



**FOR IMMEDIATE RELEASE**

## **JAMAICA CONTINUES TO EXPERIENCE TOURISM GROWTH**

**MONTEGO BAY, JAMAICA – October 27, 2017** – Visitor arrivals to Jamaica continue to be at a record high since the start of the year, reinforcing that the tourism sector is on a firm growth trajectory. The Jamaica Tourist Board (JTB) reports summer arrival figures up from almost every major market in the Americas:

MARKET	JUNE		JULY		AUGUST	
	ARRIVALS	% INCREASE	ARRIVALS	% INCREASE	ARRIVALS	% INCREASE
United States	156,664	6.5%	178,432	8.6%	130,421	16.7%
Canada	21,080	17.9%	26,773	3.0%	24,099	3.0%
Latin America	2,652	37.5%	3,152	35.2%	2,619	-1.6%

“We have set the goal of 5% increase for 2017, and the Jamaica Tourist Board has not only delivered but exceeded expectations,” said the Hon. Edmund Bartlett, Jamaica’s Minister of Tourism. “We will remain vigilant in ensuring that the tourism sector drives growth and provide a boost to the Jamaican economy. Due to these remarkable results, we head into the winter season with great optimism.”

Due to Jamaica’s tourism boom, the island is seeing both an expansion of existing hotels and new developments across the island, resulting in a significant increase in room stock. The destination is poised to obtain the 15,000 additional rooms projected by 2021 which will continue to propel growth for the sector with an increase in both arrivals and earnings.

“One of the key factors contributing to the growth seen this year is due to aggressive marketing,” added Donnie Dawson, Jamaica’s Acting Director of Tourism. “Our global teams continue to work with our partners in the marketplace on promotional initiatives including sales blitzes and heightened public relations activities as we seek to increase our share in our main source markets, while opening up new doors.”

Overall, Jamaica’s stopover visitor arrivals are showing a nearly 10 percent increase for the summer months as compared to the previous year.

For more information on traveling to Jamaica, go to [www.visitjamaica.com](http://www.visitjamaica.com) or for related images click here: [Jamaica Experiences Growth](#)

## 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. TripAdvisor® ranked Jamaica #12 Best Destination in the World in 2017 and top three island in the world in 2016. The JTB was declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) from 2006 to 2016. In 2016,

Jamaica earned the WTA's vote **for** the Caribbean's Leading Destination and the Caribbean's Leading Cruise Destination **for** the tenth consecutive year. Additionally, Ocho Rios was named the Caribbean's Leading Cruise Port; Sangster International Airport was voted the Caribbean's Leading Airport; Club Mobay was named the Caribbean's Leading Airport Lounge; Dolphin Cove was voted the Caribbean's Leading Adventure Tourist Attraction; the Montego Bay Convention Center was named the Caribbean's Leading Meeting & Conventions Center; and GO! Jamaica Travel was named the Caribbean's Leading Tour Operator.

JTB offices are located in Kingston, Montego Bay, Miami, Toronto and London. Representative offices are located in Berlin, Barcelona, Rome, Amsterdam and Mumbai.

**For** details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Web site 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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