

JAMAICA

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DESTINATION JAMAICA BEGINS SERIES OF “DOCTOR BIRD SALES CALLS” ACROSS THE UNITED STATES



Above left: JTB Midwest USA District Sales Manager Christopher Dobson makes a Doctor Bird Call to Jamaica Travel Specialist Helen Karpovich of By Travel Inc. in Arlington Heights, Illinois. **Above right:** JTB Business Development Manager Oral Chambers makes a call on Flite II Travel in Beachwood, Ohio visiting agent Dawn Scadlock (left) and owner Gail Cochran (right)

MIAMI, FLORIDA – November 18, 2020 – As Jamaica continues on the road to recovery, the Jamaica Tourist Board (JTB) Sales team has kicked off an exciting initiative dubbed “Doctor Bird Sales Calls,” to reconnect with its valued travel specialists throughout the United States. The program is being executed on an appointment-only basis and in a responsible manner to ensure the safety and well-being of trusted travel advisors and staff.

Launched in October in the Midwest, the Doctor Bird Sales Calls series will be rolling out throughout Jamaica’s various key markets following significant interest from travel partners

wanting to meet with the JTB sales team for the latest destination updates and developments. The series began in Chicago and Ohio, followed by visits with agents in Maryland, Maine and Massachusetts.

The program's name is inspired by The Doctor Bird, Jamaica's National Bird that is indigenous to the island. They are easily identified by their colorful appearance and quick movement, similar to the swiftness and efficiency of these sales calls. During the visits, the JTB sales team continues to gain valuable insight from the travel advisors on how they are coping with the challenges of this new landscape and how the JTB can best support them.



Above left: Kirk Whyte, JTB Mid-Atlantic Business Development Manager (right) pays a Doctor Bird Sales Call visit to Neil Hitchcock (left), owner of Oasis Travel and Lindsey Kleintop (center), Office Administrator at Oasis Travel in Maryland. **Above right:** JTB Business Development Manager New England Matthew Blake visits Susan Peavey of Susan Peavey Travel in Marshfield, Massachusetts.

The feedback from travel agents has been overwhelmingly positive. Advisors have commended the JTB for their proactive approach and continued interest in the overall well-being and success of their travel agent partners, noting that the JTB is one of the first destination partners to visit since March.

For more information on travel to Jamaica, go to 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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