



FOR IMMEDIATE RELEASE

**SUPER BOWL LIV (54) TO FEATURE JAMAICA'S NEWLY UNVEILED CAMPAIGN
'JAMAICA - HEARTBEAT OF THE WORLD'**

KINGSTON – January 31, 2020 – The Jamaica Tourist Board's newly unveiled 'JAMAICA, Heartbeat of the World' television advertisement will make its Super Bowl debut on Sunday, February 2, 2020. Seeking to capitalize on the global reach of the game, the 30 second ad will air in the northeast markets of New York and Philadelphia as well as Chicago in the Midwest.

The campaign reflects the destination's new brand positioning, recognizing Jamaica's outsized influence on the world. With its new tagline *JAMAICA Heartbeat of the World*, the destination aims to take visitors beyond tourism to encompass all elements of Jamaica's rich and vibrant culture including music, cuisine, sports, adventure, nature, and wellness.

"The Super Bowl with its huge global appeal provides a great vehicle where we can position Jamaica as a global leader in travel and hospitality," noted Donovan White, Jamaica's Director of Tourism. "Jamaica continues to exert its influence in sports, music, culture and the arts and the new 'Heartbeat of the World,' ad seeks to reinforce Jamaica's larger than life personality. We hope those who have yet to experience Jamaica, will be convinced to do so."

The ad, set to Bob Marley's "Could You Be Loved" and re-recorded by his son Stephen Marley specifically for the campaign, encapsulates Jamaica's upbeat, vibrant, and soulful culture.

For more information about 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 and Mumbai.

TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World in 2019. Also this year, 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. Additionally, the JTB has been declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for thirteen consecutive years between 2006 and 2019. Jamaica also earned the WTA's award for the Caribbean's Leading Destination, World's Leading Cruise Destination and World's Leading Family 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 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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