

# JAMAICA®

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## JAMAICA TOURIST BOARD HOSTS EXCLUSIVE 'JAMAICA NIGHT' EVENTS FOR TRAVEL ADVISORS IN WINNIPEG AND HALIFAX

*More than 100 agents join Jamaica's Canadian sales team and travel suppliers at regional events*



*Above: Jamaica Tourist Board (JTB) representatives Racquel Queensborough (far left) and Dan Hamilton (third from right) connect with Nova Scotia travel advisors during Jamaica Night at the Halifax Tower Hotel on February 9.*

**HALIFAX, CANADA, February 14, 2023** – The [Jamaica Tourist Board](#) (JTB) hit the road this month travelling across the country to meet with more than 100 Canadian travel advisors during 'Jamaica Night' events in Winnipeg, Manitoba and Halifax, Nova Scotia.

These exclusive regional events featured destination updates from the JTB's Canadian sales team, prize giveaways and island-inspired entertainment. Attendees donned their

Jamaica colours and were invited to get in the *irie* spirit while enjoying tropical cocktails, Caribbean cuisine and live music.

Agents also had the opportunity to meet with representatives from hotel partners and tour operators, including Couples Resorts, Sandals International Resorts, Moon Palace Resort, Air Canada Vacations, Transat Vacations and WestJet Vacations.



*Above: Travel agents were treated to island-inspired rum punch cocktails during Jamaica's destination update at The Leaf in Winnipeg on January 31.*



*Above: JTB's Canadian Business Development Managers Racquel Queensborough (back left), Emma Madsen (front left) and Dan Hamilton (back right) meet with Olive Phipps (centre), President, Jamaican Association of Nova Scotia, and other association members during the Jamaica Night event in Halifax on February 9.*

Advisors in Winnipeg and Halifax expressed their appreciation to the JTB's Canadian sales team for travelling to meet with them in their territories, with some agents driving up to three hours to take part in the regional events. While the JTB hosted Winnipeg agents at a Cineplex movie night in May 2021, the sales team had not visited the east coast since before the pandemic.

"It's extremely important for our team to connect with agents in these secondary markets to let them know Jamaica values their hard work and dedication" said Dan Hamilton, District Sales Manager, JTB. "It is encouraging to hear many agents shared that Jamaica is one of their favourite destinations to sell because of the ongoing support they receive from us at the Jamaica Tourist Board."



*Above: Travel advisors hear destination updates from the JTB sales team during Jamaica Night in Halifax on February 9.*

The Jamaica program remains strong across the country with the return of non-stop flights from Winnipeg and Halifax this winter. WestJet is currently operating weekly flights from Winnipeg to Montego Bay until April 29. Air Transat and Sunwing are operating direct flights from Halifax to Montego Bay throughout the season.



For more information about the JTB's destination update events, training programs and FAM trips for Canadian travel advisors, go to [visitjamaica.com/canada](https://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 London. Representative offices are located in Berlin, Barcelona, Rome, Amsterdam, Mumbai, Tokyo and Paris.

In 2021, the JTB was declared 'World's Leading Cruise Destination,' 'World's Leading Family Destination' and 'World's Leading Wedding Destination' for the second consecutive year by the World Travel Awards, which also named it the 'Caribbean's Leading Tourist Board' for the 14th consecutive year; and 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, 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](https://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](#).

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