



Jamaica to Position itself as a Centre of Tourism Innovation

All India, 13 August 2024: Highlighting the remarkable success of the Tourism Innovation Incubator programme, Jamaica is positioning itself as a global centre of tourism innovation. Honourable Minister Bartlett has emphasized on the Tourism Innovation Incubator programme's pivotal role in revolutionising Jamaica's tourism industry.

Launched by the Tourism Enhancement Fund (TEF), a public body of the Ministry of Tourism of Jamaica, in response to the challenges posed by the coronavirus COVID-19 pandemic, the Tourism Innovation Incubator aims to identify and nurture groundbreaking ideas that can transform Jamaica's tourism sector. This year, the programme received an astounding 222 applications, marking a 553% increase from the 34 applications received in its inaugural year in 2022.



"This exponential growth is not merely a statistic; it is a resounding vote of confidence in the programme's potential and a testament to the entrepreneurial spirit that runs deep in the veins of every Jamaican," said Minister Bartlett. "We are not just adapting to the future of tourism – we are actively shaping it. We are crafting experiences that will not only attract visitors but leave an indelible mark on their lives. We are building a tourism industry that is sustainable, authentic, and quintessentially Jamaican."

The Tourism Innovation Incubator is poised to generate significant job opportunities, particularly for youth, while enhancing visitor experiences and laying a solid foundation for sustainable tourism development in Jamaica.

The Government of Jamaica is actively working towards enhancing visitor experiences. **The Sangster International Airport (SIA) has been awarded the Caribbean's Leading Airport 2024 by the World Travel Awards.** The recent upgrades at SIA includes state-of-the-art and streamlined passenger processing systems, including biometrics, an expanded Departure area with exciting retail and dining options, and an expansion of the runway, which it said has significantly contributed to SIA's reputation as the leading airport in the region.



'Jamaica 62 One Love...to the World' theme lights up the night sky during the spectacular drone display that culminated the Grand Gala Independence celebrations on August 6 at the National Stadium in Kingston.

The Jewel of the Caribbean, Jamaica celebrated its 62nd Independence Day on August 6, 2024. The National Stadium in Kingston was filled to capacity as tens of thousands of Jamaicans turned out for the annual Grand Gala celebrating Jamaica's 62nd anniversary of Independence on August 6. **The Grand Gala was the culmination of the 2024 Independence celebrations under the theme 'Jamaica 62' One Love... to the World'.** The celebrations were a symbol of Jamaica's resilience and rebuilding from the damage caused by Hurricane Beryl.

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 West WAVE 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.

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