





FRIENDLY PEOPLE. VIBRANT CULTURE AND RICH HISTORY, THERE'S NO BETTER WORD TO DESCRIBE THE JAMAICAN EXPERIENCE OTHER THAN, WELL... IRIE.

Jamaica is a destination so dynamic and multifaceted you could make hundreds of visits and have a unique experience every single time.

Home of the legendary Bob Marley, arguably reggae's most iconic and globally recognised face, the island's most popular musical export is an eclectic mix of infectious beats and enchanting — if sometimes scathing — lyrics. It can be heard throughout the island, and is celebrated with annual festivals such as Reggae Sumfest and Rebel Salute, where you could also indulge in Jamaica's renowned

To visit Jamaica and not try jerked chicken, pork, fish, conch or sausage — or any kind of meat or seafood — is almost sacrilegious. The technique involves smoking meat or seafood that has been seasoned with an abundance of traditional spices and herbs either in a metal drum or barrel, or over flavoured wood. Though the method has evolved over time and varies by chef, the flavour remains the same: undeniably Jamaican and unquestionably delicious.

Traditional Jamaican patties are also a must-try, as are curried goat, mannish water, oxtail and, of course, the national dish, ackee and saltfish.

Lined with powdery white sand and the most inviting aguamarine waters, Jamaica's beaches are listed amongst the world's best. From the world-famous Doctor's Cave Beach in Montego Bay to the equally popular Seven Mile Beach in Negril, Frenchman's Cove in Portland, Treasure Beach on the South Coast or the unique Dunn's River Falls and Beach in Ocho Rios, there's a beach for everyone,

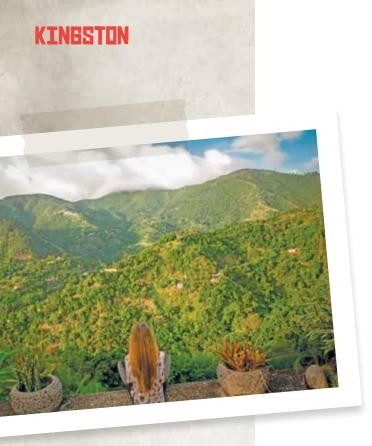
But if lounging on the sand all day is not your style, a visit to Jamaica may be just what the doctor ordered. With hundreds of fitness facilities and countless running and exercise groups, the global thrust towards health and wellness has spawned annual events such as the Reggae Marathon and the Kingston City Run. The get-fit movement has also influenced the creation of several health and wellness bars, as well as spa, fitness and yoga retreats at upscale resorts.

Jamaica has dominated the destination wedding market for years. From boutique resorts to private estates and villas across the island, couples have many options. All-inclusive resorts offer an array of wedding packages, complete with dedicated wedding planners and options to customise your experience.

And the island is quickly building its reputation as an ideal destination for corporate retreats, meetings and incentive groups, too. Though the Jamaica Conference Centre and the Montego Bay Convention Centre remain the most popular venues for these gatherings, many resorts have added or upgraded their conference spaces, positioning the island as a popular venue for large groups. With increasing transportation services and a newly completed highway linking Kingston to the North Coast, you can have your meeting in paradise!







TRKE IN THE WONDERS OF NATURE AT HOPE BOTANICAL BARDENS, THE LARGEST BOTANICAL BARDEN IN THE CARIBBEAN.

of The Wailers. Tosh was an equal rights activist who was tragically killed in 1987. The Tosh Museum celebrates his life and accomplishments, and includes exhibits like his guitar — which is shaped like an AK-47 — and his unicycle.

Another popular attraction is Devon House, an elegant, Georgian-style Great House built in 1881 by George Stiebel, the Caribbean's first black millionaire. The property — with its lush, sprawling landscapes — has been beautifully restored by the Jamaica National Heritage Trust. Whilst you're there, make sure you stop by the famous Devon House I Scream Shop.

Venture farther east to reach the old pirate enclave of Port Royal, the original city of sin. Resting on Kingston Harbour, Port Royal was once vital to Jamaica's trade and commerce. Though the decadence and debauchery that ensued have become the stuff of legend, the seaside town is now more of a curiosity. With its cobblestone roads, Spanish architecture, moats and forts, Port Royal makes for an intriguing getaway, just a 45-minute drive from Kingston.

Kings House Hope Botanical Gardens Jamaica House **Bob Marley** Kingston **Devon House** Museum NORTH University of the Tinson Pen Airport National Heroes Park Liberty Hall Ward Theatre Institute of Jamaica Simon Bolivar Centre onal Gallery Royal Jamaica Norman Manley International Airport

Food lovers will be drawn to Jamaica's melting pot of flavours and spices. From the street corner to the fanciest gourmet spots, Kingston has some of the best offerings. For a glimpse into the island's agricultural dynamic, it's essential to start at the heart of it all: Coronation Market. If vou're in the mood for a seaside feast. head to the Festival Marketplace. right on the waterfront in downtown Kingston. If you are seeking out an authentic jerk experience, Scotchies Jerk Centre on Chelsea Avenue is widely celebrated for jerk chicken prepared to perfection.

