



For Immediate Release

Jamaica Records 1.7 Million Visitors
Country on track to welcome 5 million visitors by 2025

DUBAI; United Arab Emirates; Thursday, May 9, 2024; Jamaica has recorded an impressive 1.7 million visitors within the first five months of the year. Based on preliminary data, the island recorded 1,016,185 stopover arrivals and over 700,000 cruise passengers as early as May 5 and 7 respectively, earning roughly US\$1.8 billion in revenue. This represents a 4.6 percent increase for stopover arrivals and 23 percent increase for cruise passengers, moving from 581,822 to 713,983 over 2023.

“We are grateful to see continued growth in our arrivals and earnings which speaks to the confidence our tourism partners and visitors have in the destination. To have hit the one point seven million arrivals mark is an outstanding feat and speaks to the commitment and hard work of our tourism team led by the heart of our industry – our workers,” said **Minister of Tourism, Hon Edmund Bartlett**.

“Jamaica remains the premier destination that is highly sought after for its authentic experiences. Whether it’s our food, music or entertainment, there is a vibe that only comes alive in Jamaica,” said Donovan White, Director of Tourism.

Minister Bartlett, who made the announcement during an interview with Sky News Arabia, one of the largest news conglomerates in the Middle East and North Africa, also indicated that the island is on track to welcoming 5 million visitors and earning US\$ 5 billion by 2025.

“Despite the disruptions caused by the pandemic, Jamaica is on its way to achieving these unprecedented milestones. With one million stopover arrivals and over seven hundred thousand cruise passengers in the first week of May, we are in a good position to make it happen. We will continue to aggressively market the destination and work assiduously with our partners to get there,” added Minister Bartlett.

The Minister is leading a mission at Arabian Travel Market being held in Dubai. Over the last three decades Arabian Travel Market has become a leading global event enabling growth for the travel and tourism industry with 41 thousand participants attending this year’s staging. Minister Bartlett will be in discussions with several tourism partners and stakeholders as part of his strategic vision of attracting more visitors from this region.

Minister Bartlett will be meeting with the Senior Leadership of Emirates at their headquarters in Dubai today to further negotiate air connectivity between the United Arab Emirates and Jamaica.

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. In 2023, the JTB was declared 'World's Leading Cruise Destination' and 'World's Leading Family Destination' for the fourth consecutive year by the World Travel Awards, which also named it named "Caribbean's Leading Tourist Board" for the 15th consecutive year, "Caribbean's Leading Destination" for the 17th consecutive year, and the "Caribbean's Leading Cruise Destination" in the World Travel Awards – Caribbean.' In addition, Jamaica was awarded six gold 2023 Travvy Awards, including 'Best Honeymoon Destination' 'Best Tourism Board – Caribbean,' 'Best Destination – Caribbean,' 'Best Wedding Destination – Caribbean,' 'Best Culinary Destination – Caribbean,' and 'Best Cruise Destination – Caribbean' as well as two silver Travvy Awards for 'Best Travel Agent Academy Program' and 'Best Wedding Destination – Overall.' It also received a *TravelAge West* WAVE award for 'International Tourism Board Providing the Best Travel Advisor Support' for a record-setting 12th time. TripAdvisor® ranked Jamaica the #7 Best Honeymoon Destination in the World and the #19 Best Culinary Destination in the World for 2024. Jamaica is home to some of the world's best accommodations, attractions and service providers that continue to receive prominent global recognition and the destination is routinely ranked among the best to visit globally by prestigious international publications.

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