



Jamaica Nears 2.5 Million Total Visitors for 2024



Doctor's Cave Beach, Montego Bay, Jamaica

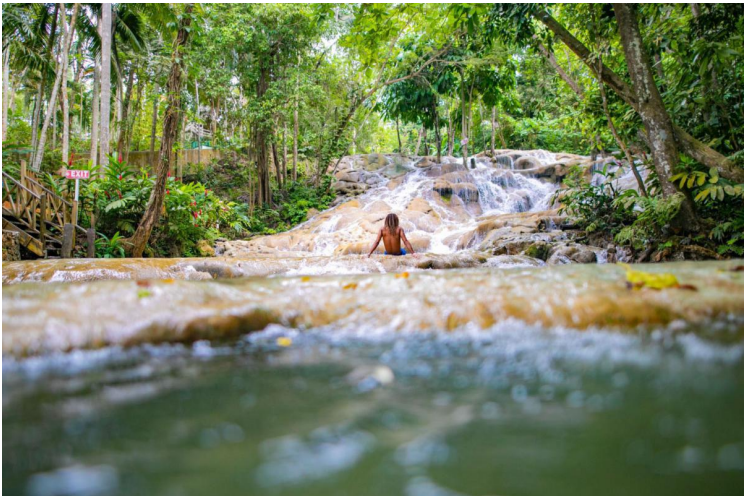
All India, 17 September 2024: The Jamaica Tourism Industry is rising fast as the island witnesses a strong third and fourth quarter. Jamaica is nearing 2.5 million total visitors for 2024, when considering both stopover and cruise arrivals. It's a record-breaking total for the island, part of a broader plan to reach 5 million total visitors by next year.

The island was trending very strongly in June, too - with tickets for international arrivals up 5 percent in the second half of June. Post-Beryl, Jamaica has recently seen a swift recovery to 2023 levels, suggesting the initial hurricane impact was short-lived.

To drive more tourism to the island, a hotel boom is underway in Jamaica. In an update on the pipeline for new hotels, the Government of Jamaica has announced new hotel projects worth of US\$ 2.5 billion will be executed in the coming years. The island's room count will increase by 2,000 rooms this year and by 20,000 in five to 10 years. This transformation of the hotel industry of Jamaica will boost the Jamaican tourism industry and will also create more job opportunities for the local people.

The upcoming properties include: Amaterra Resort development at Stewart Castle, Trelawny; Palm Beach Villas; Hardrock Hotel & Casino; Princess Resort; Sandals Dunn's River Golf Resort & Spa; Viva Wyndham; Secrets Resorts; RIU; Harmonisation; Villa Janus and UNICO 18°77° Hotel Montego Bay. Just outside of the Rose Hall Corridor, in Montego Bay, the luxury residential resort Pinnacle, which will comprise four 28-story towers – one a dedicated hotel, is expected to open in 2028. Recent openings include 352-room Hideaway at Royalton Blue Waters and the 753-room Riu Palace Aquarelle, in Trelawney Parish, opened in May.

And it's not all about newbuilds. The Grand Palladium Jamaica Resort and Spa is slated to add 900 rooms to its existing inventory of 1,040, as well as a conference center. The Holiday Inn Montego Bay, which was recently acquired by Spanish-owned Catalonia Resorts and Hotels, will add 250 units to its current inventory of 510 as the brand makes its debut in Jamaica.



Dunn's River Falls

Jamaica is also aiming at providing the tourists and authentic rustic Jamaican experience. **Dunn's River Falls and Park, Ocho Rios, is set to add a two-storey restaurant and a bar that seats over 150 persons. The restaurant will overlook the cascading falls and will give prime view of the falls, to further enhance guests' experience. The objective for the development of a new restaurant and bar is to allow the world-renowned attraction to improve its offerings to cater to the fulsome needs of the growing culinary tourism market.**

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, New Delhi, Tokyo and Paris.

In 2023, the JTB was declared 'World's Leading Cruise Destination' and 'World's Leading Family Destination' for the fourth consecutive year by the World Travel Awards, which also named it named "Caribbean's Leading Tourist Board" for the 15th consecutive year, "Caribbean's Leading Destination" for the 17th consecutive year, and the "Caribbean's Leading Cruise Destination" in the World Travel Awards – Caribbean.' In addition, Jamaica was awarded six gold 2023 Travvy Awards, including 'Best Honeymoon Destination' 'Best Tourism Board – Caribbean,' 'Best Destination – Caribbean,' 'Best Wedding Destination – Caribbean,' 'Best Culinary Destination – Caribbean,' and 'Best Cruise Destination – Caribbean' as well as two silver Travvy Awards for 'Best Travel Agent Academy Program' and 'Best Wedding Destination – Overall.' It also received a TravelAge WestWAVE award for 'International Tourism Board Providing the Best Travel Advisor Support' for a record-setting 12th time. TripAdvisor® ranked Jamaica the #7 Best Honeymoon Destination in the World and the #19 Best Culinary Destination in the World for 2024. Jamaica is home to some of the world's best accommodations, attractions and service providers that continue to receive prominent global recognition and the destination is routinely ranked among the best to visit globally by prestigious international publications.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Website at www.visitjamaica.com or call the Jamaican Tourist Board at 1-800-JAMAICA (1-800-526-2422). Follow the JTB on Facebook, Twitter, Instagram, Pinterest and YouTube.

Media Contact :

Harshima Bakshi | Manager - Public Relations
Jamaica Tourist Board c/o TRAC Representations (I) Pvt. Ltd.
A-61, 6th Floor, Himalaya House, 23, Kasturba Gandhi Marg, New Delhi – 110001
E: jamaica@tracrep.com | M: +91-9654943396 | T: +91 11 23352550