

# JAMAICA

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## **JAMAICA TOURIST BOARD TAKES REGGAE SUMFEST TO THE WORLD** *Destination Marketing Agency Continues Its Digital Media Push*



**Above,** Director of Tourism, Donovan White (right) has the rapt attention of noted businessman and CEO of Downsound Entertainment (DSE), Josef Bogdanovich and TV presenter Sakina Deer (centre).

**KINGSTON, JAMAICA – July 21, 2018 –** On the heels of the successful digital marketing campaign ‘Join Me In Jamaica’, the Jamaica Tourist Board (JTB) deepened its footprint in the digital space by live streaming the 26<sup>th</sup> staging of Reggae Sumfest.

The stream presented a curated feed live from Catherine Hall, Montego Bay featuring main stage performances along with features, artiste and media interviews, all hosted live by popular television host Sakina Deer. The JTB Live Stream is hosted on the Visit Jamaica Facebook page which has over 940,000 followers around the globe.

“This year we wanted to give our audience a taste of what the greatest reggae festival on earth is like in a virtual setting,” said Donovan White, Jamaica’s Director of Tourism. “We know that there are lots of folks who for whatever reason could not be in Montego Bay, so we are using this platform to showcase not just our music but the culture, fashion, food and signature vibe of the Reggae Sumfest.”

About two hours into the live stream, Facebook Live statistics showed over 68,000 people reached, with 24,311 unique visitors and post engagement of 2,669. The top locations were New York, Florida and Kingston.



**Above:** Director of Tourism Donovan White (2<sup>nd</sup> from left) plays host to Argentinian Reggae Artiste, Dread Mar I (centre) when he and his team visited the JTB Reggae Sumfest booth on Friday night.

Featured on the stream were interviews with artistes like Argentinian reggae sensation Dread Mar I, Major D, Press Kay, Yanique the Curvy Diva, along with CEO of Downsound Entertainment Josef Bogdanovich.

The JTB’s Facebook Live stream continues on Reggae Sumfest’s Reggae Night, starting at 8pm local time at [www.facebook.com/visitjamaica](https://www.facebook.com/visitjamaica)

To learn more about Jamaica or to book your next vacation, go to [www.visitjamaica.com](https://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 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](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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