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Agents Aid in Winter 17/18 Growth for Jamaica



TravelPulse Canada talks to Jamaica Tourism Board's Philip Rose

It's not hard to see why Canadians would choose to escape to sunny Jamaica during the cold winter months. New figures show the number of Canadian visitors continues to steadily rise.

Recently released entry data collected from November 2017–April 2018 shows arrivals to the Caribbean island have increased by 3.5 percent over the previous year.

Philip Rose, Regional Director, Jamaica Tourist Board Canada noted that Jamaica is a popular travel destination throughout the year, but provides an especially welcome escape for Canadians during our long and sometimes harsh winters.

"Winters in Canada can be brutal, so it is not surprising that Canadians choose to get away during that time," said Rose. "Travellers to Jamaica can experience beaches and beautiful weather in the winter, while Canadians at home are battling snowstorms and below freezing temperatures. Travel Agents a major contributor to our success over the winter period and we are truly Thankful for their ongoing support"

"Plus, when you add in the amazing food and culture that are unique to the island, it really makes for an amazing winter vacation."

Additionally, tour operators have accommodated this uptick in Canadian demand for vacations to Jamaica. They have increased the number of seats on flights, which will provide travellers with more ways of getting to the island year-round.

I've had the pleasure of taking four or five trips to Jamaica over the years. Most Canadians know that the beaches of Negril and Montego Bay are sensational, as are those around Ocho Rios.

Folks looking for something new should definitely check out Port Antonio region. I was there a year or so ago and had a fantastic stay, rafting down the Rio Grande River, checking out the nutmeg, peppers and red beans at the main market in the city of Port Antonio and boating around The Blue Lagoon.

Dickie's Best Kept Secret is a spectacularly ramshackle dining spot perched on the edge of a small cliff that tumbles down to the Caribbean, while Boston Bay is famous for its jerk chicken places, with the aroma of sweet, barbequed meat wafting in the sea air.

Luxury hotel lovers should check out Trident, owned by Michael Lee-Chin, as well as Goldeneye. I had a great visit at a low-key spot called Goblin Hill, which has villas perched high on a hill overlooking a beautiful bay. Nature lovers would be right at home at Great Huts, which features treehouse-style units near the shores of Boston Bay.

Another awesome area that not a lot of tourists visit is the South Coast. Jake's is a marvellous place on the coast, with funky units built in a kind of Caribbean meets Morocco style. There aren't a lot of big beaches, but the food is great and the locals are friendly as all get out.

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