

# JAMAICA' S TOURISM REVENUE REACHED \$5.7 BILLION SINCE REOPENING



Jamaica's Minister of Tourism, Edmund Bartlett, announced that the destination has taken in \$5.7 billion in revenue since its borders reopened in June 2020. The data also shows that the island welcomed more than 5 million visitors during the same period.

The announcement follows Jamaica's tourism revival efforts, **which resulted in its best summer ever, according to arrival figures released by the tourism board.**

For the summer period, the island recorded more than 224,000 arrivals in June, while June 2019 figures show 222,000 arrivals.

"These phenomenal revenue and arrival figures are truly a testament to the hard work of my Ministry, its public agencies and our many stakeholders and partners," said the Minister of Tourism. Thanks to our thought leadership, Jamaica was able to reopen its borders at the height of the pandemic and remain open to allow visitors to travel to the island safely and seamlessly."

**"This strong recovery of Jamaica's tourism has occurred in the midst of the disruption that the pandemic is causing in the airline industry** with flight cancellations and supply chain disruptions," he added.

Edmund Bartlett made the announcement at the Caribbean Hotel and Tourism Association's Travel Marketplace in San Juan, Puerto Rico. He took part in the private-public partnership panel to discuss intra-Caribbean air connectivity and multi-destination marketing, among other topics.

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