

---

## Jamaica Featured In Tripadvisor's Top 10 Island Escapes

TripAdvisor®, the world's largest travel site\*, recently named Jamaica as one of the Top 10 Island Escapes. The list features winners of the 2010 Travelers' Choice® Destinations Awards, with results based on the millions of real and unbiased reviews and opinions from travelers on TripAdvisor.com. The launch of the list is perfect timing for travelers planning their winter getaways.

"Jamaica's continued recognition by trusted travel resources like TripAdvisor reaffirms the strength and value of our tourism product," said Jamaica's Director of Tourism John Lynch. "Being named by the world's largest travel site as a top island escape underscores Jamaica's position as a world-class destination. It's a great endorsement now, just at the beginning of the winter season."

Jamaica was recently named in seven of 10 categories in the 2010 Travelers' Choice® Destinations Awards. Two of the island's popular resort areas, Negril and Ocho Rios, were voted by travelers for inclusion in the Top 10 Relaxation & Spa Destinations in the Caribbean & Mexico.

Negril was included in the following Top 10 lists: Top 10 Beach & Sun Destinations in World; Top 10 Beach & Sun Destinations in the Caribbean & Mexico; Top 10 Nightlife Destinations in the Caribbean & Mexico; and Top 10 Romance Destinations in the Caribbean & Mexico.

Montego Bay was voted in the Top 10 Family Destinations in the Caribbean & Mexico list; and all three resort areas received commendations for the Top 25 Destinations in the Caribbean & Mexico.