



JAMAICA

JAMAICA WINS 2018 TRIPADVISOR TRAVELERS' CHOICE AWARD FOR DESTINATIONS

Kingston, Jamaica – March 22, 2018 – Jamaica today announced it has been recognized as the overall winner in the 2018 TripAdvisor Travelers' Choice® awards for Caribbean Destinations, ranking #1 out of 10. Additionally, Jamaica ranked #14 Best Destination in the World. Award winners were determined based on the quantity and quality of reviews and ratings for hotels, attractions and restaurants in destinations worldwide gathered over a 12-month period, as well as traveler booking interest on TripAdvisor. In the 10th year of the awards, TripAdvisor has recognized 402 destinations around the world.

"We're thrilled to be recognized by TripAdvisor's travel community as one of the top destinations in the world, and the #1 destination in the Caribbean," said Donovan White, Jamaica's Director of Tourism. "These awards are a testament to Jamaica's commitment to offering safe, secure and consistent quality in hospitality for visitors to live their travel passions, resulting in 42% of travelers to Jamaica choosing the destination again and again."

"It's clear in looking at this year's list of Travelers' Choice award-winning destinations that our millions of reviewers across the globe continue to love exploring iconic cities that are full of history and rich culture," said Brooke Ferencsik, senior director of communications for TripAdvisor. "Travelers can use TripAdvisor to get inspired to plan and book their next trip with highly-rated value hotels, hot restaurants and fun things to do in these popular destinations."

To see TripAdvisor traveler reviews and opinions of Jamaica go to <https://www.tripadvisor.com/Tourism-g147309-Jamaica-Vacations.html>.