Kingston is renowned for its vibrant nightlife. The Regency Bar & Lounge is an upbeat lounge with chic cosmopolitan décor. The Blend Bar & Lounge is also a trendy hot spot that could easily rival the best bars in New York City and Miami.

The rooftop bar at CRU Bar and Kitchen has a more laid-back ambience but offers killer views of the city, not to mention excellent cocktails and a fine selection of wine. Located in the centre of New Kingston, Sky Bar also boasts stunning views and a must-try 50-foot lap pool.

For a night of dancing, visit Fiction Fantasy, an upscale nightclub frequented by Kingston's hottest party-goers and home to some of the island's best DJs.

The Jamaica Food & Drink
Festival, a five-day festival of the
finest food and drink Jamaica has
to offer, is a must-do come October.
Featuring 30 celebrated chefs
and culinary personalities, eight
scrumptious gourmet events and live
entertainment, the event is Jamaica's
equivalent to the South Beach Wine &
Food Festival.

DID YOU KNOW?

Laura Facey's 11-foot bronze sculpture, *Redemption Song*, was the finalist selected to grace the main entrance of Emancipation Park from an array of entries.

Also held in October is the Kingston Jerk Gospel Music Festival, which mixes traditional Jamaican fare and celebrity chefs with the Caribbean's leading gospel acts. In November, Restaurant Week — which spans Kingston, Montego Bay and Ocho Rios — features specially selected three-course, fixed-price dinner menus and lunch specials at dozens of Kingston's top restaurants at significantly discounted prices.

Kingston fashion balances the trends of today with a tropical flair that has become its own brand. Events like Jamaica's Fashion's Night Out — during which stores offer deep discounts — is a testament to the country's love affair with style.

Like the fashion scene, the world of locally made products is also flourishing in Kingston. Jamaican-made soaps, candles, T-shirts, jams and jellies, sauces, and jewellery can be found throughout the capital. They make for perfect souvenirs and unique gifts. For arts and crafts, a handful of outlets such as Grosvenor Galleries, Island Art and Framing, Craft Cottage and the National Gallery of Jamaica can suit your needs. Impressive pieces can also be found along Kingston's streets.

Shoppers should also visit Kingston's many fairs. A popular fair held at Devon House several times a year is Market on The Lawn. It features art, crafts, jewellery, fashion, food and all manner of items in between. Aside from being a shopper's retreat, Kingston fairs are also a hub for relaxed socialising.

AREA ATTRACTIONS

BLUE MOUNTAIN DOWNHILL BICYCLE TOUR

Tel: 876-974-7075 / 7492-3 Web: bmtoursja.com

BOB MARLEY MUSEUM

Tel: 876-630-1588 Web: bobmarleymuseum.com

CRAIGHTON GREAT HOUSE & COFFEE ESTATE TOUR

Tel: 876-929-8490 Web: jnht.com

CLUB KINGSTON

Tel: 876-618-6351 / 886-4144 / 387-1000 Web: vipattractions.com

DEVON HOUSE

Tel: 876-926-0815 Web: devonhousejamaica.com

FORT CHARLES AND THE MARITIME MUSEUM AT PORT ROYAL

Tel: 876-967-8438 Web: jnht.com

NATIONAL GALLERY OF JAMAICA

Tel: 876-922-1561 / 876-618-0654 Web: natgalja.org.jm

PETER TOSH MUSEUM

Web: petertosh.com/museum

ROCKFORT MINERAL BATH COMPLEX

Tel: 876-938-5055 Web: jnht.com

TRENCH TOWN CULTURE YARD

Tel: 876-859-6741 / 392-7058 Web: jnht.com





ACTIVE TRAVELLERS WHO WISH TO PARTAKE IN MYRIAD ADVENTURES.



NATURAL BEAUTY

Ocho Rios is more than just a popular cruise ship port; it's a mesmerising, colourful town with a variety of offerings. The town and nearby districts boast breathtakingly lush vegetation and a dramatically varied landscape of magnificent mountains and impeccable beaches.

Ocho Rios is a nature lover's paradise. Rainforest Adventures at Mystic Mountain offers visitors several expeditions that delve into the area's diverse ecosystem. From way up high to down below, the Green Grotto Caves feature large rock formations, distinct ceiling pockets and covert waterways.

The most famed of Ocho Rios' outdoor attractions is undoubtedly Dunn's River Falls. Each day, guides lead visitors up and back down the waterfall, which flows into the sea and adjoins a beach where visitors can relax, get a bite or shop. Near Dunn's River Falls is Dolphin Cove, which is considered the Caribbean's number one attraction. Whilst its main offering is swimming and interacting with dolphins, it also showcases the Caribbean's one and only Night Dolphin and Shark Extravagant Show in the ocean.

YAAMAN, Adventure Park offers several unique tours out of Prospect Estate, an 18th-century property featuring a great house. Visitors can tour the grounds in a number of ways. Chukka Caribbean Adventures also organises exciting tours, as do Island Routes and Jamaica Tours.

Ocho Rios is known for its active nightlife scene. A stroll down Main Street is enough to experience the town's raw night-time entertainment. Another great option for drinks and dancing are the bars and lounges at the hotels and resorts.

