

JAMAICA

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JAMAICA WINS TOP GLOBAL INDUSTRY AWARDS

Jamaica Tourist Board Wins TravelAge West WAVE Award for Seventh Year, Jamaica Voted Best Caribbean Destination by Canadian Travel Agents and in the UK, the World of Cruising Wave Award for Favourite Destination

KINGSTON, JAMAICA – June 21, 2018 – Destination Jamaica continues to excel on the world stage and is the winner of three top awards in the United States, Canada and the United Kingdom. Jamaica copped the **Best Caribbean Destination** title, as voted by Canadian travel agents at Baxter Travel Media's annual Agents' Choice Awards Gala, and the World of Cruising Wave Award for **Favourite Destination**, while the Jamaica Tourist Board (JTB) won the 2018 TravelAge West WAVE Award for **International Tourism Board Providing the Best Travel Agent Support**.

Jamaica's Director of Tourism Donovan White welcomes the latest accolades noting that the destination has much to offer travellers, which is a reason that visitors keep coming back year after year. "Jamaica continues to be a top travel destination for many reasons. Our people are our greatest asset and continue to be a huge draw for those visiting. Not to mention that the destination offers exceptionally delicious cuisine and a diverse range of activities and accommodations that appeal to every type of traveler," notes the Tourism Director. "Combined with its rich cultural heritage, fantastic climate and unparalleled hospitality, Jamaica is truly a gem in the Caribbean," stresses Mr. White.



ABOVE: Members of the Jamaica Tourist Board team in Canada led by Philip Rose, Regional Director (centre) pose with the "Best Caribbean Destination" award at Baxter Travel Media's annual Agents' Choice Awards Gala in Toronto. Others pictured left to right: Dan Hamilton, Emma Madsen, Louise Paquette, Judy Nash, Jacqueline Marshall and Raquel Queensborough.

At the Agents' Choice Awards Gala, organized by Baxter Travel Media, publisher of *Canadian Travel Press* and *Travel Courier*, two of the top travel trade publications in Canada, Jamaica dominated the "Best Caribbean Destination" category, garnering almost twice the number of votes of the runner up. More than 5,500 agents voted in 43 categories.

In the United States, the Jamaica Tourist Board continued its winning tradition and celebrated its most recent accolade, the **2018 *TravelAge West* WAVE Award** in the category of "**International Tourism Board Providing the Best Travel Agent Support**". The award was presented at the *TravelAge West* WAVE Western Agents' Votes of Excellence Awards at the Ritz Carlton Marina Del Rey, California. Other tourism board nominees in the category included: Tourism Ireland, Mexico Tourism Board, and Visit Britain.



ABOVE: JTB's Business Development Officer Dian Holland accepts the 2018 WAVE Awards from Bruce Shulman, Senior Vice President/Group Publisher, Retail Group - *TravelAge West*

Travel agent professionals throughout the 15 Western states and readers of *TravelAge West* were invited to vote on the best-of-the-best from a list of Editor's Pick award recipients that were chosen after careful review by *TravelAge West* Editor-in-Chief Kenneth Shapiro and the editorial team of *TravelAge West*. Review methods included product analysis, on-site visits, a survey of a select group of travel agents and online research.

In the UK, Jamaica walked away with the prestigious World of Cruising Wave Award for **Favourite Destination** beating out finalists Greece and Singapore to win the award. The Wave Awards celebrate excellence in the cruise industry both from a consumer and trade perspective and the winners were presented with their award at a gala held at the De Vere Grand Connaught Rooms in London's Covent Garden. In the public vote section, more than 64,000 thousand votes were cast by the public to determine the UK's favourite cruise lines, favourite destination and favourite cruise agent.

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 2018. Also this year, the International Council of the Pacific Area Travel Writers Association (PATWA) named Jamaica the Best Destination for Adventure Tourism and TravAlliance Media named the JTB the Best Tourism Board Overall. Additionally, the JTB has been declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for eleven consecutive years between 2006 and 2017. In 2017, Jamaica also earned the WTA's award for the Caribbean's Leading Wedding Destination and the Caribbean's Leading Cruise 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 Web site 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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