

# JAMAICA

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*FOR IMMEDIATE RELEASE*

**JAMAICA TOURIST BOARD SHARES REGIONAL UPDATES AND STRATEGIC PLANS  
FOR 2021 AT INTERNATIONAL SALES & MARKETING MEETING**

*JTB representatives from US and Canada focus on resilience and recovery during two-day  
virtual meetings*

**KINGSTON, JAMAICA – December 17, 2020** – With a focus on resilience, recovery and revenue-generating initiatives, the Jamaica Tourist Board's (JTB) global sales and marketing teams gathered for collaborative virtual meetings to strategically plan for the upcoming Winter 2021 period. The productive two-day meetings, held December 10 and December 11, saw more than 40 representatives from the US, Canada, Latin America, UK and Continental Europe come together for a series of update presentations on the destination, including marketing and tourism activities over the past nine months.

Regional Directors shared news regarding airlift schedules in their territories as well as insights on current sentiments among retail agents and travellers within their markets. Teams also provided an overview of upcoming sales and marketing tactics for 2021. Forward-looking strategic plans for each region include virtual engagements and trade shows for the retail community, in-person FAM trips for agents, buyers and journalists, and targeted media relations campaigns and promotional initiatives for trade, consumer and Diaspora audiences.

"I am thrilled with the resilience and innovative thinking demonstrated by the JTB's global sales and marketing teams," said JTB Chairman John Lynch following the two-day session. "During a challenging year of disruption within the industry, JTB teams across all our major markets remain highly visible on a local and national level, effectively delivering important updates on the destination's reopening protocols while also keeping Jamaica top-of-mind as a leading global travel destination. Jamaica's tourist industry is on a positive trajectory of growth and recovery, and we look forward to continuing that momentum into 2021."

While MICE is predicted to be one of the last segments of the travel industry to rebound, the JTB continues to engage with incentive buyers, planners and third-party bookers through webinars and virtual FAM trips on a regular basis. Coming out of the meeting was the positive report on Jamaica's recent Land X-Change event, which saw 50 buyers and 50 suppliers take part in the first major in-person Global MICE Conference hosted on island in 2020.

On the marketing front, the JTB is undertaking numerous consumer engagement initiatives and brand-building activities for 2021, including a soon-to-launch aspirational advertising campaign. Showcasing the island's iconic attractions, the campaign will emphasize the enjoyment found through a variety of leisure activities while also touching upon the destination's best-in-class health and safety protocols. Media buys for the integrated multiplatform campaign are planned across digital, radio, television and print for all markets.

For more information about Jamaica, please visit [www.visitjamaica.com](http://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.

This 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](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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