



The Jamaica Tourist Board Celebrates 70 Years with '70 for 70' UK Travel Trade Campaign



A young visitor takes in the view at Dunn's River Falls, one of Jamaica's iconic attractions.

London, UK, XX June 2025: Founded on 1st April 1955, the Jamaica Tourist Board (JTB) celebrates its 70th anniversary in 2025. To mark this milestone, JTB will host a series of familiarisation trips throughout the year, aiming to welcome 70 travel agents from across the UK and Ireland as part of its '70 for 70' campaign.

In addition to these fam trips, agents can look forward to a host of activities in 2025 including enhanced Jamaica Rewards incentives, exclusive trade competitions and prize draws, a dedicated trade event at Jamaica Travel Market, sensory experiences including Jamaican rum, coffee and chocolate, and special recognition for top-performing agents.

This landmark initiative reflects the JTB's ongoing commitment to the UK travel trade and its belief in the vital role agents play in promoting destination Jamaica. Each fam trip will showcase different aspects of the island, from luxury to romance, partnering with hotels and excursion providers. JTB is also supporting homeworkers by introducing hybrid-fam trips tailored to this growing sector.

Elizabeth Fox, Regional Director UK & Northern Europe at the Jamaica Tourist Board said: "As we celebrate 70 years of the Jamaica Tourist Board, we're incredibly proud of the

strong ties we've built with the UK travel trade over the decades. Jamaica has been the favourite Caribbean Island for two years in a row and with UK arrivals to Jamaica up by 11% in 2024, it's clear that the demand and affection for our island continues to grow. Our '70 for 70' campaign is a chance to both recognise and reward our brilliant trade partners, while giving them first-hand experiences of what makes Jamaica so special. We're excited to work even more closely with our partners throughout 2025 to keep building on this momentum and welcome even more British visitors to Jamaica."

As part of its anniversary celebrations, the Jamaica Tourist Board is proud to partner with Reggae Brunch – a nationwide immersive brunch experience that celebrates the spirit of Jamaica. Each event is a celebration of Jamaican culture and community, bringing people together through food, music, entertainment and shared moments. With bottomless rum punch, a two-course Caribbean meal, live DJ sets playing reggae, dancehall and soca, and interactive games with giveaways, every event pays tribute to the island's heritage and vibrant energy. In addition to the brunch events, Reggae Brunch also host summer festivals and birthday parties, all celebrated in true Jamaican style. This partnership is a perfect fit for the Jamaica Tourist Board, highlighting the essence of Jamaican culture and inviting agents to experience it first-hand here in the UK.

Upcoming JTB-hosted Reggae Brunch event dates:

- Birmingham – 6 July & 10 August
- London – 12 July & 3 August
- Manchester – 4 October

With a full calendar of trade activity and celebrations planned, the Jamaica Tourist Board looks forward to a memorable 70th anniversary year, working closely with trade partners to showcase the very best of destination Jamaica, and to build on the impressive growth already seen in 2024.

To attend the Reggae Brunch events hosted by the Jamaica Tourist Board, please contact mail@visitjamaica.com.

For news and images please visit our newsroom [here](#). For further information about Jamaica [click here](#) and for media enquires please contact jamaica@prm-global.plus.

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ABOUT THE JAMAICA TOURIST BOARD

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. JTB offices are also located in Montego Bay, Miami,

Toronto and London. Representative offices are in Berlin, Barcelona, Rome, Amsterdam, Mumbai, Tokyo, Paris and the Gulf Cooperation Council.

Jamaica is home to some of the world's best accommodations, attractions and service providers that continue to receive prominent global recognition. In 2025, TripAdvisor® ranked Jamaica as the #13 Best Honeymoon Destination, #11 Best Culinary Destination, and #24 Best Cultural Destination in the World. In 2024, Jamaica was declared 'World's Leading Cruise Destination' and 'World's Leading Family Destination' for the fifth consecutive year by the World Travel Awards, which also named the JTB the 'Caribbean's Leading Tourist Board' for the 17th consecutive year.

Jamaica earned six Travvy Awards, including a gold for 'Best Travel Agent Academy Program' and silver for 'Best Culinary Destination – Caribbean' and 'Best Tourism Board – Caribbean'. The destination also received bronze recognition for 'Best Destination – Caribbean', 'Best Wedding Destination – Caribbean', and 'Best Honeymoon Destination – Caribbean'. Additionally, Jamaica received a TravelAge West WAVE award for 'International Tourism Board Providing the Best Travel Advisor Support' for a record-setting 12th time.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Website at www.visitjamaica.com or call the Jamaica Tourist Board at +44 (0)20 7225 9090. Follow the JTB on Facebook, X, Instagram, Pinterest and YouTube. View the JTB blog at www.visitjamaica.com/blog/.