

JAMAICA

Contact:

Jessica Napier
Fever Pitch Marketing Communications
jessica@feverpitchcommunications.com

FOR IMMEDIATE RELEASE

JAMAICA WINS MAJOR DESTINATION ACCOLADES AT 28TH ANNUAL WORLD TRAVEL AWARDS



Above (left to right): Donovan White, Director of Tourism, Jamaica; Graham Cooke, Founder, World Travel Awards; Hon. Edmund Bartlett, Minister of Tourism, Jamaica

KINGSTON, JAMAICA – OCTOBER 20, 2021 – Jamaica has once again received international recognition at the 2021 [World Travel Awards](#) Caribbean & North America program, winning five trophies at the ceremony held in Dubai.

Jamaica was awarded first place in the following destination-specific categories:

- Caribbean's Leading Destination
- Caribbean's Leading Cruise Destination
- Caribbean's Leading Adventure Tourism Destination
- Caribbean's Leading Nature Destination
- Caribbean's Leading Tourist Board

A win at the annual World Travel Awards is the ultimate travel and tourist industry accolade. Voted by travel and tourism professionals and consumers worldwide, the awards recognize each winner's demonstrated commitment to excellence.

Hon. Edmund Bartlett, Jamaica's Minister of Tourism, commented on the achievement, "We are extremely delighted and honoured to earn these awards. Winning five categories of the prestigious World Travel Awards is a remarkable achievement for our beautiful destination, especially in light of the current climate. As a destination we have been working diligently on enhancing our offerings to attract millions of tourists to our shores. We are tremendously pleased that our hard work has paid off; we don't take this win for granted. On behalf of all my colleagues at Jamaica Tourist Board, I would like to thank all those professionals from the travel and tourism, and the consumer-travel buyer sectors who have voted and contributed to our success."

Known as the land of wood and water, Jamaica is renowned for its stunning beaches, crystal blue sea, tropical greenery and unforgettable people. Thrill-seekers can enjoy these beautiful landscapes in a variety of adrenaline raising experiences, from river rafting down the Rio Grande, to hiking in the Blue Mountains, to zip lining through the treetops.

Jamaica has been welcoming the return of visitors to her beautiful shores since the country's borders reopened in June 2020. The island's extensive health and safety protocols, developed in conjunction with authorities across health and tourism sectors, were among the first to receive the World Travel & Tourism Council's Safe Travels recognition.



Above: Donovan White, Director of Tourism, Jamaica (left) and Hon. Edmund Bartlett, Minister of Tourism, Jamaica (right).

The World Travel Awards were established in 1993 to acknowledge, reward and celebrate excellence across all key sectors of the travel, tourism and hospitality industries. The brand is recognized globally as the ultimate hallmark of quality in those industries.

For more information about Jamaica, go to 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, Mumbai, Tokyo and Paris.

This year, the JTB was declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for the thirteenth consecutive year and Jamaica was named the Caribbean's Leading Destination for the fifteenth 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; Best Tourism Board Overall and Best Tourism Board, 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.

###