Don't leave Jamaica without taking a piece of it with you. Unique and cost-effective souvenirs can be found at the Original Ocho Rios Craft Park, Island Village, down Main Street and at the Taj Mahal Shopping Center — whose design was inspired by the actual Taj Mahal in India.

shot on location in Ocho Rios.



OCHO RIOS





AREA ATTRACTIONS

BAMBOO BEACH CLUB

Tel: 876-975-5106 / 417-0142 Web: bamboobeachclub.com

CALYPSO RAFTING

Tel: 876-974-2527 Web: calypsorafting.com

CHUKKA CARIBBEAN ADVENTURES

- White River Valley Tubing
- Original Canopy Zipline Tours
- ATV Safari Tours
- Horseback Ride & Swim Tel: 876-974-2017 / 382-6907 / 684-9934 / 972-2506 Web: chukka.com

DOLPHIN COVE

Tel: 876-974-5335 / 795-0484 Web: dolphincoveja.com

DUNN'S RIVER FALLS AND PARK

Tel: 876-974-4767 / 974-2857 Web: dunnsriverfallsja.com

GREEN GROTTO CAVES

Tel: 876-974-5051 / 973-2841 Web: greengrottocavesja.com

H'EVANS SCENT ZIPLINING

Tel: 876-955-7021 / 427-4866/ 847-5592 Web: hevansscent.com

HOOVES JAMAICA

Tel: 876-972-0905 / 972-0659 Web: hooves-jamaica.com

ISLAND GULLY FALLS / BLUE HOLE

Tel: 876-462-1233 / 917-3180 Web: coolblueholeochorios.com

JIMMY BUFFET'S MARGARITAVILLE

Tel: 876-795-4643 / 675-8800 / 979-8041 Web: margaritavillecaribbean.com/ocho-rios

KONOKO FALLS AND PARK

Tel: 876-622-1712 Web: konokofalls.com

MYSTIC MOUNTAIN

Tel: 876-974-3990-1 Web: rainforestadventure.com

SANDALS GOLF AND COUNTRY CLUB

Tel: 876-975-0119 / 549-5789 Web: sandals.com/golf/jamaica

SEVILLE GREAT HOUSE

Tel: 876-972-2191 Web: jnht.com

SUNVALLEY PLANTATION TOURS AND TRAILS

Tel: 876-995-3075 E-mail: sunvalleyjamaica@gmail.com

THE RIVER RAPIDS ADVENTURE

Tel: 876-953-2722 Web: riverrapidsja.com

TURTLE RIVER FALLS & GARDENS

Tel: 876-974-8508 / 974-5114 Web: turtleriverfallsandgardens.com

WATA LAND

Tel: 876-371-3385 / 568-5247 Web: watalandja.com



VENDORS WELCOME YOU WITH WARM SMILES AND JOKES MHILST DISPLAYING THEIR HANDWADE JEWELLERY, PRINTINGS AND MORE.



OR FRST-PRCED **ACTIVITIES IN** MOUNTRIN LANDSCAPES, TOURISTS AND JAMAICANS HAVE DEVELOPED A LOVE RFFRIR WITH MONTEGO BRY.

Jamaican life.

MoBay is home to some of the island's most scenic beaches. Ever popular Doctor's Cave Beach is a great place to meet and mingle with tourists whilst enjoying the warm waters. Another seaside retreat is Cornwall Beach.

Animal lovers can head south to Dolphin Cove in Lucea, Hanover. just 40 minutes outside of MoBay. Like its Ocho Rios counterpart, the marine attraction offers close encounters with dolphins and other aquatic creatures.

Lovers of history and legends should visit the Bellefield Great House and Gardens, one of the oldest sugar plantations in Jamaica. Steeped in history, mystery and magic, Rose Hall Great House offers a slice of colonial life that harkens back to the 1770s. Legend has it that the ghost of Annie Palmer still haunts the mansion.

churches. Nearby Good Hope Estate offers tours of the property that can be thrilling — think river tubing and zip lining — or more relaxed affairs, like a high tea service. Chukka Caribbean Adventures also offers a wide variety of activities and excursions.

If you are looking to pick up a few items, you can find everything at The Shoppes at Rose Hall. Half Moon Shopping Village is also worth visiting, and the downtown Craft Market houses homemade items like straw hats and bags. The Old Fort Craft Park offers a broad variety of handicrafts hawked by 180 highly competitive vendors.

Other popular shopping areas include City Centre; the Holiday Village Shopping Centre on Rose Hall Road; Montego Freeport, near the pier; and the new Whitter Village in Ironshore. The Harbour Street Craft Market has the best deals on Jamaican memorabilia.

WHILST ALL OF JAMAICA'S **BEACHES ARE** POSTCARD WORTHY, TRAVEL+LEISURE LISTS DOCTOR'S **CRVE BERCH AS** ONE OF THE BEST BEACHES ON THE ISLAND.





