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JAMAICA TO HOST CARIBBEAN TRAVEL MARKETPLACE 2024 Destination Partners with the Caribbean Hotel & Tourism Organization for 42nd Annual Event



Pictured: The Hon. Edmund Bartlett, Minister of Tourism, Jamaica (L), announced jointly with Mrs. Nicola Madden-Greig, President, CHTA (R), yesterday that Jamaica will host CHTA's Caribbean Travel Marketplace in 2024. Sharing in the moment is Donovan White, Director of Tourism, Jamaica Tourist Board (C).

BRIDGETOWN, BARBADOS; May 11, 2023: Jamaica is pleased to announce that it will be the backdrop for the Caribbean Hotel and Tourism Association's (CHTA's) 42nd Caribbean Travel Marketplace to be held next May in Montego Bay. The announcement was made jointly by the island's Minister of Tourism, the Hon. Edmund Bartlett, and President of CHTA, Mrs. Nicola Madden-Greig, during the destination update press conference that took place on May 10 at CHTA Marketplace in Barbados.

CHTA Marketplace is the premiere regional tourism event that provides tourism suppliers the opportunity to meet face-to-face with wholesalers from around the world that sell Caribbean vacation travel over the course of two days of business meetings and appointments.

"It is quite fitting to have Jamaica host this premiere regional event as we continue on our path to growth. This event will bring significant benefits to our tourism suppliers and buyers and ultimately create strong partnerships moving forward. It will also provide multi-destination opportunities for participants who may want to have different experiences over the period," said Minister Bartlett.

The 41st Caribbean Travel Marketplace is currently being held at the Lloyd Erskine Sandiford Centre in Barbados with over 700 participants.

"It has been five years since Caribbean Travel Marketplace has been held in Jamaica and we are happy that this has been finalized to move forward for 2024. We are confident that it will be a

very fruitful exchange for everyone who will be participating, and we will be announcing the dates and schedule of activities soon,” said CHTA President Mrs. Nicola Madden-Greig.

A feature of the program will include the 3rd annual CHTA Travel Forum that will be held in conjunction with the Global Tourism Resilience Crisis and Management Centre (GTRCMC). The CHTA Travel Forum will focus on issues of sustainability, resilience, and diversification to attain the forecasted growth prospects for the entire region.

“There is no better place to host Caribbean Travel Marketplace than Jamaica and we hope that all who attend will fall in love with our rich culture and dynamic tourism offerings,” said Jamaica Tourist Board’s Director of Tourism Donovan White.

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.