



KERRY CHAMBERS

**Senior Director of
Tourism Policy and
Monitoring, Jamaica
Ministry of Tourism**

ABOUT KERRY

Kerry joined the Ministry of Tourism in January 2018 as Senior Director of Tourism Policy and Monitoring and is responsible for developing policies which promote balanced, equitable, inclusive and sustainable economic development of the sector. She is an advocate for the mainstreaming and implementation of Tourism Environmental Stewardship and Climate Change Mitigation and Adaptation initiatives at all levels of the sector. A particular area of focus is the development of Community Based Tourism and ensuring that more persons are able to participate in and benefit from tourism.

Prior to joining the Ministry of Tourism Kerry worked in various local and central government agencies in the public sector in the areas of Urban and Rural Planning and City Management.

JAMAICA MINISTRY OF TOURISM

The Ministry of Tourism, under the leadership of the Honourable Edmund Bartlett, MP, operates with a mission to "create unique tourism experiences that will transform Jamaica's landscape, the talents of its people and vibrant culture into opportunities for a better Jamaica." Along with its agencies, the Ministry aims to enhance and transform Jamaica's tourism product in a manner that ensures benefits which flow from the tourism sector are increased for all Jamaicans.

In continually seeking to strengthen the linkages between tourism and other key sectors like agriculture, manufacturing and entertainment, the Ministry through its policies and programs aims to improve the island's tourism product as well as modernize and diversifying the sector to foster growth and job creation.

PROFILE