

JAMAICA

Contact:

Lyndon Taylor / Natalia Lopez

Finn Partners

Lyndon.Taylor@finnpartners.com / Natalia.Lopez@finnpartners.com

FOR IMMEDIATE RELEASE

JAMAICA WELCOMES UPTICK IN ARRIVALS DURING HOLIDAY SEASON
Destination Records Largest Seven-Day Arrivals Since Reopening

KINGSTON, JAMAICA – December 29, 2020 – This week, Jamaica reported its highest seven-day cumulative arrival figures since reopening borders on June 15. Preliminary statistics from the Jamaica Tourist Board (JTB) show that for the period December 22-28, just over 21,000 passengers arrived on the island. The Sangster International Airport in Montego Bay welcomed 16,841 and 4,203 additional passengers arrived at the Norman Manley International Airport in Kingston.

“This is welcome news for us as an industry as we see an uptick in visitor arrivals and close the year on a positive note. The Christmas holidays provided the destination a well-needed boost, which we hope will be an indicator of what we can expect in the New Year,” said Donovan White, Jamaica’s Director of Tourism. “All stakeholders remain positive and believe that the air seats secured for Winter 2020/2021 will further bolster our recovery efforts.”

Between December 1-28, Jamaica welcomed over 98,000 visitors, an increase of more than 30,000 compared to the previous month. Sangster International Airport continues to account for the majority of arrivals. Between June 15 and December 28, a total of 376,044 passengers arrived on the island.

The JTB recently announced tourism sales and marketing strategies that will deliver on the Destination Assurance promise of a safe, secure and seamless visit. Destination Assurance

prioritizes health and safety, while positioning Jamaica as the premiere holiday choice for GEN-C, the generation that transcends demographics and reflects the shared psychographic of living through the pandemic.

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.

###