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JAMAICA SET TO HAVE A RECORD WINTER TOURIST SEASON



Photo caption: Minister of Tourism (R) addressing staff at the Sangster International Airport today for the Jamaica Tourist Board’s annual appreciation breakfast for the start of the winter tourist season. Deputy Mayor of Montego Bay, Councillor Richard Vernon (L) also participated in the event.

MONTEGO BAY, JAMAICA, December 15, 2022 – Minister of Tourism, the Hon. Edmund Bartlett, has announced that Jamaica is set to have a record winter tourist season. Speaking today at the annual breakfast appreciation for staff at the Sangster International Airport in Montego Bay, for the start of the season, Minister Bartlett highlighted that the destination will, “Welcome over 1.4 million visitors and earn approximately \$1.5 billion in foreign exchange.”

The winter tourist season usually begins December 15 and lasts until mid-April. In terms of flights for the period, Jamaica is also projecting 1.3 million seats of which over 900 thousand will be from the United States.

“These figures show that we are well ahead of our previous recovery projections and that Jamaica remains a safe and seamless destination that is in high demand. Our airlift is strong as we increase routes and connectivity, and cruise is back. I am truly grateful for the hard work and dedication of our tourism workers and stakeholders who have made this possible,” said Minister Bartlett.

Jamaica is set to welcome 1,474, 219 visitors which represents a 67.5% increase in comparison to the same period in 2022. Earnings are projected to reach approximately \$1.5 billion, which will be a 36.3% increase.



Photo caption: A section of the staff at Jamaica’s Sangster International Airport enjoying the appreciation breakfast held today.

“This is even more special because we worked together to put tourism, the lifeblood of our economy, back on track after going through the most unprecedented global pandemic,” added Minister Bartlett.

“Jamaica’s brand position remains very strong, and we continue to see visitors come in droves to have authentic experiences from our food to our music and nightlife. We will continue the strategic positioning of the destination to ensure even more increases in arrivals and earnings, said Donovan White, Director of Tourism, Jamaica Tourist Board.

For more information about Jamaica, go to www.visitjamaica.com.

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.

This year, the JTB was declared the 'Caribbean's Leading Tourist Board' by the World Travel Awards (WTA) for the 14th consecutive year and Jamaica was named the 'Caribbean's Leading Destination' for the 16th consecutive year as well as the 'Caribbean's Best Nature Destination' and the 'Caribbean's Best Adventure Tourism Destination.' In addition, Jamaica was awarded four gold 2021 Travvy Awards, including 'Best Destination, Caribbean/Bahamas,' 'Best Culinary Destination –Caribbean,' 'Best Travel Agent Academy Program,' as well as a *TravelAge West* WAVE award for 'International Tourism Board Providing the Best Travel Advisor Support' for a record-setting 10th time. In 2020, Jamaica was named the WTA's 'World's Leading Wedding Destination,' the 'World's Leading Cruise Destination,' and the 'World's Leading Family Destination.' Also in 2020, the Pacific Area Travel Writers Association (PATWA) named Jamaica the 2020 'Destination of the Year for Sustainable Tourism'. In 2019, TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World. 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).

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