AREA ATTRACTIONS

ANIMAL FARM & NATURE RESERVE

Tel: 876-899-0046

Web: homestead.com/animalfarm

BARNETT PLANTATION TOUR

Tel: 876-952-2382

Web: bellefieldgreathouse.com

BRACO STABLES HORSEBACK RIDING

Tel: 876-954-0185 / 954-0186 Web: bracostables.com.jm

CINNAMON HILL GOLF CLUB

Tel: 876-953-2984 / 953-3855 / 953-2341 Web: cinnamonhillgolf.com

CHUKKA CARIBBEAN ADVENTURES

Tel: 876-684-0034 Web: chukka.com

CHUKKA GOOD HOPE ESTATE

Tel: 876-684-0034 Web: chukka.com

CLUB MOBAY

Tel: 876-618-6351 / 618-6352 Web: vipattractions.com

CROYDON IN THE MOUNTAIN

Tel: 876-979-8267

Web: croydonplantation.com

DOCTOR'S CAVE BATHING CLUB

Tel: 876-953-2319 / 952-1140 / 952-2566 Web: doctorscavebathingclub.com

FALMOUTH OUTDOOR ADVENTURES

Tel: 876-436-9230 Web: paintballjamaica.com

GREENWOOD GREAT HOUSE

Tel: 876-953-1077 / 876-631-4701 Web: greenwoodgreathouse.com

HALF MOON EQUESTRIAN CENTRE

Tel: 876-953-2286

Web: horsebackridingjamaica.com

HAMPDEN ESTATE RUM TOUR

Tel: 876-482-4632

Web: hampdenrumcompany.com

JAMAICA JUNGLE RIVER PROMOTIONS

Tel: 876-402-0354 / 791-8378 E-mail: wplummer02@yahoo.com

JAMAICA ZIPLINE ADVENTURE TOURS

Tel: 876-436-6269 / 940-7394 / 438-4994 Web: ziplinejamaica.com

MARGARITAVILLE MONTEGO BAY

Tel: 876-952-4777

Web: margaritavillecaribbean.com/montego-bay

MONTEGO BAY ARTS COUNCIL

Tel: 876-971-3921 / 940-6402 Web: montegobayculturalcentre.org

RASTAFARI INDIGENOUS VILLAGE

Tel: 876-383-9068 / 410-1770 / 436-9230 Web: rastavillage.com

RAFTING ON THE MARTHA BRAE

Tel: 876-952-0889 / 954-5168 / 445-5841 Web: jamaicarafting.com

ROCKSPRING CAVE EXPLORATION

Tel: 876-610-0818 / 876-393-6584 Web: stea.net

ROSE HALL GREAT HOUSE

Tel: 876-953-2456 / 953-2160 / 953-2323 / 953-9982 Web: rosehall.com

SILVER SANDS JAMAICA

Tel: 876-610-5573 Web: mysilversands.com

THE RIVER BUMPKIN FARM

Tel: 876-684-8672

Web: islandroutes.com/bumpkin



DID YOU KNOW?

About 40 minutes east of Montego Bay is the Luminous Lagoon, which is said to be the largest and most brilliant of the bioluminescent bodies of water in the world.







BEING LOCATED ON THE WESTERN END OF THE ISLAND, NEGRIL **ENJOYS A PRIVILEGED VIEW** OF SOME STELLAR SUNSETS.

DID YOU KNOW?

The Boardwalk Village on Seven Mile Beach is a shopping hub where you can enjoy a fun day of swimming and a number of dining options, too.

districts include Plaza de Negril, Sunshine Village Plaza, Coral Seas Plaza and The Boardwalk Village on Seven Mile Beach.

Two of Negril's top restaurants are the Rockhouse Restaurant and Pushcart Restaurant & Rum Bar. At Rockhouse Restaurant, you can munch on new Caribbean cuisine a lighter, modern interpretation of classic Caribbean cooking. Over at Pushcart Restaurant & Rum Bar, diners some delicious fare, you may want get to enjoy the vibrant spices and flavours of authentic Jamaican home cooking in a quintessentially casual Negril setting.

Another top spot is The Caves Restaurant, where you can savour authentic Jamaican cuisine with a twist. Don't pass up the opportunity to sip their signature cocktail, the Cliffhanger, which includes freshly made watermelon juice, ginger and Appleton rum.

The highlight of Negril's West End is the internationally renowned Rick's Café. Situated on rocky cliffs about

35 feet above the ocean, the major highlight at Rick's is watching others cliff dive or taking the plunge yourself.

Also in West End is Hungry Lion, an eclectic, brightly coloured café that features a changing menu of primarily fish and vegetarian dishes, like a satisfying vegetarian shepherd's pie or quesadillas stuffed with shrimp and cheese.

After you've been reenergised with to venture out to explore Negril's legendary nightlife offerings. Bars, colourful reggae joints and nightclubs are sprinkled all throughout the town.

Always abuzz with activity, The Jungle Nightclub is located right on lively Norman Manley Boulevard. It is Negril's most popular nightclub, and it features the city's best DJs spinning the latest hits. Jimmy Buffet's Margaritaville also offers an exciting time after hours. Located right on the beach, Alfred's Ocean Palace features a live reggae band.

