

JTB Unveils New Advertising Campaign and Launches Destination-Wide Deal

The Jamaica Tourist Board (JTB) introduced its new advertising campaign "JAMAICA – Get All Right."

The new campaign aims to evoke the feeling of what it means to "get all right" in Jamaica. It's a phrase often used to reinforce the relaxed, calm state of mind that can be experienced on island. An idiom spoken frequently to let people know that in Jamaica, "everything is all right."

The island's new commercials, created by the JTB's advertising agency, Draftfcb, features an engineer playing a remix of "One Love" performed by Jamaican musicians Bass Over Babylon, intercut with images of people across the island demonstrating how they Get All Right, shown each time the engineer moves the switch on his mix board.

"The Jamaica Tourist Board's vision is to convey Jamaica as more than a vacation location; a place where visitors feel a relaxed, undeniable bond to the destination," said John Lynch, Jamaica's Director of Tourism. "We want people to think of Jamaica as their home away from home; a place where they can 'Get All Right.' We're also launching a winter 'Get All Right' destination-wide promotion with a number of hotels providing savings across the island."

What's Big, Yellow and Rolling Into Times Square?

For the official U.S. launch of Jamaica – Get All Right on Tuesday, November 12, the JTB will be in Times Square with what may turn out to be the world's largest recorded stress ball. From now until 7:00 p.m., passersby can squeeze the giant ball to de-stress before- after- or during the work day. Jamaica Tourist Board team members will be onsite for a day of trip giveaways, while VP Records will host a performance by Jamaican reggae artist Gyptian.

Jamaica Get All Right Destination-Wide Deal

The Jamaica Tourist Board teams up with 13 participating hotel properties for this exclusive promotion, available for booking by December 15, for travel January 1 – April 1, 2014. Travelers can book by visiting www.getallrightjamaica.com. Accommodations range from all-inclusive resorts and luxury villas to city-based hotels. The participating hotels for Jamaica's Get All Right destination-wide deal include the following:

Buy Three Nights and Receive Fourth Night Free

Holiday Inn SunSpree, Montego Bay
Jewel Dunn's River Beach Resort & Spa
Jewel Paradise Cove Beach Resort & Spa
Jewel Runaway Bay Beach & Golf Resorts
The Courtleigh Hotel & Suites
The Jamaica Pegasus
The Knutsford Court Hotel
The Tryall Club

Buy Four Nights and Receive Fifth Night Free

Golden Cove Resorts
Grand Palladium Jamaica Resorts and Spa
Hotel Mocking Bird Hill

Buy Five Nights and Receive Six Night Free

*Sandals Grande Riviera Beach & Villa Golf Resorts
Oasis at Sunset