Outstanding tourism offerings are second to none

Jamaica’s award-winning tourism offerings have been extremely resilient and adaptable amid the various phases of the pandemic. Overseas arrival numbers have rebounded rapidly as visitors flock to a vibrant and welcoming melting pot of cultures.

Prior to COVID-19 casting its unwelcome shadow, Jamaica’s sun-kissed shores, the populace, Caribbean culture, had enjoyed among single-digit to mid-double-digit growth in foreign visitor numbers and was on track to receive 3.5 million visitors in 2020 and generate $5 billion in tourism-related revenue.

Like many nations reliant on the lucrative tourism industry, the oft-underrated and hard-won resilience displayed in tourism operations and earnings, renewing government assurance and support to sector partners and their efforts.

With the international rollout of vaccines in full swing and mass testing now gaining momentum for border-crossing travelers, tourists are returning, Jamaica is already enjoying an impressive rebound in tourism arrivals. Around 100,000 people traveled between June 21, 2021, and ending October 2021, as official data showed.

“Tourism is the lifeblood of Jamaica’s economy as it contributed directly to about 9.5 percent of its Gross Domestic Product and to around one-third of national development and economic strategy.”

Hon. Edmund Bartlett
Minister of Tourism, Jamaica

Gross Domestic Product and to around one-third of national development and economic strategy.

Edmund Bartlett. “We are very optimistic for a recovery, which will commence in earnest in winter 2021-2022. Most of our sector partners are beginning to see signs of turning the corner as vaccines are now becoming more available.

“Vibrancy and resilience has been changing at a rapid rate and we are delighted to see the changes coming from now on. We had a planned on-

Jamaica has long been a popular honeymoon destination, the ‘Heartbeat of the World’. It’s always a good time to reconnect, relax and soak up the magic of this island gem. Bamboo rafting down a river is just one of the ways to experience Jamaica, the ‘Heartbeat of the World’.

Sun, Sea, and Everything In Between

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The Japan Times