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**JAMAICA UNVEILS 'JAMAICA - HEARTBEAT OF THE WORLD' AT CARIBBEAN
MARKETPLACE**
Brand Positioning Showcases Destination's Outsized Impact on Worldwide Culture



KINGSTON – January 22, 2020 – Today, the Jamaica Tourist Board unveiled 'JAMAICA, Heartbeat of the World' the new destination brand positioning, recognizing Jamaica's outsized influence on the world. Strengthening the island's position as a global culturally relevant brand, Heartbeat of the World extends beyond tourism and encompasses all elements of Jamaica's rich and vibrant culture including music, cuisine, sports, adventure, nature, and wellness.

"We are excited to launch 'Heartbeat of the World,' which reinforces our position as a global leader among travel destinations and establishes Jamaica as the single destination every traveller must experience," said Donovan White, Jamaica's Director of Tourism. "On the map, Jamaica may seem like a small dot in the Caribbean Sea. But her influence on the world culture

is the size of a continent. We are a cultural giant and we continue to have an indelible impact on the world's food, music, sport, and literature while offering larger-than-life bucket list experiences with extraordinary, talented people.”

Beautiful Destinations, Jamaica's creative agency, after extensive research developed the international marketing strategy that positions the destination as the 'Heartbeat of the World' – the beat that makes the world move. A new TV advertisement will launch internationally next week.

Jamaica's visibility on the international stage will be heightened this year as the new James Bond movie, *No Time to Die*, which was filmed in Jamaica, James Bond's birthplace, is set to be released April 8th. Jamaica will also have athletes competing in the 2020 Summer Olympics in Tokyo in three sports – track, gymnastics, and swimming. These global events, among others, reinforce the new brand positioning that Jamaica is the Heartbeat of the World.

For more information about Jamaica, please visit 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 2019. Also this year, the International Council of the Pacific Area Travel Writers Association (PATWA) named Jamaica the Destination of the Year and TravAlliance Media named JTB Best Tourism Board, and Jamaica as Best Culinary Destination, Best Wedding Destination and Best Honeymoon Destination. Additionally, the JTB has been declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for thirteen consecutive years between 2006 and 2019. Jamaica also earned the WTA's award for the Caribbean's Leading Destination, World's Leading Cruise Destination and World's Leading Family 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 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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