

# JAMAICA

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**JAMAICA TOURIST BOARD NORTHEAST SALES TEAM ATTENDS FIRST IN-PERSON TRADE SHOW SINCE START OF GLOBAL PANDEMIC**



**Above** (L to R): Victoria Harper, JTB Business Development Manager – Northeast USA & founding member of PTANA; Mary Burley, President of PTANA Maryland; Brenda Cole, National Co-Chair of PTANA; Debbie Fowlkes, Maryland Chapter Vice President; Felicia Slattern, Maryland Chapter Financial Secretary; and Kirk Whyte, JTB Business Development Manager – Northeast USA.

**BALTIMORE – December 16, 2020** – The Jamaica Tourist Board (JTB) Northeast’s Mid-Atlantic team recently attended its first in-person tradeshow since the onset of the COVID-19 pandemic. The Professional Travel Agents of North America (PTANA) held a “Cruise Night” themed event at the Westin Baltimore Washington Airport, which was sponsored by Cruise Maryland and attended by approximately 40 travel industry partners.

The JTB was in attendance, providing updates on travel to Jamaica, and thanking industry partners for their unwavering support throughout the pandemic. The event was a success, giving many agents valuable personal contact with representatives from Jamaica while observing Maryland's COVID occupancy guidelines including the wearing of face masks, social-distancing and no walk-in registrations.

"The Jamaica Tourist Board's USA team has been returning to in-person meetings and trade shows. The market is demanding it and we are responding accordingly," said Philip Rose, JTB's Regional Director – Northeast USA. "As we have a long-standing relationship with PTANA having hosted their 9<sup>th</sup> Annual PTANA National Convention last year with over 100 participating travel agent members, it made sense for us to partner with them on this event."

PTANA was founded with the goal of providing an educational forum and creating networking opportunities for travel professionals across North America. As an organization, they facilitate relationships with travel partners to promote domestic and international travel destinations while also supporting worldwide charitable causes.

For more information about the Jamaica Tourist Board, visit [www.visitjamaica.com](http://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](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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