

# JAMAICA

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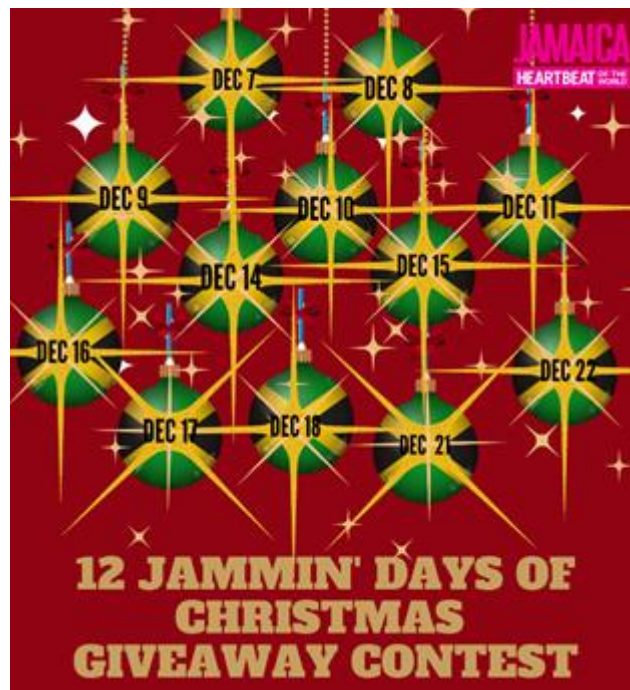
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## JAMAICA DELIVERS HOLIDAY CHEER TO TRAVEL AGENTS

*Jamaica Tourist Board Launches “12 Days of Jammin’ Christmas”*



**KINGSTON, JAMAICA – December 9, 2020** – ‘Tis the season of giving and the Jamaica Tourist Board (JTB) is playing Santa, spreading holiday cheer and celebrating their valued travel specialists with its ‘12 Days of Jammin’ Christmas’ giveaways. For 12 consecutive business days, the JTB Facebook sweepstakes will reward the hard work and commitment of agents with exclusive prizes.

"This year has been an especially challenging one for all of us in the travel community and we decided to make this special treat to end the year on a high note," said Donnie Dawson, Deputy Director of Tourism, Sales, Jamaica Tourist Board. "Our agents have played a critical role in helping Jamaica remain top of mind and have been consistent in their support of the destination. This fun giveaway is a token of our appreciation and a way to show our gratitude."

The '12 Days of Jammin' Christmas' giveaway extravaganza runs through December 22 (excluding weekends). The JTB sweetens the prize offerings and increases the number of winners selected each day (day one, 1 winner; day two, 2 winners; and so on). Prizes up for grabs include, but are not limited to, JTB branded items such as Christmas baskets stocked with authentic Jamaican products, Bluetooth headphones, waffle bath robes, battery operated wine bottle opener \$100 gift card, and a JTB Fam seat, valid for one year.

The sweepstakes is open to U.S. based travel agents and each day they must log onto [www.visitjamaica.com/usa/contest](http://www.visitjamaica.com/usa/contest) to register for a chance to win. The winners will be announced on the Jamaica Travel Specialist [Facebook](#) page.

To learn more about becoming a Jamaica Travel Specialist, information about FAM Tours, webinars and more, log onto [www.visitjamaica.com/usa](http://www.visitjamaica.com/usa).

#### **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](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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