



JAMPRO
TRADE & INVESTMENT JAMAICA

THE TOURISM GUIDE TO JAMAICA

A leading tourism brand

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OVERVIEW OF JAMAICA'S TOURISM SECTOR



Jamaica's sea and sand are considered to be the engine of its tourism industry, yet the power of Jamaica's tourism brand is far greater than its natural beauty.

Jamaica's history, culture, music, gastronomy and diverse landscape consisting of the highest mountains in the Caribbean, rivers, rainforests, verdant plains, and white sand beaches give visitors exciting and delightful experiences.

The island is one of the leading wedding and honeymoon destinations in the world. It is also a thriving destination for business conferences and conventions. Golf courses, attractions, musical concerts, and a variety of adventure activities all add value to the vacation experience in the island.

This has led to continuous growth and investment in the industry particularly in the accommodations sector, which has enjoyed a high level of direct investment from local and overseas tourism leaders such as Sandals, Marriott International, Grupo Pinero, Riu, The Fiesta Group, Palace Hotels and Resorts, Iberostar Group, Karisma Hotels and Resorts, and AM Resorts.



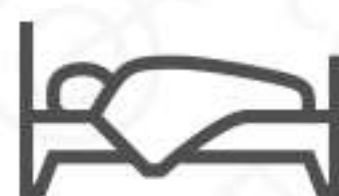
QUICK FACTS ABOUT THE TOURISM INDUSTRY IN JAMAICA



Jamaica has seen 43% growth in visitor arrivals since 2009 (2019).



Jamaica is the leading destination in the Caribbean with over 20 awards annually and is also the World's Leading Beach Destination (2018).



Over 30,000 rooms island-wide, ranging from economical lodging to boutique hotels and luxurious resorts.



The construction of over 7,500 rooms is expected to take place between 2021 and 2023.



First destination in the region to have welcomed over 1 million stopover visitors since the onset of the COVID-19 pandemic.



WHY JAMAICA THE IDEAL INVESTMENT ENVIRONMENT

Strong Connectivity

Jamaica welcomes over 73 airlines and various cruise lines to its shores. The island is positioned to take advantage of its proximity to all major gateways including North America, one of the largest markets in the world for tourists traveling for recreational or medical reasons.

Qualified Labour Force

Jamaica has an impressive labour pool that is experienced in all aspects of the tourism sector and its support services. The island has 8 accredited tertiary institutions, and is also the largest English-speaking country in the Caribbean.

Strong government support

Jamaica has an open and transparent investment regime, and a supportive democratic government that identifies tourism as a key sector of focus. The government has maintained tourism's product quality during the pandemic to ensure strong recovery.



WHY JAMAICA

STRONG TOURISM BRAND AND DIVERSE EXPERIENCES

Diverse attractions and events

From river tubing and hiking, to historical attractions- Jamaica has it all. The island also has an event calendar that's filled with music, theatre, film and sports.

Tourism Leader

Jamaica has been the Caribbean's Leading Cruise Destination 14 times in a row (World Travel Awards), and is also The Caribbean's Leading Destination, The Caribbean's Leading Adventure Tourism Destination and the Caribbean's Leading Nature Destination (World Travel Awards).

Global Appeal

Jamaica, with its beautiful scenery, vibrant culture and people and world-class accommodations, enjoys a solid reputation as one of the leading Tourism destinations in the world.



INVESTMENT OPPORTUNITIES

Jamaica is among the leading destination choices in the Caribbean for tourism investments.

- Opportunities in the accommodations sector include, large-scale hotels, boutique hotels and city hotels.
- The eastern end of the island is particularly suited for eco-tourism resorts with adventure opportunities, hiking trails and zip-line rides.
- The recent amendment to the Casino Gaming Act adds new dimensions to the tourism industry, creating opportunities for the development of Integrated Resort Developments.
- There are opportunities in medical and wellness tourism for the establishment of diagnostic facilities, general hospital facilities, spas, retirement villages and specialized facilities to cater to medical tourists.
- Jamaica is a proven event destination, hosting music and food festivals, as well as sporting events.





TRENDS CREATING FAVOURABLE CONDITIONS FOR INVESTMENT

- Jamaica has had over five years of consecutive growth in stopover arrivals and visitor spending (2019) and its tourism industry continues to prove its resilience.
- In 2019, Jamaica received 4.2 million annual tourists, with great prospects for future growth. Jamaica continues to be a destination of choice in the Caribbean.
- Jamaica, with its proximity to global gateways and talented medical fraternity, is uniquely positioned to become a medical tourism destination. Medical Tourism's global value has grown from US\$19.7 billion in 2016 to \$46 billion in 2021.



CONTACT



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TRADE & INVESTMENT JAMAICA

JAMPRO will help you identify and engage opportunities in the agribusiness sector. Through promotion, education, technical support and facilitating meaningful connections for investors, our organization is committed to improving, diversifying and expanding agribusiness.

Our services include:

- Provision of market Intelligence,
- Facilitating site selection for business operation or accommodations,
- Facilitating introductions to key stakeholders & service providers.
- Aftercare facilitation which includes assistance with expansion plans, work permits, approvals.

Connect with us now!



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