

Jamaica Voted Best Caribbean Destination in 2010

Jamaica has again reaffirmed its position as a top travel destination, having been voted the "Best Caribbean Destination" by readers of the leading U.S. travel industry magazine Travel Weekly in its eighth annual Readers Choice Awards. The award was announced on Thursday, December 16 at a gala dinner at New York City's Plaza Hotel.

Jamaica edged its regional counterparts Aruba, Barbados, Dominican Republic, St. Lucia as well as the U.S. Virgin Islands to win the award for the second consecutive year.

"Jamaica is delighted to once again receive this top honor by readers of Travel Weekly. This award is testimony to our ongoing efforts to enhance the quality of Jamaica's tourism industry, with continuous product development and expansion of our attraction offerings," remarked Jamaica's Director of Tourism John Lynch. "We look forward to continuing to boost our appeal to travelers by offering the region's best and most comprehensive tourism product."

Jamaica's variety of accommodations, along with its more than 150 attractions continue to broaden the island's appeal. This combined with convenient nonstop airlift makes Jamaica easily accessible from a number of major markets across the United States.

Travel Weekly's Readers Choice Awards

"This award, voted by our trusted readers, represents the views of travel industry insiders," said Arnie Weissmann, Travel Weekly's Vice President and Editor in Chief. "Travel Weekly's readership understands what it takes to impress even the most discerning traveler."

To be voted a winner in any category is confirmation that American travel agents and their customers view your travel product as one of the best in the industry.

Readers of Travel Weekly, the leading U.S. business-to-business travel industry publication reaching some 150,000 readers in the industry each week, were invited to nominate the most outstanding travel product and service in the past 12 months. Votes were cast over the summer in 59 categories through an open ballot process. The leading vote-recipients were identified as finalists, and voting on finalists took place this fall.