



Jamaica Reiterates Its Firm Commitment To India Market

Jamaica, the multi-cultural island, is placing special focus on the India market, to attract travellers, as part of their new campaign to expand Jamaica's tourist markets.

All India, 20 July 2023: Jamaica ranks amongst one of the most aspirational travel destinations for the Indian travellers. It is one of the top visited destinations for families, honeymooners, leisure travellers and adventure seekers, from India.

Post-COVID, the demographic of the Indian travellers has changed. Youthful and adventurous, they are more sensitized on wanting to travel long distances, go solo or in close company of family and friends to spend more time in each destination. And with Jamaica, a multi-cultural destination that offers so much variety for tourists, which also resembles some aspects of Indian culture; Jamaica offers various experiences to attract more Indian travellers.

The Government of Jamaica has laid special emphasis on expanding its tourist markets in the Asiatic region; Jamaica is ready to attract India market with new activities.

Minister of Tourism, Hon. Edmund Bartlett at ATM 2023 stated, "the Indian market initiatives are now fully on stream. We met with our partners and are beginning engagements later this year. There is a huge market for weddings, there is a confluence of cricket, a rapidly growing middle and upper middle class, over time better flight connectivity, and a very active Indian community in Jamaica itself will drive growth from this increasingly lucrative market".

Fortifying its position as one of the world's leading tourism destinations, Jamaica welcomed more than 3.3 million visitor arrivals in 2022 worldwide, a 117% increase over 2021.

Talking about the confluence of cricket between India and Jamaica, Cricket transcends boundaries and has the remarkable ability to bring nations together. The 9th edition of the T20 World Cup, the 2024 ICC Men's T20 World Cup is scheduled to be hosted by the West Indies and the United States in June 2024. It is organized by International Cricket Council (ICC). The T20 World Cup 2024 will act as a definite factor in attracting more Indian travellers to Jamaica.

Recently, Minister of Tourism, Hon. Edmund Bartlett welcomed Jamaican and West Indies cricketer Chris Gayle for a courtesy call at his office in New Kingston. Minister Bartlett, a big cricket supporter, led a vibrant discussion with the legendary batsman. They discussed the development of sports tourism in Jamaica and opportunities that could be explored along those lines.

In addition to the culture and festivals of Jamaica, the island is currently hosting the Reggae Sumfest, from July 16 – 22, in Montego Bay, Jamaica. Minister of Tourism, Hon. Edmund Bartlett, says there is every indication that the tourism capital should be seeing a huge influx of overseas visitors in the coming weeks.

Minister Bartlett stated, "while the numbers were always looking good for the summer, the Reggae Sumfest Music Festival, slated for July 16 to 22 [Montego Bay], must take credit for the additional inflow, "as hotels have been reporting increased bookings" as a result.

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 New Delhi, Mumbai, Berlin, Barcelona, Rome, Amsterdam, Tokyo and Paris. In 2022, Jamaica topped the World Travel Awards across multiple categories, most notably as the winner of Caribbean's Leading Tourist Destination and JTB as the Caribbean's Leading Tourist Board.

Media Contact :

Harshima Bakshi | Assistant 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



Chris Gayle pays courtesy call on Minister Bartlett



Reggae Sumfest