

Jamaica celebrates top honours at the annual World Travel Awards

Destination and partners receive top awards in 23 categories

MONTEGO BAY, Jamaica

JAMAICA WAS the host of the 2011 World Travel Awards Caribbean & The Americas Gala held at Sandals Royal Caribbean Resort & Private Island in Jamaica on October 19. For the sixth consecutive year, Jamaica was recognised as the Caribbean's leading destination. The island has seen visitor arrivals rise by 5.7 per cent through August 2011. The Jamaica Tourist Board was also honoured with the coveted Caribbean's Leading Tourist Board award for the fifth consecutive year. The destination also won accolades for the Caribbean's Leading Cruise Destination, Caribbean's Leading Cruise Port (Ocho Rios), Caribbean's Leading Beach Destination (Negril), Caribbean's Leading Airport (Sangster International Airport), Caribbean's Leading Meetings & Conference Centre (Montego Bay Convention Centre, Jamaica), Caribbean's Leading Sports Tourism Destination, Caribbean's Leading Tourism Development Project (Port of Falmouth) and the Caribbean Achievement Award.

"We're honoured to be recognised as the top Caribbean destination," said John Lynch, Jamaica's director of tourism. "These awards reaffirm that our tireless efforts in premier destination Jamaica, coupled with continued growth and refurbishment of our tourism infrastructure, have proven to be a successful strategy for the destination. We also want to congratulate our hotel partners for their stellar accomplishments as well as the aviation sector on their success. We look forward to continuing our strong relationships with our valued travel and airline partners."

Many of Jamaica's resorts and travel

JAMAICA

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partners were also recognised, including the following:

- Caribbean's Leading Adventure Excursion Operator: Dolphin Cove
- Caribbean's Leading All-Suite Hotel: Jamaica Inn
- Caribbean's Leading Boutique Hotel: Rockhouse Hotel
- Caribbean's Leading Boutique Resort: Golden Eye
- Caribbean's Leading Luxury Villa: The Flamingo Villa at Golden Eye
- Caribbean's Leading Villa Resort: Round Hill Hotel & Villas
- Jamaica's Leading Boutique Hotel: Strawberry Hill, Island Outpost
- Jamaica's Leading Business Hotel: Spanish Court Hotel, Kingston
- Jamaica's Leading Car Hire: Island Car Rentals
- Jamaica's Leading Golf Resort: Half Moon, Montego Bay
- Jamaica's Leading Hotel: Sandals Negril Beach Resort & Spa
- Jamaica's Leading Resort: Sandals Grande Riveria Beach & Villa Golf Resort
- Jamaica's Leading Spa Resort: Sandals Whitehouse European Village & Spa

"Jamaica in particular has proved its credentials as a world-class tourism brand,



Jamaica received top awards in 23 categories at the 2011 World Travel Awards Caribbean & The Americas Gala, including Caribbean's Leading Destination, Caribbean's Leading Tourist Board and Caribbean's Leading Cruise Destination. Celebrating the occasion are Deputy Director of Tourism Jason Hall, Director of Tourism John Lynch, Minister of Tourism Edmund Bartlett and Director General in the Ministry of Tourism Carole Guntley.

thanks to its unrivalled mix of paradise beaches, luxury resorts and warmth of welcome," said Graham E. Cooke, president and founder, World Travel Awards. "This is reflected in the number of honours won by Jamaica's top travel organisation at our Caribbean & The Americas Gala ceremony."

ABOUT WORLD TRAVEL AWARDS

World Travel Awards was launched in 1993 to acknowledge and recognise excellence in the world's travel and tourism industry. Now celebrating its 18th anniversary, the awards are regarded as the highest achievement that

a travel product could ever hope to receive. Votes are cast by 213,000 travel professionals, which include travel agencies, tour and transport companies and tourism organisations in over 160 countries across the globe. Votes are cast globally by industry professionals in over 1,000 different categories.

Attended by senior executives from major travel companies, operators and destinations, World Travel Awards events are universally respected as providing established, top-level networking opportunities, regionally and globally.

Jamaica Tourist Board hosts bloggers from the United States and Canada

Candace Derickx of YummyMummyClub.ca leads fellow 'mommy bloggers' Julia Landry Lyson, Jennifer Quillen, Nasreen Stump and Anna Feder on the Horseback Ride and Swim Tour at Chukka Caribbean Adventure Tours, Sandy Bay. The women were part of a group of nine

bloggers who specialise in family vacations that sampled Jamaica's offerings to this market segment from October 5-8. Among the other highlights of the trip were dinner and theatre at Jamaica's newest attraction Captain Hook, a tour of the Rose Hall Great House, swimming with the dolphins at Dolphin Cove and ziplining at YS Falls. The blogger trip was one of several organised by the Jamaica Tourist Board to promote destination-Jamaica in social media.



Jamaica supports Ziggy Marley at 'Forward to Love' tour in Chicago

Jamaica Tourist Board representative Glen Bucknor poses with Ziggy Marley after the reggae superstar's 'Forward to Love' concert at the Cubby Bear Lounge in Chicago on October 14. The Jamaica Tourist Board invited Ziggy fans to visit the 'Jamaica Booth' at the performance for a chance to win a trip to Rio Montego Bay, courtesy of Apple Vacations. Fans could enter to win the prize trip, receive special giveaway items, and learn more about travel to Jamaica. The Jamaica Tourist Board will be represented at several upcoming Ziggy Marley concerts during the US 'Forward to Love' tour.