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**JAMAICA TOURIST BOARD APPOINTS LOU HAMMOND GROUP AS NEW
PR AGENCY OF RECORD**

KINGSTON, JAMAICA, April 26, 2021 – Jamaica’s public relations interests in the United States will now be represented by Lou Hammond Group (LHG). As industry leaders in destination marketing, LHG will use its extensive media relationships and creativity to grow Jamaica’s reputation as the premier, four-season destination of choice.

Utilizing an aggressive, integrated and multi-tactical strategy, with an emphasis on strengthening Jamaica’s digital footprint, LHG will draw attention to Jamaica’s diverse offerings, including its unmatched natural beauty, rich cultural heritage, renowned music and culinary scenes, and abundant opportunities for wellness and enrichment.

“The U.S. market is extremely important to Jamaica and we chose Lou Hammond Group for their in-depth marketing expertise, respected reputation and celebrated media relationships to build on our success in that marketplace,” said Jamaica’s Director of Tourism Donovan White. “We look forward to working together to ensure Destination Jamaica is the number one choice for Americans.”

LHG’s successful track record includes its current, long-time representation of some top destinations in the U.S. as well as clients in the hospitality, cruise, culinary, real estate and economic development sectors, amongst others.

“What an honor, we are proud to partner with Jamaica in her largest source market,” said LHG Chairman and Founder Lou Rena Hammond. “We look forward to telling the story of this incredible country and what we believe to be their greatest asset, the wonderful Jamaican people.”

Considered one of the most sought-after and culturally rich destinations in the world, Jamaica is home to some of the world's best accommodations, attractions and service providers that continue to receive prominent global recognition.

Lou Hammond Group is an award-winning, full-service marketing communications firm representing premium brands globally. The company, founded in 1984, is headquartered in New York with offices in Charleston, Denver, Houston, Atlanta, Los Angeles, and Miami. Visit www.louhammond.com.

To learn more about Jamaica, go to 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, Mumbai, Tokyo and Paris.

Last year, the JTB was declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for the thirteenth consecutive year and Jamaica was named the Caribbean's Leading Destination for the fifteenth consecutive year as well as the Caribbean's Best Spa Destination and the Caribbean's Best MICE Destination. As well, Jamaica copped the WTA's World's Leading Wedding Destination, the World's Leading Cruise Destination and the World's Leading Family Destination. Additionally, Jamaica was awarded three gold 2020 Travvy Awards for Best Culinary Destination, Caribbean/ Bahamas; Best Tourism Board Overall and Best Tourism Board, Caribbean/ Bahamas. The Pacific Area Travel Writers Association (PATWA) named Jamaica the 2020 Destination of the Year for Sustainable Tourism. In 2019, TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World. Jamaica is home to some of the world's best accommodations, attractions and service providers that continue to receive prominent global recognition.

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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