AREA ATTRACTIONS

JAMWEST MOTOR SPORTS & **ADVENTURE PARK**

Tel: 876-381-0872 / 383-2581 Web: jamwest.com

KOOL RUNNINGS ADVENTURE PARK

Tel: 876-957-5400 Web: koolrunnings.com

MARGARITAVILLE NEGRIL

Tel: 876-957-9180 / 957-4467 Web: margaritavillecaribbean.com/negril

NEGRIL HILLS GOLF CLUB

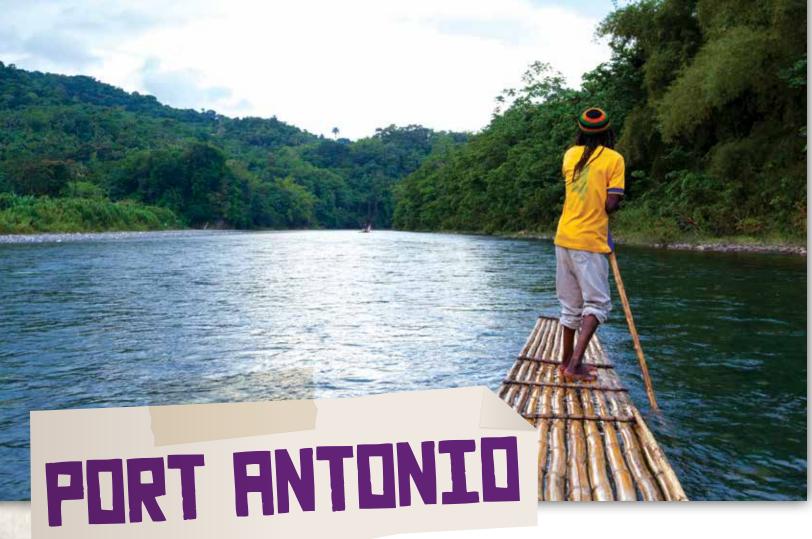
Tel: 876-955-2606 / 957-4638 Web: negrilhillsgolfclub.com

WILD CROCODILE ADVENTURE AND TOURS

Tel: 876-955-7021 / 881-6917 Web: wildcrocodileadventures.com









"More beautiful than any woman I had ever known"— that was what Port Antonio was to Errol Flynn, a Hollywood legend and one of the city's most famous residents. The sleepy town located just 60 miles from Kingston offers respite for many Kingstonians in search of peace.

There is something magical about waterfalls, and Port Antonio boasts two of the island's most breathtaking. Reach Falls is located on Driver's River and flows from the John Crow Mountains to form crystal-clear rock pools on its journey to the bottom. Its main pool was the location of that unforgettable waterfall scene in the movie Cocktail, with Tom Cruise. Surrounded by legends and myths, Blue Lagoon is the island's largest spring-fed lagoon. Plunging to a depth of nearly 180 feet, ice-cold mountain spring water collides with warm tidal currents, making bathing in it a mystical experience.

From Blue Lagoon, you can hire a knowledgeable river rafting captain for another Portie experience: rafting on the Rio Grande. Passengers aboard these bamboo rafts garner a unique view of the island. You can even stop in at Belinda's Riverside Canteen and enjoy great Jamaican fare right at the river's edge.

Back on shore at the iconic Frenchman's Cove, enjoy the unique merging of fresh river mineral spring water and the temperate ocean. For a "wilder" sea experience, head to Winnifred Beach and explore the reef just offshore. Shady trees, white sand and charismatic food vendors make this the perfect place. Heading

east, Long Bay Beach offers one of the island's longest uninterrupted stretches of coastline, as well as rolling surf, perfect for surfers.

The heights of Port Antonio open a window to the local Maroon history and culture. Maroons are descendants of escaped slaves who established free communities in the rugged mountains in the 17th century. Travellers can get to know a little more about them at the Charles Town Museum and Safu Yard.

Somerset Falls is also steeped in history. This 97-acre property encompasses lush gardens and "Hidden Falls" accessible by boat. Visitors traverse a windy path through a rich tropical landscape before witnessing the Daniels River cascade into a 20-foot-deep pool.

Shopping in Port Antonio can be extremely rewarding, as fine jewellery and other high-quality fashion items can often be found at a much lower price point than in other parts of the island. The Royal Mall is a double-decker structure designed in a hodgepodge of architectural

styles where you'll find a variety of boutiques and shops selling stylish beachwear, Blue Mountain coffee, premium rum, cigars, jewellery and Jamaican handicrafts. Market Square is at the heart of town, where you'll find Musgrave Market. Here you'll come across a fine selection of Jamaican products, from woodcarvings to hand-

Also, keep an eye out for members of the Rio Grande Valley Craft co-op, an organisation comprised of Port Antonio's local artisans who make and sell their handcrafted goods throughout the area.

woven straw items.



