



Global Tourism Resilience Centre launches *Jamaica Cares Traveller Protection and Services Program* *Ensures Traveller Confidence and a Return to Tourism*

October 26, 2020 Kingston, Jamaica *Jamaica Cares* is a ground-breaking traveller protection and emergency services program set to launch next month. *Jamaica Cares* provides visitors access to first-of-its kind traveller protection and emergency medical and crisis response services for events up to and including natural disasters.

The traveller protection and services programme is a partnership coordinated and administered by the Global Tourism Resilience Crisis Management Centre, with support from the Global Travel and Tourism Resilience Council, Global Rescue, and leading international and national insurance companies.

For \$40 USD, *Jamaica Cares* provides visitors access to compulsory traveller protection and emergency medical services, including:

- Case management, transport logistics, field rescue, evacuation and repatriation for medical emergencies, including COVID-19, and other crises up to and including natural disasters
- International health coverage up to \$100,000 USD for visitors traveling to and from Jamaica
- On-island health coverage up to \$50,000 USD

Jamaica Cares sets the gold standard for tourism by combining Global Rescue's industry leading emergency services with domestic and international travel medical insurance. Visitors will have the peace of mind to travel again knowing their health, wellbeing and finances are protected.

Tourists will be provided with an information package and emergency contact details as they conclude their application for permission to travel to Jamaica. The compulsory fee will be included as part of the country's Travel Authorization application on visitjamaica.com, triggering automatic participation in the *Jamaica Cares* program. Participation is mandatory for all non-Jamaican passport holders.

“*Jamaica Cares* is a comprehensive, mandatory program that delivers traveller protection from the time they leave home until returning. It is a revolutionary and ground-breaking initiative authored and driven by the GTRCMC that will safeguard and protect the Jamaican tourist product and citizens of Jamaica,” said Hon. Edmund Bartlett, Co-chairman and founder of the Global Tourism Resilience and Crisis Management Centre.

Traveller attitudes consistently show a powerful willingness to pay for increased safety protections during travel. An international traveller sentiment survey, conducted by Price Waterhouse Coopers, revealed safety is paramount in making travel decisions for which consumers are willing to pay. A Global Rescue survey of more than 2,200 frequent travellers found they agreed by wide margins (90+%) they would feel safer if they – and all travellers – had services and protections for medical emergencies, including COVID-19, and door-to-door travel insurance.

“Travellers want to know they are better prepared in the event of a medical emergency or a natural disaster and agents and operators will see the *Jamaica Cares* program as the gold-standard to restore traveller confidence and rebuild bookings,” said Dr, Taleb Rifai, Co-Chair, GTRCMC.

Executive Director of the GTRCMC, Professor Lloyd Waller has also highlighted that, “*Jamaica Cares* honours the goals of the GTRCMC which are to assist global tourism destinations with destination preparedness, management and recovery from disruptions and/or crises that impact tourism and threaten economies and livelihoods.”

Gloria Guevara, WTTC President & CEO, said: “I would like to congratulate all those involved in the implementation of the ‘*Jamaica Care*’ program, which will no doubt help to restore traveller confidence and aid the recovery of the Travel & Tourism sector.

The Global Travel and Tourism Resilience Council (RC) is the leading communications partner that will help to disseminate information on the programme globally.

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About Global Tourism Resilience Crisis Management Centre

The Global Tourism Resilience Crisis Management Centre serves the worldwide travel industry, facilitating planning and preparation for crisis response, recovery and resilience issues. The Resilience Council is a network and forum for governments and businesses, bringing the public and private sectors together for the development of sustainable frameworks to enable business growth. For more information click [here](#). Contact: Prof. Lloyd Waller, Executive Director, lloyd.waller@gmail.com

About the Global Travel and Tourism Resilience Council

The Global Travel and Tourism Resilience Council serves the worldwide travel industry, facilitating planning and preparation for crisis response, recovery and resilience issues. For more information click [here](#). Contact: Laurie Myers +1949 742-9648 or email: info@resiliencouncil.com

About Global Rescue

Global Rescue is the world's leading provider of medical, security, evacuation and travel risk management services. Founded in 2004, Global Rescue has exclusive relationships with the Johns Hopkins Emergency Medicine Division of Special Operations and Elite Medical Group. Global Rescue provides best-in-class services that identify, monitor and respond to client medical and security crises. For more information, click [here](#). Contact Bill McIntyre at bmcintyre@globalrescue.com or 202.560.1195.