

# JAMAICA

**Contact:**

Laura Di Nardo  
Fever Pitch Marketing Communications  
[laura@feverpitchcommunications.com](mailto:laura@feverpitchcommunications.com)

*FOR IMMEDIATE RELEASE*

## JAMAICA CELEBRATES ARRIVAL OF SWOOP'S INAUGURAL KINGSTON FLIGHT

*New twice-weekly direct service from Toronto to Kingston projected to bring 7,500 passengers to Jamaica this winter*



**Above:** Swoop's Bert Van Der Stege presents a model airplane to PAC Kingston Airport representative Dale Davis during a welcome reception at Norman Manley International Airport in Kingston, Jamaica on December 8. From left: Bert Van Der Stege, Head of Commercial, Swoop; Peter Mullings, Deputy Director Marketing, Jamaica Tourist Board (Acting); Her Excellency Emina Tudakovic, Canadian High Commissioner to Jamaica; Camille Needham, Executive Director, Jamaica Hotel and Tourist Association; Dale Davis, Director of Operations and Maintenance, PAC Kingston Airport Limited; Joy Roberts, Executive Director, JAMVAC.

**KINGSTON, JAMAICA, December 9, 2021** – Jamaica celebrated the launch of Swoop’s new non-stop service from Toronto to Kingston with a special welcome reception at Norman Manley International Airport on Wednesday, December 8. Passengers and crew on the airline’s inaugural Kingston flight were greeted by senior government officials and representatives from Jamaica’s tourism sector, including Peter Mullings, Acting Deputy Director of Tourism, Marketing; Joy Roberts, Executive Director, Jamaica Vacations Limited (JAMVAC); Her Excellency Emina Tudakovic, Canadian High Commissioner to Jamaica; Camille Needham, Executive Director, Jamaica Hotel and Tourist Association; and Dale Davis, Director of Operations and Maintenance, PAC Kingston Airport (PACKAL).

“Now more than ever before, tourism is about relationships and Destination Jamaica is committed to strengthening the strategic partnerships that provide the foundation for a successful tourism sector,” said Hon. Edmund Bartlett, Minister of Tourism, Jamaica. “We are grateful for Swoop’s continued support and confidence in the destination and Jamaica is committed to delivering the highest levels of health and safety for all our Canadian visitors.”



**Above:** Passengers on Swoop’s inaugural Kingston flight were greeted by a Mento Band upon arrival at Norman Manley International Airport on December 8.

The launch of Swoop's route marks a major milestone for both the airline and the destination. Swoop will operate the twice-weekly service out of Toronto's Pearson International Airport, making it easier for Canadians to access Kingston, Jamaica's cultural capital. The service is projected to bring approximately 7,500 passengers to the destination over the upcoming Winter 2021-22 season.

Donovan White, Director of Tourism, remarked "Jamaica continues to enhance and expand Kingston's distinct tourism offerings. We invite Canadian visitors to discover the city's exciting urban attractions, explore the scenic natural beauty of the region, and enjoy the unique energy and vibrant people of Jamaica's capital."

"Jamaica is proud to strengthen and expand our strong alliance with one of Canada's premier low-fare airlines, and we look forward to welcoming hundreds of new passengers into Jamaica's capital each week," said Angella Bennett, Regional Director, Canada, Jamaica Tourist Board. "This new flight service provides our Jamaican Diaspora community with increased opportunities to come home, and will encourage Canadian travellers to discover and explore the island's exciting cultural centre."

Since reopening to tourism in June 2020, Jamaica remains one of the premier vacation destinations for Canadian travellers offering enhanced health and safety protocols at all major hotels, resorts and attractions and island-wide PCR testing services.

For more information on Jamaica, please go to [www.visitjamaica.com](http://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 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](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).

###