

JAMAICA

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TOURISM OFFICIALS EYE PEAK SEASON WITH CAUTIOUS OPTIMISM Destination Welcomes Highest Daily Passenger Arrivals



Above: Minister of Tourism Hon. Edmund Bartlett (left) in conversation with British High Commissioner to Jamaica Asif Ahmad (centre) and Diane Corrie of British Airways following the return of British Airways service from London at the Sangster International Airport on Saturday

MONTEGO BAY, JAMAICA – December 15, 2020 – With the peak Tourist Season set to get underway on December 15, tourism officials are expressing cautious optimism that the industry will continue to experience a recovery. On Saturday, December 12, more than 4,000 passengers arrived on the island: the highest daily arrival count since borders reopened on June 15.

This boost includes the resumption of British Airways' service from London Gatwick to Montego Bay. The inaugural flight carried 312 passengers plus crew. The service will operate twice weekly on Tuesdays and Saturdays until April 2021.

Between November 1-28, Jamaica welcomed over 65,000 visitors which is an increase over the previous month's approximately 58,000 passengers. Since June 15 when the country reopened her borders, some 308,864 visitors have traveled to the island.

"We are happy to welcome the return of British Airways to Montego Bay for the winter season, adding to their current service to Kingston," said Donovan White, Jamaica's Director of Tourism. "The increased capacity, in addition to our series of travel agent familiarization tours, will serve to boost our arrivals and demonstrate an increased interest in Jamaica. We hope these increasing numbers are an indication of the trend going forward as we continue our robust marketing and promotion efforts."

Last month, the Jamaica Tourist Board resumed on-island fam tours to ensure that travel specialists are equipped to share updates on the destination with their customers and boost business. Over the past few weeks, travel specialists have reported an increase in enquiries and are confident that interest will remain high for Jamaica.

Claire Robinson, Owner of Claire Skies Travel and one of the JTB's Top 50 agents, recently participated in a Northeast Luxury Fam, reiterated the fact that Jamaica remains popular adding that she was part of a full flight to Montego Bay from Baltimore. "It caught me totally by surprise as this period is between Thanksgiving and Christmas," she said. "Thanks to the efforts of the Jamaica Tourist Board and the Ministry of Health and Wellness in making the COVID-19 process a breeze! I was pleased to visit several resorts in Negril and Montego Bay to get an update on the product."

The island's primary source market, the United States resumed its fam trip schedule in November. The series will continue through December with agents from the various markets across the US and Canada, and will culminate in January 2021.

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, 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.

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