

FRIDAY FACTS

JAMAICA TOURIST BOARD

June 23, 2023

SUMMER AIR TRAVEL TO JAMAICA INCREASES BY 33%



Minister of Tourism, Hon Edmund Bartlett closes the Sectoral Debate in the House of Representatives earlier this week

Jamaica is experiencing a 33 percent increase in air travel for the summer compared to 2022, according to reports from one of the world's leading travel data analytics firms, Forwardkeys. Minister of Tourism, Edmund Bartlett, made the announcement as he closed the 2023-2024 Sectoral Debate in the House of Representatives, on the eve of the start to the summer, which officially kicks off today.

"This is cemented by the fact that 1.4 million airline seats have been secured for the summer travel season, representing a 16 percent increase over the previous best in 2019," said the Minister, adding that load factors for these flights are hovering at near 90 percent.

His latest comments come one month after he stated that the island would receive 1.23 million visitors for the summer, the best summer projected in the history of Jamaica. Now, in full recovery mode from the COVID-19 pandemic, Jamaica's main source market, the United States, has locked in 1.2 million of the seats. According to Bartlett, in the last six months, the island had received a combined two million stopover and cruise visitors with record earnings of US\$2 billion, or 18 per cent above the 2019 earnings.

In the meantime, the Ministry of Tourism, he says, will conduct a Tourism Economic Impact Study, which seeks to identify the economic, fiscal, social and environmental impact of the development of an additional 15,000 to 20,000 rooms to augment Jamaica's existing room stock.

For him, the future of tourism is in technology, which he says is transforming the travel industry. "The future of work in tourism will be revolutionised by machine intelligence and the Internet of Things. In collaboration with the World Bank, we will conduct a regional study on 'The Future of Tourism in the Caribbean'. This study will guide us in creating a sustainable and integrated Caribbean tourism space."

Jamaica Gleaner

Upcoming Events

- June 17-24
RuJohn FDN Celebrity Camps
- June 25
Liguanea Art Festival
- July 9
Boston Jerk Festival
- July 12-13
Amalgamation
- July 16-22
Reggae Sumfest

Other Stories

- JAMAICA WINS BIG AT BAXTER CHOICE AWARDS
- JAMAICA WINS TRAVEL AGE WEST AWARDS
- EUROPE DEALING WITH FLIGHT DISRUPTIONS AS STRIKES IMPACT AIR TRAVEL
- REGENERATIVE TOURISM ON THE RISE
- SUMFEST ADDS 1000-VEHICLE PARKING LOT

DID YOU KNOW?

August 03, 2017 saw the extreme maximum temperature record being broken in Kingston at the Norman Manley International Airport at 36.9°C

JAMAICA