

JAMAICA

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JAMAICA NAMED DESTINATION OF THE YEAR BY PATWA



Jamaica's Director of Tourism, Donovan White (right) and Minister of Tourism, Hon Edmund Bartlett (second right) accepts the Pacific Area Travel Writers Association (PATWA) Destination of the Year Award from Former United Nations Secretary-General, Dr Taleb Raifi (left) and Secretary General of PATWA, Sagar Ahluwalia

KINGSTON, JAMAICA – March 11, 2019 – Destination Jamaica continues to rack up awards on the global stage and has been voted **Destination of the Year** for 2018 by the Pacific Area Travel Writers Association (PATWA). The awards recognize individuals and organizations that have excelled and are involved in the promotion of tourism from different sectors of the travel trade and service providers related directly or indirectly to the industry.

Jamaica's Director of Tourism Donovan White, who was on hand to accept the award along with Jamaica's Tourism Minister Hon. Edmund Bartlett, was pleased to be recognized by such a prestigious organization. "Jamaica has proven time and time again why it is a sought-after travel destination. We are always looking to attract visitors from new markets and the endorsement from this organization augurs well for us at the Jamaica Tourist Board as we set our sights on the Asia-Pacific region," notes the Tourism Director.

The presentation took place during ITB Berlin, which is the largest tourism tradeshow in the world. Held annually in March, ITB provides a strong business platform for global

travel and tourist industry players to meet, establish new customer contacts and conduct business.

The Pacific Area Travel Writers Association (PATWA) is a professional organization of travel writers which was founded in 1998, at the Pacific Area Travel Association (PATA) Conference in Colombo, Sri Lanka. PATWA's founding philosophy is to support PATA's primary objectives of being a catalyst for responsibly developing the travel and tourism industry in the Asia Pacific region. PATWA works with both the public and private sectors to support sustainable growth and improve the quality of travel and tourism.

PATWA adheres to the fundamental principles of the United Nations Educational, Scientific and Cultural Organization (UNESCO), the United Nations (UN), and the World Tourism Organization (UNWTO).

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 2018. Also this year, the International Council of the Pacific Area Travel Writers Association (PATWA) named Jamaica the Best Destination for Adventure Tourism and TravAlliance Media named the JTB the Best Tourism Board Overall. Additionally, the JTB has been declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for eleven consecutive years between 2006 and 2017. In 2017, Jamaica also earned the WTA's award for the Caribbean's Leading Wedding Destination and the Caribbean's Leading Cruise Destination. 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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