



Ministry of Tourism

JAMAICA[®]
Once you go, you know.

World Travel Awards Honours Tourism Minister and Director of Tourism



Tourism Minister the Hon. Edmund Bartlett (centre) and Director of Tourism Mr. John Lynch (right), received the **Caribbean Destination Achievement Award** from Mr. Graham E. Cooke, President & Founder, World Travel Awards (left) at the 2011 World Travel Awards Caribbean & The Americas Gala on October 19, 2011 for their outstanding work in spearheading the growth of the tourism sector in the Caribbean during the global economic recession.

Caribbean Destination Achievement Award Citation

"Your excellencies, distinguished guests, ladies and gentlemen.

The past three years have been among the most challenging period in modern history. Virtually every strata of every industry in the world has faced unprecedented challenges, with many high-profile names unable to survive in this brave new world of austerity.

ly, the travel and tourism industry has mirrored the effects taking place in the wider macro-economy.

*r, these times have also seen great organisations, led by great leaders, come good in the face of adversity. And as
Travel Awards, our mission is to seek out and reward those individuals within our industry that have demonstrated
leadership.*

*ipients of our next award are two individuals that possess such an unparalleled thirst for reinvention, coupled
ability to get things done, that they have played crucial roles in helping their nation's tourism industry navigate
al downturn with its head held incredibly high.*

*e past two years alone, the number of international tourism arrivals to their island has risen 12.9 percent – an
ly impressive figure given the challenges in its main source markets. Fundamental to the success is the volume
t business, for as they say in these parts: once you go, you know.*