

JAMAICA

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JAMAICA'S 8TH ANNUAL BRIDAL EXPO TO UNVEIL REFRESHED WEDDING & HONEYMOON OFFERINGS

The island's top destination wedding and honeymoon experts will address insights and trends for couples and wedding planners

KINGSTON, JAMAICA – January 28, 2021 – On Thursday, February 4, 2021, Jamaica will host the 8th annual Bridal Expo, to be held virtually for the first time. The Bridal Expo is the premier destination wedding and honeymoon event that brings together the island's top wedding professionals and couples to explore the plethora of offerings available to plan a memorable wedding or honeymoon in Jamaica.

“Over the past 11 months, we have seen the wedding industry change drastically,” said Donovan White, Jamaica's Director of Tourism. “Couples around the world have postponed or reimagined their wedding plans, and hotels and resorts have used the time to refresh their offerings. One of the major trends we are seeing is couples opting for smaller, more intimate ceremonies. What remains unchanged is a couples' desire for a stunning, unforgettable venue with exceptional service and exquisite attention to detail,” he concluded.

This year's event will feature an impressive roster of wedding and honeymoon experts providing an opportunity to learn new trends and gain perspectives about Jamaica's latest wedding and honeymoon product, each of which ensures an exceptionally seamless experience for couples and their guests.

Featured breakout sessions at the Jamaica Bridal Expo include:

Destination Weddings

Speaker: Angella Bennett, Regional Director-Canada, Jamaica Tourist Board

2021 Wedding Trends

Speakers: Tracey Manailescu and Danielle Andrews, Co-Founders, The Wedding Planners Institute Canada

Let Love Shine

Speaker: Dr. Paulette Hossmon, Managing Director, Tai Flora Luxe

How to Get Booked Online in 2021

Speaker: Veronica Fazio, Editor in Chief, The Wedding Planner Lifestyle Magazine

Creating Memories on Your Special Day

Speaker: Michelle Sohan, Owner/Founder, Bakery Treatz

Insider's Guide to Selling Jamaica's Honeymoons & Weddings

Speaker: Thomas Curtin, Partner, Honeymoons.com, and Special Travel Advisor, Bridal Guide Magazine

Love is Not Cancelled

Speaker: Marsha Ann Donaldson Brown, Director of Weddings & Romance, Sandals Resorts International

With a variety of unique experiences to fit any taste and budget, Jamaica continues to be a leader in Caribbean destination weddings. In December 2020, the World Travel Awards named Jamaica as the 'World's Leading Wedding Destination' for the second consecutive year.

For more information about the Jamaica Bridal Expo visit: www.jamaicabridalexpo.com.

For more information on Weddings & Honeymoons in Jamaica visit: <https://www.visitjamaica.com/weddings-and-honeymoons/>

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.