AREA ATTRACTIONS

REACH FALLS

Tel: 876-276-8663 Web: udcja.com/reach-falls

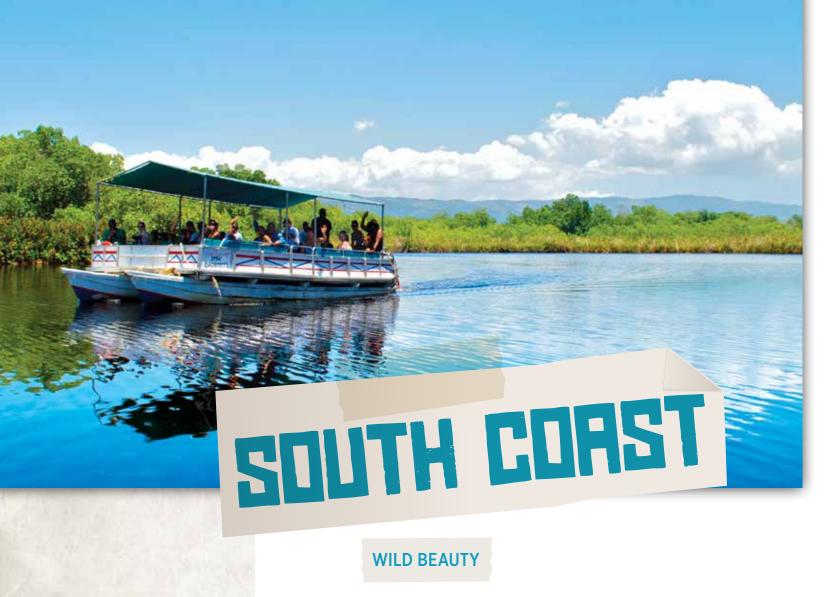
RIO GRANDE RAFTING

Tel: 876-715-1111 Web: portantonio.com/tours/riogrande-rafting-tour.html

VALLEY HIKES

Tel: 876-993-3881 E-mail: valleyhikes@cwj.com





Located three hours from Montego Bay's airport, South Coast is quite removed from the touristy hub towns of the island.

Characterised by rocky coves, black-sand beaches and secluded swimming spots, Treasure Beach offers a six-mile strand that is known for its four bays: Billy's, Calabash, Fort Charles Great and Frenchman's Bay.

Fonthill Beach Park and Wildlife Sanctuary is another natural refuge. Though realatively small, the park is well organised, offering visitors a number of amenities, including a roped-off swimming area, showers, changing facilities, restrooms, picnic tables and lifeguards within a larger wildlife sanctuary.

YS Falls is one of the island's most magnificent waterfalls. This seven-tiered waterfall, with vast wading pool fed by underground springs, offers a diverse selection of activities, from a canopy zip line to refreshing natural spring pools and acres of tropical gardens.

Black River is also a quintessential stop in the South Coast tour. The second longest river in Jamaica, it is the launching point for an exciting river tour through Jamaica's morass landscape.

Visit Lover's Leap, named after a pair of slaves who were so in love that they chose to leap to their deaths rather than be separated. A wooden carving stands vigil over the 1,700-foot cliff. Nearby, Lover's Leap Lighthouse is the tallest lighthouse in the Western Hemisphere.

Fishing and farming communities converge on the South Coast, as expanses of farmland stretch towards the horizon. St. Elizabeth is the island's breadbasket and is home to 40,000 farmers.

THE SOUTH CORST OFFERS AN UNTOUCHED PIECE OF JAMAICA THAT IS DELIGHTFULLY OFF THE BERTEN PRTH.

AREA ATTRACTIONS

APPLETON ESTATE RUM TOUR

Tel: 876-963-9215-7 Web: appletonrum.com

IRIE SAFARI

Tel: 876-847-5592 / 965-2466 / 965-2211 / 472-4644 / 535-6484 Web: iriesafariswampbuggys.com

J. CHARLES SWABY'S **BLACK RIVER SAFARI**

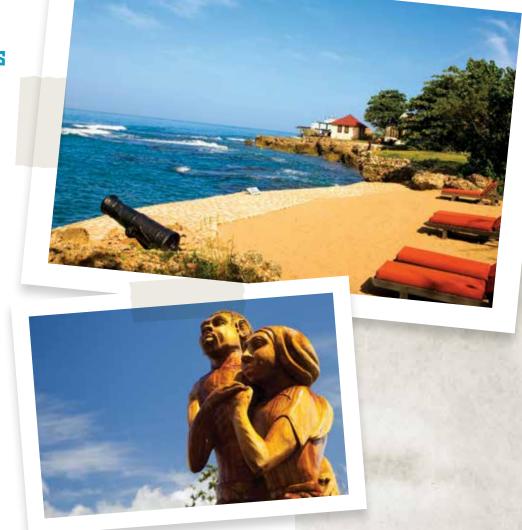
Tel: 876-965-2513 / 965-2086 E-mail: jcsafari@hotmail.com

