

JAMAICA®

JAMAICA LAUNCHES 2020 JAMAICA RUM FESTIVAL AT CAMPARI AMERICA



Above: Philip Rose, Jamaica Tourist Board's Regional Director, Northeast US speaking at the New York launch on Jamaica being Rum Country and the importance of rum to Jamaican culture.

KINGSTON, JAMAICA – February 12, 2020 – Event sponsor Jamaica Tourist Board (JTB) participated in the launch of the 2nd Annual Jamaica Rum Festival at Campari America's headquarters. The annual festival celebrates and recognizes Jamaica's outsized impact on the world with its rum, food and music.

The Jamaica Rum Festival, scheduled for Hope Gardens Feb 29 to March 1, serves to showcase the distinct culinary and cultural offerings of Jamaica. Aimed at encouraging new and repeat visitors to experience the vibrant destination, the festival's location in Kingston also showcases the capital city as a premier entertainment hub.



Above: Philip Rose, Jamaica Tourist Board Regional Director, Northeast US (center) takes a photo op with KK Hall, Campari Group Director of Rums Global Strategic Marketing (left) and Tanikie McClarthy-Allen, Senior Director, Public Affairs and Sustainability at J. Wray & Nephew (right) at the Campari America headquarters for the launch of the 2020 Jamaica Rum Festival.

“As a destination, we have sought to adopt an aggressive marketing strategy to keep Jamaica top of mind for travelers planning their next vacation,” said Philip Rose, Jamaica Tourist Board’s Regional Director, Northeast U.S. “Part of this strategy is our new brand positioning – ‘JAMAICA Heartbeat of the World’. The Jamaica Rum Festival is an excellent example of our larger-than-life experiences as it combines many of our uniquely Jamaican assets – warm people, rich culture, vibrant entertainment, savory cuisine, and of course our fiery rum.”

The festival will feature artists such as Protégé, Ky-mani Marley, Freddie McGregor and more. Throughout the festival, Appleton Estate Jamaica Rum will host interactive seminars with the first female Master Blender, Joy Spence and Senior Blender David Morrison.



Above: Marsha Lumley, Marketing Director for Appleton Estate Jamaica Rum delivering remarks at the New York launch.



Above: Bartender creating the special Appleton Estate Daquiri for guests.

Tickets are currently on sale at www.jarumfestival.com.

For more information about Jamaica, please visit 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 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 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.

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