

JAMAICA

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JAMAICA'S ICONIC REGGAE SUNSPASH 2020 GOES VIRTUAL *The World's First Reggae Festival Returns After 14-Year Hiatus*

KINGSTON, JAMAICA – November 23, 2020 – After a 14-year break, JAMAICA, Heartbeat of the World, will re-introduce the groundbreaking and legendary Reggae Sunsplash. The festival is scheduled to return annually, starting with the virtual Reggae Sunsplash 2020 from November 27-28, 2020, allowing music lovers from around the world one-of-a-kind access to live performances and exclusive artist interviews.

Reggae Sunsplash, first introduced in 1978 in Montego Bay, established the blueprint for reggae festivals around the world. With legendary names headlining past festivals, such as Bob Marley and the Wailers, Stevie Wonder, Jimmy Cliff and Dennis Brown, the success of Reggae Sunsplash laid the foundations for annual music festivals in Jamaica and throughout the world. The festival is back as a two-day, high-energy, virtual event featuring an exhilarating line-up of performances by a variety of reggae and dancehall stars including: Romain Virgo, Jesse Royal, Dexta Daps, Agent Sasco, Tanya Stephens, Barrington Levy, Capleton, Masicka, and Chi Ching.

“In 1978, Reggae Sunsplash set the precedent for destination music festivals as it blended the concept of travel and music that was authentic to Jamaica,” said Donovan White, Jamaica’s Director of Tourism. “Now, the festival will aim to set new standards, this time in the virtual event space, by transporting viewers to our island through the rhythms of Jamaica. “Reggae Sunsplash will once again celebrate musical experiences and showcase Jamaica’s impact on the global stage as the heart of music, culture and bold experiences.”

Reggae Sunsplash 2020 will be available to viewers starting November 27 at www.YouTube.com/GoReggaeSunsplash.

To learn more about Reggae Sunsplash 2020, please go to <https://goreggaesunsplash.com/>.

For more information on Jamaica, please visit 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 declared the Caribbean's Leading Destination for the fifteenth consecutive year. Jamaica also earned the WTA award for the World's Leading Cruise Destination and Leading Meetings & Conference Centre for the Montego Bay Convention Centre. Most recently, Jamaica was named as one of the "Best Places to Go in 2020" according to *CNN*, *Bloomberg* and *Forbes*. Jamaica was awarded three gold 2020 Travvy Awards including Best Culinary Destination, Caribbean/Bahamas; Best Tourism Board Overall and Best Tourism Board, Caribbean/Bahamas. In 2019, TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World. In 2018, the International Council of the Pacific Area Travel Writers Association (PATWA) named Jamaica the Destination of the Year and TravAlliance Media named JTB Best Tourism Board, and Jamaica as Best Culinary Destination, Best Wedding Destination and Best Honeymoon Destination. 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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