Y.S. FALLS

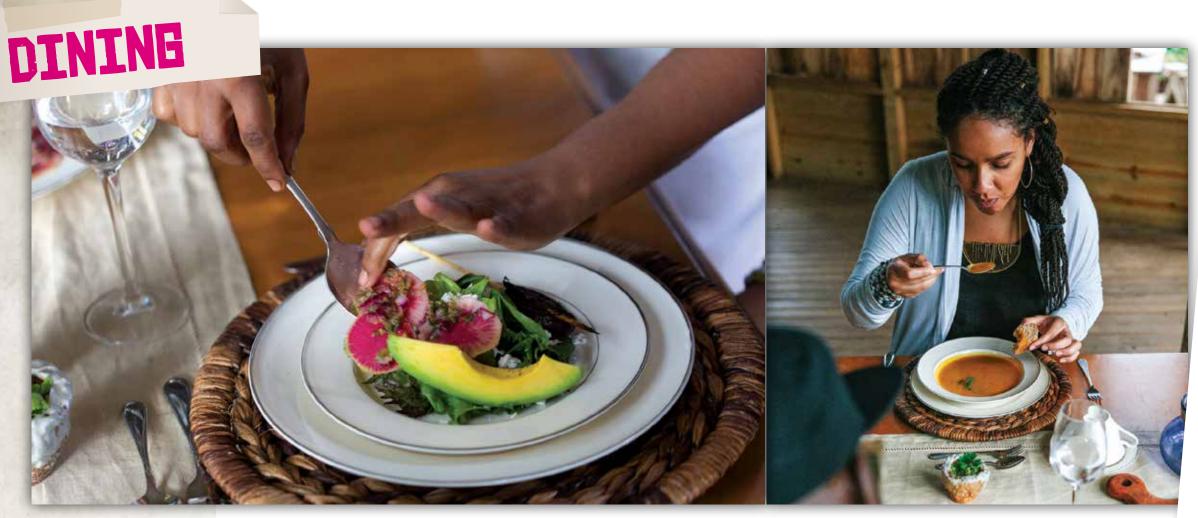
Tel: 876-534-2454 / 634-2455 / 634-2454 / 997-6360 E-mail: ysfalls@cwjamaica.com

Y.S. FALLS ZIPLINE CANOPY

Tel: 876-997-6360 Web: ysfalls.com/attractions/canopy







JAMAICH'S TROPICAL CLIMATE AND FERTILE SOIL PROVIDE AN **RBUNDANT SUPPLY** OF ORGANIC FRUITS, **VEGETABLES AND** POTENT HERBS.

FEED THE SOUL

The island is rife with opportunities to explore and sustain a plantbased diet. Labels like vegan or vegetarian are concocted to define those embracing a meat-free lifestyle, but in Jamaica, everything is simply ital.

The Rastafarian movement has been a defining part of Jamaica's cultural identity, and it has had an undeniable influence on local cuisine. Rastafarians are traditionally advocates of sustainable living and reaping the fruits of one's labour. Ital is a word used in Rastafarian culture to describe natural foods prepared without salt: however, the term is loosely applied to all meatless dishes.

"There's something special and spiritual about sitting in a Rasta man's shop as he prepares his ital stew for you," says Keisha McDonald, co-owner of Kushite's Vegetable Cuisine. She and her business partner, Kush Tafari, are two of a growing number of entrepreneurs that are changing the face of local vegan food.

St. Elizabeth is the island's largest agricultural region. Located in the Pedro Plains area of the parish, Dool's Organic Farm offers vegetable-based meals prepared with freshly harvested ingredients, as well as al fresco dining and monthly dinner events organised by Jakes Hotel.

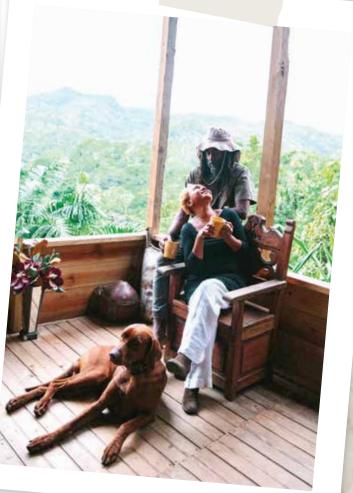
FROM THE GINGER AND COFFEE BERNS TO THE BRNANAS AND PEPPERS, HOME-GROWN PRODUCE IS INFUSED WITH A RICHNESS THAT IS UNDENIRBLY JAMRICAN.

Lisa and Chris Binns describe their Stush in the Bush dining experience as "sexy vegetarianism." The couple-turned-businesspartners offer vegetarian lunches and dinners, as well as tours of their 15-acre Zionites Farm in St. Ann. Their passion for natural and GMO-free living flavours their Stush in the Bush line of veganfriendly sauces and preserves, as well as their gourmet dishes.

More than 175,000 registered farmers are scattered throughout Jamaica's 14 parishes. Agriculture is the backbone of the nation, so it is no surprise that farm-to-table dining experiences are on the rise.

Jamaicans possess an entrepreneurial spirit and as such have capitalised on the rise in demand for organic products. Growth spurts in farmers markets and pop-up events have created a platform for vegan entreprenuers. From home-based meal delivery services to vegan pastries and natural juices, the ital movement has spread beyond its traditional circles rapidly.

Visitors to Jamaica have infinite opportunities to indulge in the natural bounties of the land.



SHOPPING **ADVENTURES**



SHOPPING IN JAMRICA GOES BEYOND TRADITIONAL SOUVENIRS TO **CUTTING-EDGE DESIGNS** AND FASHIONS.

