

News Release

For Immediate Release



**FirstCaribbean**  
International Bank

## **Bank Partners With Mastercard And JetBlue**

**Bridgetown, Barbados. 13 November 2023-** Regional travellers are being offered the best of three worlds to meet their needs as a result of a partnership between CIBC FirstCaribbean, Jetblue Airways and Mastercard.

The tangible evidence of this comes as the Jetblue Mastercard and JetBlue Select Mastercard by CIBC FirstCaribbean which were launched recently at the Sandy Lane Country Club with the commitment that the Jetblue Business Card will be introduced next year.

The bank's Director, Enterprise Payments, Cards and Merchant Services, Jennifer Fuller said the partnership allowed the bank's current and potential clients in the initial launch markets, Barbados, Jamaica, The Bahamas, The Cayman Islands and Trinidad and Tobago to reap the benefits of the two cards.

Fuller said the cards would be introduced to the market in a phased approach. "We will launch a digital card to select clients through our LoanStore App providing instant access to funds and instant use for online transactions. This will be followed by a multi-channel launch of physical cards via our online applications and branch networks and the introduction of the Jetblue Business Card in 2024.

"Cardholders can look forward to exclusive offers with exceptional benefits including no annual fee, no points expiration, no blackout dates and that first checked bag is free with Jetblue Select card. They will also earn TrueBlue points at their first spend, on their anniversary and from everyday purchases which can be redeemed for TrueBlue flights, vacation packages, and perks," Fuller said.

MasterCard Country Manager, Jamaica, Trinidad, Barbados and the Eastern Caribbean, Dalton Fowles described the partnership between the three entities as "timely and relevant to its card holders, given three key trends.

First, Fowles referred to a shift from cash led by the younger generation's preference. "Millennials and Gen Z expect more than a transaction; they demand flexibility, security and convenience," he said.

Second, the Country Manager said the move towards digital experiences had also been accompanied by a deeper desire for unique experiences and in a study by Mastercard, 77 per cent of people in Latin America and the Caribbean prioritise experiences over material possessions.

Our travel industry trends report shows that people are eager to travel and explore new routes. This point was also expressed by Donna Wellington, CIBC FirstCaribbean's Managing director, Barbados and the Eastern Caribbean, who told the audience that the partnership had come at a time when economic recovery in the Caribbean was on an upward trend propelled by tourism.

Wellington said that air travel, regionally and globally was approaching its pre-pandemic peak and the World Travel and Tourism Council expected that over the medium term, tourism would continue to grow as a share of the global economy which would keep international travel on an upward trend.

She added "Ongoing investment in many Caribbean economies is anticipated to increase our capacities to grow. So, there is still much cause for optimism and this partnership is a reflection of that upbeat outlook."

**-End-**



*The winner – Peter Chase, fourth from left, with from left Rasheed A Giffith JetBlue sales representative; Dalton Fowles, MasterCard's Country Manager for Jamaica, Trinidad & Tobago, Barbados and the Eastern Caribbean; Jennifer Fuller, CIBC FirstCaribbean's Director, Enterprise Payments, Cards & Merchant Services; Mark St. Hill, CIBC FirstCaribbean's Chief Executive Officer; Chris Buckner, JetBlue Airways' vice president, Loyalty Programme and Partnerships; Donna Wellington, CIBC FirstCaribbean's Managing Director, Barbados and the Eastern Caribbean.*



*Chris Buckner, JetBlue Airways' vice president, Loyalty Programme and Partnerships; pulling the winning ticket from the basket held by Rashanna Griffith of CIBC FirstCaribbean. Looking on, from left are; Dalton Fowles, MasterCard's Country Manager for Jamaica, Trinidad & Tobago, Barbados and the Eastern Caribbean; Jennifer Fuller, CIBC FirstCaribbean's Director, Enterprise Payments, Cards & Merchant Services; and Debra King, Director of Corporate Communications.*

## **About CIBC FirstCaribbean**

CIBC FirstCaribbean is a relationship bank offering a full range of market leading financial services through our Corporate and Investment Banking, Retail and Business Banking and Wealth Management segments. We are located in twelve (12) countries around the Caribbean, providing the banking services through approximately 2,700 employees in 48 branches and offices. We are one of the largest regionally listed financial services institutions in the English and Dutch speaking Caribbean, with US\$13 billion in assets and market capitalization of US\$1 billion. We also have a representative office in Hong Kong that provides business development and relationship management for our fund administration. The face of banking is changing throughout the world and CIBC FirstCaribbean intends to lead these changes with the expertise, integrity and knowledge gained from banking in the Caribbean since 1836.

CIBC FirstCaribbean is a member of the CIBC Group. CIBC is a leading Canadian-based global financial institution with 11 million personal banking and business clients. Through our three major business units - Retail and Business Banking, Wealth Management and Capital Markets - CIBC offers a full range of products and services through its comprehensive electronic banking network, branches and offices across Canada with offices in the United States and around the world.

For more information about CIBC FirstCaribbean, visit [www.cibcfib.com](http://www.cibcfib.com), Facebook: CIBCFIB, Twitter: CIBC\_FCIB, LinkedIn: CIBC FirstCaribbean International Bank, Instagram: CIBCFirstCaribbean, YouTube: CIBC FirstCaribbean

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