



**FOR IMMEDIATE RELEASE:**

## **MBJ Airports Unveils New Logo to Celebrate Next Phase of Development**

Montego Bay, Jamaica 17/11/17 // MBJ Airports Limited, operator of Sangster International Airport (SIA), Jamaica's leading gateway to the world, is celebrating a new chapter of development by repositioning its brand and unveiling a new logo.

MBJ is showcasing SIA to the world as a destination in and of itself that offers products and services travelers can look forward to. SIA is an integral part of Jamaica's tourism product, playing a key role in the overall experience as the most popular point of arrival and departure in the island. MBJ, in cooperation with key stakeholders in the tourism and hospitality industry, aims to differentiate SIA and provide "The Irie Airport Experience" by eliminating hassle, minimizing wait times and celebrating the island's history and culture.

"To 'Feel Irie', in Jamaican patwah, means to feel good, to feel nice. We want all travelers who use Sangster International Airport to feel irie from the moment they step off the plane or walk through the door. Our aim is to set the right tone so that travelers enjoy being at the airport, recall the experience positively, and look forward to coming back," said MBJ CEO Rafael Echevarne.

As part of the repositioning of its brand, MBJ has reviewed its vision statement and commissioned a new logo. As part of its revised vision, MBJ is reaffirming its commitment to ensuring passengers and airlines using SIA enjoy professional, fast, attentive and friendly customer service in a stress-free environment that leverages technology and celebrates Jamaica.

MBJ continues to prioritize traveler safety and systems reliability by ensuring the airport is well maintained and employs modern and efficient technology wherever it can save time and improve critical processes. The airport operator has achieved unprecedented coordination with security, customs and immigration personnel to guarantee the shortest possible processing times for passengers.

The airport operator's new logo reflects a new phase of development at SIA for which MBJ it is investing heavily to ensure Jamaica's leading international gateway continues to deliver world-class service and remains a preferred destination for passengers and airlines from across the globe.

The logo fuses the letters MBJ from the airport operator's name to represent unity. It combines yellow, green and black, the colors of the Jamaican flag, with red, gold and green, used widely by Jamaica's emblematic Rastafarian community. Blue was included to represent the Jamaican spirit and the Caribbean Sea, orange for warmth and happiness and pink for universal love. The arrangement of the colors throughout the lettering reflects Jamaica's "out of many, one people" motto.

### **About MBJ Airports:**

MBJ Airports Limited, operator of Sangster International Airport, connects Jamaica to more than 50 international destinations and welcomed a record 3.9m travelers in 2016. MBJ operates the airport under a 30-year concession that began in 2003 and provides employment to more than 150 Jamaicans.

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