

FRIDAY FACTS

JAMAICA

JAMAICA TOURIST BOARD

July 12, 2024

JTB APPLAUDS TRAVEL AGENCIES FOR TOP SALES PERFORMANCE IN 2023



Pictured (left to right): Melissa Forbes, Director of Sales and Marketing, Hyatt Zilara and Ziva Rosehall, Hugh Campbell, General Manager, Leisure for Pleasure Holidays and Tours Ltd., Judith James Watts, CEO, Leisure for Pleasure Holidays and Tours Ltd. and Trevor Duncan, Senior Business Development Officer, Jamaica Tourist Board.

The Jamaica Tourist Board (JTB) has applauded travel agencies who were recently awarded by Playa Hotels & Resorts for their 2023 sales performance. Travel agencies play a crucial role in the travel and tourism industry by serving as a connection between travellers and travel suppliers, such as airlines, hotels, and tour operators. They help to promote and sell the destination to their clients.

“Tourism does not operate in a vacuum and requires many resources to operate. Our travel agencies are valuable to the industry and help us to achieve our record number of arrivals each year. They have expertise and knowledge of the destination, they provide tailored experiences, accommodate special requests and importantly build relationships and trust with potential visitors. We are grateful for their contribution to the industry and the country’s growth and development,” expressed Director of Tourism, Donovan White.

Leisure for Pleasure Holidays and Tours Limited are among the top awardees for Playa Hotels & Resorts. The travel agency was awarded Top Producer for Playa Hotels & Resorts, Honorary Mention for Leisure Sales for Hyatt Zilara & Ziva Rosehall, Jewel Paradise Cove Top Producer for Leisure Sales, Jewel Paradise Cove Day Pass Production, 2nd Place awardee for Jewel Paradise Cove Group Sales and 3rd Place awardee for Leisure Sales at Jewel Grande. Leisure for Pleasure also secured awards from Hilton Rosehall Resort.

Melissa Forbes, Director of Sales and Marketing, Hyatt Zilara & Ziva Rosehall expressed delight in the presentation of the award to Leisure for Pleasure Holidays and Tours Limited. “We are appreciative of the support from our local travel partners. At the end of the day, they make up a big part of our business and we appreciate them choosing us since we reopened during the pandemic, and they are still currently supporting us,” Forbes highlighted.

Other awardees included KML Enterprise, 1st place winner for Leisure Sales for Jewel Grande and 2nd place Top Producer Award for Playa Hotels and Resorts. Second place awardee for Leisure Sales for Jewel Grande was Total Travel. First and third place winners for Group Sales (Jewel Paradise Cove) were Approved Travel and P & S Events and Vacations. Runner ups for Top Producer for Leisure Sales (Jewel Paradise Cove) were Deluxe Destination Jamaica in 2nd place and Iconic Travel in 3rd place.

Agencies were also awarded by Hyatt Zilara & Hyatt Ziva with KML Enterprise as winner for Top Producer for Leisure Sales while 2nd place, and 3rd place producers were Advenique Travel & Tours and Total Travel Services respectively. 7th Heaven Jamaica Travel won top producer for top group sales while G2 Travel Services and Total Travel Services won second and third place respectively. Let’s Travel with Kish was awarded the 2023 Top Weddings Producer.

Upcoming Events

- July 14-20
Reggae Sumfest
- July 18
Jamaica Rum Festival
- July 19-27
Blazing Dart
- July 26- August 4
Caribbean U-19 Boys & Girls Championships (Volleyball)
- August 1
Mobay Jerk & Food Festival
- August 2-6
Dream Weekend

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DID YOU KNOW?

Jamaica first participated at the Olympic Games in 1948 and has sent athletes to compete in every Summer Olympic Games since then.

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