



*For Immediate Release*

## **JAMAICA'S MINISTER OF TOURISM CALLS FOR CONCERTED GLOBAL EFFORT TO BOOST SUSTAINABLE TOURISM**

Minister Addresses the United Nations General Assembly at the First Ever  
Sustainability Week Held in New York

**NEW YORK, NY – April 17, 2024** - The Hon. Edmund Bartlett, Minister of Tourism, Jamaica, has called for a united international effort to bolster sustainable tourism practices as he addressed the United Nations General Assembly (UNGA) yesterday during the U.N.'s first-ever Sustainability Week in New York.

The week-long initiative, being held from April 15-19, focuses on achieving a sustainable future for all, with a specific emphasis on the tourism industry's role. Minister Bartlett, a leading advocate for sustainable development in tourism, addressed the High-Level Thematic Event on Tourism twice on April 16.

In opening his address, Minister Bartlett said, "Allow me to express Jamaica's appreciation for the support provided by the Member States of the United Nations in the General Assembly last year for the adoption of the resolution establishing February 17 as Global Tourism Resilience Day."

Minister Bartlett continued by acknowledging the historical vulnerability of the tourism industry to global crises, but highlighted its remarkable ability to recover and drive economic growth.

"In Jamaica, our focus has shifted towards sustainable tourism that respects both our natural resources and cultural heritage, ensuring long-term economic viability and sustainability," Minister Bartlett explained.

He continued, "The road to resilience is not one we can walk alone. Protecting global tourism, especially in Small Island Developing States (SIDS), requires a concerted, international effort to implement adaptive, forward-thinking policies that not only mitigate risks but also promote sustainable practices."

Minister Bartlett also used the forum to reiterate his call for the establishment of a Global Tourism Resilience Fund.

"It is our shared responsibility to fortify the tourism sector against the inevitable challenges of the future. We must foster a global environment where resilience in tourism is not just an aspiration but an achievement," he said.

"The establishment of the Global Tourism Resilience Fund is a critical step towards this goal. It embodies our collective commitment to a sustainable, resilient and prosperous future for all nations reliant on tourism," Minister Bartlett stressed.

Minister Bartlett's address at the UNGA echoes his previous call for a special voluntary visitor contribution-driven fund to support tourism resilience initiatives. He has expressed that the

establishment of a dedicated Global Tourism Resilience Fund seeks to ensure that vulnerable destinations are not only prepared for future crises but are also empowered to leverage tourism as a sustainable development tool.

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#### **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 London. Representative offices are located in Berlin, Barcelona, Rome, Amsterdam, Mumbai, Tokyo and Paris.

In 2024, TripAdvisor® ranked Jamaica the #7 Best Honeymoon Destination in the World and the #19 Best Culinary Destination in the World. In 2023, the JTB was declared 'World's Leading Cruise Destination' and 'World's Leading Family Destination' for the fourth consecutive year by the World Travel Awards, which also named it named "Caribbean's Leading Tourist Board" for the 15th consecutive year, "Caribbean's Leading Destination" for the 17th consecutive year, and the "Caribbean's Leading Cruise Destination" in the World Travel Awards – Caribbean.' In addition, Jamaica was awarded six gold 2023 Travvy Awards, including 'Best Honeymoon Destination' 'Best Tourism Board – Caribbean,' 'Best Destination – Caribbean,' 'Best Wedding Destination – Caribbean,' 'Best Culinary Destination – Caribbean,' and 'Best Cruise Destination – Caribbean' as well as two silver Travvy Awards for 'Best Travel Agent Academy Program' and 'Best Wedding Destination – Overall.' It also received a *TravelAge West* WAVE award for 'International Tourism Board Providing the Best Travel Advisor Support' for a record-setting 12<sup>th</sup> time. Jamaica is home to some of the world's best accommodations, attractions and service providers that continue to receive prominent global recognition and the destination is routinely ranked among the best to visit globally by prestigious international publications.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Website at [www.visitjamaica.com](http://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 [www.islandbuzzjamaica.com](http://www.islandbuzzjamaica.com).

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