

# JAMAICA®

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## JAMAICA HIGHLIGHTS NEW DEVELOPMENTS, FESTIVALS, ATTRACTIONS AND MORE AT THE ANNUAL NEW YORK TIMES TRAVEL SHOW



**Above:** Jamaica Tourist Board's Northeast team of Philip Rose, Regional Director (2<sup>nd</sup> right); Marcia Sinclair, District Sales Manager (left), and Kenton Senior, Business Development Manager (2<sup>nd</sup> left) pose with travel partners (from L-R): Adam McGregor, Sales and Promotions Manager East Coast USA, Melia Hotels International; Girdeen Myers, Destination Relationship Specialist, Rose Hall Development and Francina Mason, Business Development Manager North East-Eastern PA., Palladium Hotel Group.

**NEW YORK, NY – January 31, 2020 –** The Jamaica Tourist Board's booth was a big hit during The New York Times Travel Show, held at the Jacob Javits Convention Center from January 24-26<sup>th</sup>. Travel professionals and eager attendees flocked to the Jamaica booth to receive information on new developments, attractions and vacation packages to the destination from partners Melia Hotels International, Palladium Hotel Group and Rose Hall Development.



**Above:** Kenton Senior, Business Development Manager - Northeast USA, Jamaica Tourist Board (JTB) shares information with an eager attendee at the Jamaica booth during the New York Times Travel Show.

JTB's District Sales Manager Northeast USA Marcia Sinclair was among the featured presenters at the trade day on Friday. During the Caribbean Tourism Organization (CTO's) Focus on the Caribbean seminar, Ms. Sinclair highlighted the destination's events and festivals being celebrated throughout the year including Jamaica Rum Festival, Bob Marley Celebrations, Carnival in Jamaica, Reggae Sumfest and more.

During her presentation Ms. Sinclair shone the spotlight on the island's unprecedented growth in 2019, welcoming 4.2 million visitors. She highlighted the newly unveiled campaign, 'JAMAICA Heartbeat of the World,' sharing a vibrant video as she provided a stark reminder to the audience of Jamaica's Reggae rhythm, infectious vibe and invigorating pulse that is like no other.

The New York Times Travel Show is the ultimate travel and tourism event in North America with close to 600 exhibitors from across the globe. Over 30,000 consumers and travel professionals attended the three-day weekend extravaganza in hopes to be informed and excited about the next destination they plan to visit.



**Above:** Marcia Sinclair, District Sales Manager, Northeast USA, Jamaica Tourist Board presented during the Focus on the Caribbean seminar at the New York Times Travel Show sharing 2019 visitor attendance and exciting festivals in Jamaica for the year to come.

### **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 and Mumbai.

TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World in 2019. Also this year, the International Council of the Pacific Area Travel Writers Association (PATWA) named Jamaica the Destination of the Year and TravAlliance Media named JTB Best Tourism Board, and Jamaica as Best Culinary Destination, Best Wedding Destination and Best Honeymoon Destination. Additionally, the JTB has been declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for fourteen consecutive years between 2006 and 2020. Jamaica also earned the WTA's award for the Caribbean's Leading Destination, Leading Cruise Destination and Leading Meetings & Conference Centre 2019 for the Montego Bay Convention Centre. Jamaica is home to some of the world's best accommodations, attractions and service providers that have won several awards throughout the years.

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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