



JAMAICA

Contact:

Briahna Gibson / Natalia Lopez

Finn Partners

Tel: 212-715-1600

briahna.gibson@finnpartners.com / natalia.lopez@finnpartners.com

FOR IMMEDIATE RELEASE

JAMAICA HONORED AT TRAVELAGE WEST'S 2020 WAVE AWARDS

Jamaica wins 'Destination with the Highest Client Satisfaction, Caribbean' and 'International Tourism Board Providing the Best Travel Advisor Support'

KINGSTON, JAMAICA – December 10, 2020 – Jamaica was honored with the 2020 WAVE Awards in two categories, **'Destination with the Highest Client Satisfaction, Caribbean'** and **'International Tourism Board Providing the Best Travel Advisor Support,'** in the first-ever virtual *TravelAge West* WAVE (Western Agents' Votes of Excellence) Awards. Held earlier this month, *TravelAge West*, the leading travel industry trade publication in western United States, presents the awards annually to recognize travel-supplier partners who provide outstanding qualities and services.

"In one of our most challenging years, it is an honor for Jamaica to be recognized by *TravelAge West* for our dedication to provide our valued travel partners with the support they need," said Donovan White, Jamaica's Director of Tourism. "Together we Jamaica a top destination choice for consumers worldwide and continue to exceed our visitors expectations."

More than 2,500 travel professionals throughout 15 Western states and readers of *TravelAge West* voted on the best of the best from a list of Editor's Pick. Award recipients were chosen after careful review by the editorial team at *TravelAge West*. Review methods included product analysis, on-site visits, a survey of a select group of travel advisors and online research.

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. Jamaica was also voted 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.

About TravelAge West

For more than 50 years, *TravelAge West* has built a special bond with the Western travel advisor. Now, regardless of where advisors live or work in the U.S., we are providing the information that the modern advisor needs to succeed. Our award-winning, experiential content is delivered in a creative, vibrant, highly visual and inviting format that sets us apart from the competition. We're the brand that advisors WANT to read.

Through our print publication, website, highly engaged social media accounts, podcast, educational webinars and signature events, advisors can easily access — and become a part of — our unique coverage. We are also the only travel trade brand to have national print supplements focused on family travel and adventure travel.

For more information on *TravelAge West* or the WAVE Awards, contact Ken Shapiro (310-954-2521, kshapiro@travelagewest.com).

###