

# JAMAICA

**Contact:**

Indira Tarachandra  
Fever Pitch Marketing Communications  
416.580.3472  
[indira@feverpitchcommunications.com](mailto:indira@feverpitchcommunications.com)

*FOR IMMEDIATE RELEASE*

**JAMAICA TOURIST BOARD WELCOMES NEW BUSINESS DEVELOPMENT  
MANAGER TO CANADIAN TEAM**

*Anne Palardy to Oversee Sales Initiatives in Quebec and Atlantic Markets*



**KINGSTON, JAMAICA, March 21, 2022** — The Jamaica Tourist Board (JTB) in Canada is pleased to welcome Anne Palardy to the team as Business Development Manager. In her role, Palardy will be based in Montréal and be responsible for leading business development in Québec and Eastern Canada.

Palardy has more than 30 years of experience in the tourist industry. Prior to joining the JTB Canada team this March, Palardy was a Business Development Representative for Sandos Hotels & Resorts in eastern Canada. She has also worked in roles with Transat, Air Canada, Tourisme Montérégie in Québec, and CAA Québec. She is trilingual and graduated from l'Institut de tourisme et d'hôtellerie du Québec in tourism and also holds a degree in communications from the Université du Québec.

“Anne is a great fit for this role as she is armed with a wealth of experience and holds deep knowledge of Canada’s Québec and Atlantic markets, hospitality and the tourist industry,” said Angella Bennett, Regional Director, Jamaica Tourist Board Canada. “Anne also has her finger on the pulse of the current global climate and how to navigate tourism during this unprecedented time. We are pleased to welcome her to our team.”

“I am thrilled to be joining such a dynamic and enthusiastic team,” said Palardy. “I am well versed in this industry and look forward to leveraging my relationships and expertise to help elevate Destination Jamaica in the Québec and Eastern Canada markets.”

She is filling the role of former JTB Canada BDM Louise Paquette, who recently retired after 26 years with the Jamaica Tourist Board.

Anne Palardy can be reached at +1.514.231.1968 or [apalardy@visitjamaica.com](mailto:apalardy@visitjamaica.com).

For more information about Jamaica, go to [www.visitjamaica.com](http://www.visitjamaica.com).

#### **About The 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 2021, the JTB was declared ‘World’s Leading Cruise Destination,’ ‘World’s Leading Family Destination’ and ‘World’s Leading Wedding Destination’ for the second consecutive year by the World Travel Awards, which also named it the ‘Caribbean’s Leading Tourist Board’ for the 14th consecutive year; and the ‘Caribbean’s Leading Destination’ for the 16th consecutive year; as well as the ‘Caribbean’s Best Nature Destination’ and the ‘Caribbean’s Best Adventure Tourism Destination.’ In addition, Jamaica was awarded four gold 2021 Travvy Awards, including ‘Best Destination, Caribbean/Bahamas,’ ‘Best Culinary Destination –Caribbean,’ Best Travel Agent Academy Program,’; as well as a *TravelAge West* WAVE award for ‘International Tourism Board Providing the Best Travel Advisor Support’ for a record-setting 10th time. In 2020, 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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