



Global Tourism Resilience Centre launches *Jamaica Cares*: A Ground-Breaking Traveller Protection Program

KINGSTON, JAMAICA, October 26, 2020 – *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 delivers an unmet need in the travel industry by providing primary medical coverage and medical evacuation services. *Jamaica Cares* is a comprehensive, mandatory program to increase traveller protection from the time they leave home until returning. The traveller knows they’re protected, and they know other travellers are, too. That’s what’s needed to give confidence to travellers when they are ready to travel,” said Hon. Edmund Bartlett, Co-chairman, Global Tourism Resilience and Crisis Management Centre.

“Jamaica is the first country to facilitate a partnership for a comprehensive pandemic safety response program. Visitors to Jamaica are better prepared and protected because of the cooperative arrangement coordinated via the Global Tourism Resilience Crisis Management Centre with a leading travel crisis management provider and two travel health insurance firms,” said Dr. Taleb Rifai, Former Secretary General of the UNWTO and Co-Chair of the Centre and the Global Travel and Tourism Resilience Council.

“We have to protect both our visitors and the people of Jamaica,” said Professor Lloyd Waller, the Executive Director of the Global Tourism Resilience and Crisis Management Centre.

The compulsory fee will be included as part of the Travel Authorization application, triggering automatic participation in the *Jamaica Cares* program. Participation is mandatory for all non-Jamaican passport holders.

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 emergent coverage.

“If an emergency medical situation arises, including COVID-19, Global Rescue will support Jamaican authorities in executing established emergency action plans including: access to case management, transport logistics, evacuation and repatriation for any medical emergency, including COVID-19, and monitoring from diagnosis through repatriation,” said Dan Richards, CEO Global Rescue.

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.

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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@resiliencecouncil.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 bmccintyre@globalrescue.com or 202.560.1195.