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JAMAICA'S TOURISM ON TRACK FOR 11% GROWTH IN 2023



Above: Jamaica's Minister of Tourism, Hon. Edmund Bartlett (centre) is joined by senior members of his tourism team at the Jamaica stand at FITUR, being held in Spain from January 17 to 22, 2023. (L to R): Gregory Shervington, Regional Director, Continental Europe, Jamaica Tourist Board; Donovan White, Director of Tourism; Chevannes Barragan De Luyz, Business Development Officer, Jamaica Tourist Board; and Delano Seiveright, Senior Communications Strategist.

MADRID, SPAIN, January 20, 2023 – On the heels of Jamaica's strong recovery from the COVID-19 pandemic fallout, the 2023 forecast shows that the destination is on track to achieve 11% growth. Gross foreign exchange earnings for the 2023 calendar year are also forecasted to reach \$4.12 billion USD, an estimated 13.3% increase on the previous year's earnings.

The announcement was made at FITUR, the largest tourism trade show held annually in

Spain. With thousands of participants each year, the fair is the global meeting point for tourism professionals and the leading trade fair for inbound and outbound markets in Latin America.

“Jamaica’s tourism is back, and our recovery continues to outpace our earlier projections. We are now in growth mode and to achieve this in double digits for this year is huge. It will mean more jobs and more earnings for workers and the island’s economy. Tourism is Jamaica’s lifeblood and driver of economic growth and the industry’s growth means the country’s growth,” said Hon. Edmund Bartlett, Minister of Tourism.

The projected growth is based on Jamaica's primary markets registering growth over the previous period, with Canada strengthening its position to deliver 38.7% growth, the U.S. showing steady growth of 7%, and UK/Europe primarily demonstrating growth of 5.3% through the Eastern European markets.

“We could not achieve these successes without our partners. Our airline partners, tour operators, travel agents and so many more have contributed to the destination remaining top of mind and accelerating our recovery. The Jamaica Tourist Board’s focus on an integrated sales and marketing strategy, which is embedded in the pervasive use of new technologies along with a focus on new and emerging markets, has allowed the destination to leapfrog its own projections for growth,” said Donovan White, Director of Tourism.

Last year, Jamaica welcomed 3.3 million visitors and registered a remarkable recovery of earnings compared to pre-COVID earnings of 2019, with total estimated revenue of \$3.63 billion USD. As the destination recovery has outpaced earlier projections, there is a high possibility that full recovery could be realized a year earlier than predicted.

For more information about Jamaica, go to [visitjamaica.com](https://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.

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 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.