

JAMAICA

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JAMAICA WELCOMES MILLIONTH VISITOR SINCE REOPENING BORDERS IN JUNE 2020

MONTEGO BAY, JAMAICA, August 16, 2021 – Yesterday (Sunday, August 15), the Jamaica Tourist Board welcomed the arrival of the destination’s millionth visitor to the Sangster International Airport, a significant milestone since the country’s borders reopened on June 15, 2020. Daynel Williams, who arrived on JetBlue flight 1179 from New York, was greeted by the Minister of Tourism Hon Edmund Bartlett, Director of Tourism Donovan White and other tourism partners.



Minister of Tourism, Hon Edmund Bartlett (C), greets Daynel Williams, 4th L, Jamaica’s one millionth visitor at the Sangster International Airport in Montego Bay (MBJ). Sharing in the milestone moment are, from L-R, Director of Tourism, Donovan White; Shane Munroe, CEO MBJ; Kerry Ann Quallo-Casserly, Commercial Director; Nadine Spence, Area Chair Jamaica Hotel and Tourist Association (JHTA); and Audley Deidrick, President of MBJ. Daynel’s father Austin Williams (2nd L); mother Jennifer Williams (front row); and children Keon and Keona Francis, were also present.

“The arrival of Daynel Williams, our millionth visitor since safely reopening, is an exciting milestone in Jamaica’s tourism recovery,” said Bartlett. “This moment is a testament to the hard work from all of

our tourism workers and the success of the Jamaica CARES program, which has above all else, prioritized the health and safety of Jamaican citizens and visitors.”

Since reopening, Jamaica has successfully implemented the Jamaica CARES program that includes extensive health and safety protocols, entry testing, COVID-19 training for hospitality workers and travel authorization for every guest visiting the island. COVID-19 compliance certification is also required for hotels and attractions to ensure the safety of staff and guests.

“This is the fastest we have achieved one million visitors starting from zero arrivals and we are already seeing the signs of recovery with tourism workers being back on the job and earnings reaching US \$1.5 billion,” added Minister Bartlett.

The extensive health and safety protocols have contributed to the continued rise of Jamaica’s visitor arrivals. Tourism levels for 2023 are currently projected to hit 3.7 million visitors and \$3.5 billion in revenue, with 2024 on track to surpass 2019 levels with 4.2 million visitors and \$4 billion in tourism revenue.

“We’re so proud of the Jamaica tourism sector and honoured by the influx of support since reopening 14 months ago,” said White. “Jamaica has so much to offer visitors, and I’m thrilled to see one million guests take advantage of our country’s diverse amenities and attractions.”



Minister of Tourism, Hon Edmund Bartlett (C), presents Daynel Williams, 2nd L, Jamaica’s one millionth visitor to the island, with a free stay courtesy of Royalton Resorts. Looking on are Shane Monroe, CEO of MBJ; Kerry Ann Quallo-Caserly, Regional Commercial Director, Blue Diamonds Resorts; and Clifton Reader, President of the JHTA.

For more information on Jamaica, please go to 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.

Last year, the JTB was declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for the 13th consecutive year and Jamaica was named the Caribbean's Leading Destination for the 15th 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. 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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Contact:

Kelly Wells

Lou Hammond Group

kellyw@louhammond.com