

JAMAICA[®]

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JAMAICA PARTNERS WITH PLAYA RESORTS FOR EXCLUSIVE ESCAPES.CA FAM TRIP

Canadian travel advisors tour Jamaica's top attractions and Playa properties during five-day trip



Above: Canadian travel agents tour Hilton Rose Hall during the Escapes.ca Jamaica FAM trip. The group included Freddie Marsh, Business Development Manager – Western Canada, Playa Resorts and Hotels (far left) and Emma Madsen, Business Development Manager – Western Canada, Jamaica Tourist Board (far right).

MONTEGO BAY, JAMAICA – MAY 31, 2023 – The [Jamaica Tourist Board](#) recently teamed up with [Playa Hotels & Resorts](#) to host an exclusive FAM trip for travel advisors from [Escapes.ca](#). Twelve lucky agents were selected to visit Jamaica from May 10 to 15 for an immersive destination experience that included tours of Playa's five Jamaican properties and a full itinerary of island activities.

Advisors from British Columbia, Alberta, Saskatchewan and Ontario flew to Jamaica with WestJet Vacations and stayed at Jewel Paradise Cove, Hilton Rose Hall and Hyatt Ziva Rose Hall. The group also conducted site inspections at Jewel Grande Montego Bay Resort and Spa and Hyatt Zilara Rose Hall.

The five-day trip gave agents the chance to enjoy a wide variety of must-see attractions near Playa's Montego Bay properties. The curated itinerary included climbing Jamaica's iconic Dunn's River Falls, a tour of Rose Hall Great House, shopping along Main Street Rose Hall, and sampling authentic jerk cuisine at Scotchies and ice cream at Devon House.

Ahead of their return flight, the agents were treated to VIP airport services from Club MoBay and spent time enjoying the brand-new 11,000-square-foot departure lounge at Sangster International Airport.

"This unique FAM trip offered a great balance and gave advisors the chance to really immerse themselves in all that Jamaica has to offer," said Emma Madsen, JTB Business Development Manager – Western Canada. "Playa was able to fully showcase their Jamaican resorts while the JTB gave agents a chance to experience local attractions, culture and food close to the properties."



Above: During a five-day FAM trip with the Jamaica Tourist Board and Playa Resorts, Canadian agents had an opportunity to enjoy a range of destination experiences and tour five properties in the Montego Bay area.

The group of travel advisors from Escapes.ca were joined by Emma Madsen, Business Development Manager – Western Canada, Jamaica Tourist Board; Lynne White, General Manager and Co-President, Escapes.ca; Chris Rollingson, Co-President, Escapes.ca; and Freddie Marsh, Business Development Manager – Western Canada, Playa Resorts and Hotels.

“Our team was very grateful for the opportunity to have an exclusive FAM trip hosted by the Jamaica Tourist Board, Playa Resorts and WestJet Vacations,” said Chris Rollingson, Co-President, Escapes.ca. “The agents were very impressed with the hospitality, service and quality of the resorts and excursions we visited in Jamaica. Our hosts did a wonderful job of providing very valuable information and I can confidently say, our team’s ability to sell this wonderful destination has increased tenfold.”

Above (left to right): Chris Rollingson, Co-President, Escapes.ca; Lynne White, General Manager and Co-President, Escapes.ca; Freddie Marsh, Business Development Manager – Western Canada, Playa Resorts and Hotels; Emma Madsen, Business Development Manager – Western Canada, Jamaica Tourist Board.

For more information about upcoming FAM trips with the Jamaica Tourist Board, visit [visit 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 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](https://www.visitjamaica.com/blog).

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