I-r) are Delta Airlines' Senior Executives Carolyn Bowen, Project Manager, Network Analysis; Meredith Mesko, Global Partnership Marketing and Government Affairs; and Travis Hill, Manager, Network Planning.

MIAMI, Florida; Wednesday, June 14, 2023: As Jamaica's tourism sector continues its robust recovery, the island has been dubbed the number one Caribbean destination for Delta Vacations in terms of growth. With over fifty years in business, Delta Vacations, a Delta Airlines company, is one of the largest vacations providers in the United States. Delta Airlines is a major airline based in the United States and is considered a legacy carrier.

The announcement, which follows the island's double-digit growth in terms of demand and outpacing one of its major competitors, Mexico, was shared during a high-level meeting with Jamaica's Minister of Tourism, the Hon. Edmund Bartlett, and Senior Executives of Delta Airlines at their headquarters in Atlanta on Monday, June 12.

"Jamaica's tourism products and offerings continue to be top of mind for consumers of our major airline partners like Delta. Coming out of the pandemic, we have seen the demand for Jamaica

grow as people search for the real and authentic experiences that we have to offer. It is truly gratifying to see that this growth is evident amongst our key tourism partners and will allow for further discussions for additional seats and routes,” said the Hon. Edmund Bartlett, Minister of Tourism, Jamaica.



Pictured: Jamaica’s Minister of Tourism, the Hon. Edmund Bartlett, at the Delta Airlines headquarters in Atlanta yesterday following a high-level meeting with the legacy carrier’s Senior Executives.

The meeting with senior Delta Airlines’ Senior Executives forms part of an overarching marketing blitz led by Minister Bartlett and his team, with a series of tourism engagements in the United States, the country’s largest source market for visitors.

Atlanta forms one of the major cities from which Jamaica welcomes a large influx of American visitors. It also has a large Diaspora population that usually chooses to return to Jamaica to vacation and spend in the destination. Data from Delta Airlines has also indicated that seats to Jamaica are up ten percent for the upcoming summer period, which will add to the very favorable projections that it will be the best summer on record for the destination.

Minister Bartlett, with his team of Senior Tourism officials, have also engaged with other critical stakeholders in New York and Miami to ensure the sector leverages the island's strong predictions for summer.

"Our discussions with the Delta team also explored the possibility of multi-destination experiences through Delta's long-haul routes that coincide with our target for emerging markets like India and Africa. We are looking at visitors from countries opting to make Jamaica a destination spot through these routes," continued Minister Bartlett.

For more information on Jamaica, please go to www.visitjamaica.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 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.

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