

Winter Rescue Promotions

Air Jamaica teamed up with the Jamaica Tourist Board as the destination kicks off its Jamaica Winter Rescue campaign, encouraging travelers to beat the chilly temperatures across the United States and escape to the warm and sunny island of Jamaica.

The official launch of the program takes place tomorrow, January 6, at New York City's Port Authority Bus Terminal, where Air Jamaica will be onsite along with Jamaica's Minister of Tourism Edmund Bartlett, Jamaica's Director of Tourism John Lynch and additional representatives from the Jamaica Tourist Board.

"As Jamaica's national carrier, it is fitting that we have again partnered with the Jamaica Tourist Board to offer passengers a winter escape to Jamaica. With our attractive fares on flights to both Kingston and Montego Bay, travelers can shake off the winter blues and soak up the warmth of the island paradise," said George deMercado, Air Jamaica's Senior Director, Global Sales.

Visitors to New York's Port Authority South Building will have an opportunity to meet with representatives from Air Jamaica on January 6, 13 and 20 between 8:00 a.m. and 10:00 a.m. and learn about the airline's current specials to the island. In addition, morning commuters can also learn about the various hotels and attractions in Jamaica, as well as enter onsite to win a trip to Jamaica.

Winter Rescue Taxicab Promotions

As the official airline for Jamaica's Winter Rescue campaign in select markets, Air Jamaica has partnered with the Jamaica Tourist Board and Riu Hotels & Resorts for a series of promotions. The promotions, which will run on radio stations in major Northeast cities including New York (WWPR-FM), Philadelphia (WISX-FM) and Baltimore/Washington, D.C. (KISS-FM), encourage consumers to look for Jamaican cabs traveling throughout each city. Consumers may go online to the local participating radio station's website to provide details about the time and location they spotted the cab, and enter to win a trip to Jamaica with roundtrip air provided by Air Jamaica.