



*For Immediate Release*

## **TRAVEL ADVISORS CRITICAL TO JAMAICA'S TOURISM GROWTH**

Jamaica's Minister of Tourism Has Applauded Their Effort That Has Contributed to the  
Destination  
Welcoming 4.1 Million Visitors Last Year



***Pictured:*** The Hon. Edmund Bartlett, Minister of Tourism, Jamaica, during his presentation to the destination's top selling Travel Advisors in Philadelphia on Saturday, April 13, 2024.

**NEW YORK, NY – Monday, April 15, 2024:** Jamaica's Minister of Tourism, the Hon. Edmund Bartlett, has emphasized the critical role that travel advisors play in advancing the growth of Jamaica's tourism sector. Speaking at a special luncheon to honor top travel advisors in Northeast America, the Minister reflected on the effort and dedication of these advisors during the pandemic.

"We all remember the day planes stopped flying, ships stopped sailing and countries closed their borders. We did not know what the next day would hold but through data, innovation and public private sector partnerships, Jamaica was able to open its borders and remained open. Our valued travel advisors were first out of the blocks, selling the destination, but more importantly our message of destination assurance to their clients," said Minister Bartlett.



***Pictured:*** The Hon. Edmund Bartlett, Minister of Tourism, Jamaica, (C) pauses for a photo with Victoria Harper, District Sales Manager-Northeast USA (L of Minister Bartlett), Carey Dennis, Business Development Officer - Northeast USA (R of Minister Bartlett), Fiona Fennell, Public Relations and Communications Manager, Jamaica Tourist Board, (back 3<sup>rd</sup> L) and Jamaica's top Travel Advisors in the Northeast USA.

Jamaica opened its borders on June 15, 2020, through its robust health and safety protocols and one-of-a-kind resilient corridor that had infrastructure in place to allow for a safe and seamless visitor experience during the pandemic.

"The country that made Jamaica recover is the United States, which never closed its borders and within a year of the destination's reopening, we welcomed one million visitors, 800,000 of which came from the United States," stated Minister Bartlett.

Minister Bartlett continued, "Further, of the 4.1 million visitors we welcomed last year, it is important to note that 3 million of them were from the United States, 2.2 million stopovers and the rest being cruise visitors. This impressive figure could not have been achieved without our travel advisors who continue to champion brand Jamaica and are dedicated to the destination," added Minister Bartlett.

Data shows that from 2020 to now, the market share of U.S. visitors to Jamaica has increased from 63% to approximately 74%.

"In 2019, Jamaica welcomed roughly 1.6 million stopover U.S. visitors which means since COVID, we have increased that number by 600,000. This speaks to the demand for the destination, confidence from the U.S. market and the efforts of our tourism partners like our travel advisors," concluded Minister Bartlett.

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## **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.

In 2024, TripAdvisor® ranked Jamaica the #7 Best Honeymoon Destination in the World and the #19 Best Culinary Destination in the World. In 2023, the JTB was declared 'World's Leading Cruise Destination' and 'World's Leading Family Destination' for the fourth consecutive year by the World Travel Awards, which also named it named "Caribbean's Leading Tourist Board" for the 15th consecutive year, "Caribbean's Leading Destination" for the 17th consecutive year, and the "Caribbean's Leading Cruise Destination" in the World Travel Awards – Caribbean.' In addition, Jamaica was awarded six gold 2023 Travvy Awards, including 'Best Honeymoon Destination' 'Best Tourism Board – Caribbean,' 'Best Destination – Caribbean,' 'Best Wedding Destination – Caribbean,' 'Best Culinary Destination – Caribbean,' and 'Best Cruise Destination – Caribbean' as well as two silver Travvy Awards for 'Best Travel Agent Academy Program' and 'Best Wedding Destination – Overall.'" It also received a *TravelAge West* WAVE award for 'International Tourism Board Providing the Best Travel Advisor Support' for a record-setting 12<sup>th</sup> time. Jamaica is home to some of the world's best accommodations, attractions and service providers that continue to receive prominent global recognition and the destination is routinely ranked among the best to visit globally by prestigious international publications.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Website at [www.visitjamaica.com](http://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](http://www.islandbuzzjamaica.com).

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