GOODIES GALORE

Jamaica is a destination for beach, nature, culture, music and sunshine lovers. But whilst visitors may not think of Jamaica as a shopping destination, the creativity and entrepreneurship of its artisans have shaped it into a regional shopping hub.

From duty-free jewellery stores to stylish boutiques, plazas and craft markets, there are shopping areas to suit all tastes and pockets.

"As everyone is always on the go and decisions are sometimes spur of the moment, I find it much more efficient to have items ready to purchase," says Janel Jolly, the creative talent behind the tropical swimwear brand Jae Jolly, who operates a private showroom in Kingston.

For all Things Jamaican, head to the stores of the same name. The retailer partners with local artisans to promote their products using larger channels. The services offered include marketing and retailing through the chain of stores, expos, trade shows and promotions.

Within Kingston, a number of boutiques have created a retail haven, but Jamaica's talented designers have set up shop all across the island.

Visitors will also find an array of handmade crafts and jewellery around almost every corner. Our talented artisans have a style and aesthetic that's unique, making our local products distinctively attractive. Craft markets and gift shops are quite popular, and programs like Christmas in July assist local businesses by promoting them on a wider platfrom.

THRILL SEEKING

Ask any Jamaican and they'll tell you: They are a people serious about good times and exciting adventures.

Seafarers often head to Bull Bay — located on the island's south-east coast — for some gnarly surfing. Make a splash with Chukka Caribbean Adventures, whose tour packages include both land- and water-based activities. For the best of both worlds, take on the Horseback Ride N Swim, which takes guests through an 18th-century sugar plantation and culminates with an exhilarating ride in the waves. Dolphin Cove has two locations in Jamaica — in Ocho Rios and Lucea, Hanover. The latter houses the largest dolphin lagoon in the world.

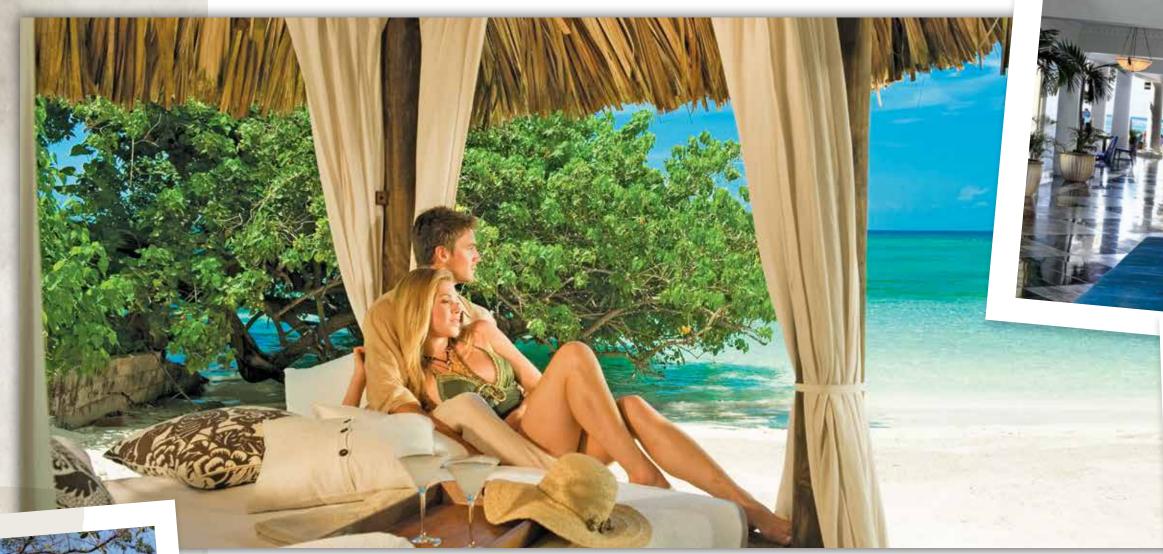
Montego Bay Marine Park is a top spot for aquatic adventures. Jamaican resorts feature plenty of water-based activities, including but not limited to catamaran cruises, glass-bottom boat rides, stand-up paddleboarding and snorkelling.

Don't miss out on Jamaica's growing motorsports competitions. Rally Jamaica is the second-longest running international rally in the Caribbean, and one of the the region's biggest annual motorsports events. Jamaica has also seen an upsurge in pastimes that promote health and wellness, and almost every month racers can partake in street runs of varying distances, from 5K to 13K or half-marathons.

Jamaica is home to some of the world's most celebrated golf courses; think verdant lawns manicured to perfection with crystal-blue waters as the backdrop. Golfers can enjoy a luxe sporting experience at Cinnamon Hills Golf Course and White Witch Golf Course in Rose Hall, Montego Bay or the Tryall Club in Hanover, amongst others.











With its international reputation for being synonymous with love, Jamaica offers its awe-inspiring landscape as a backdrop to some of the most dazzling nuptials. The diversity of settings is staggering — from the mystical energy of the Blue Mountains and sensual appeal of the lush waterfalls to the warm sunsets on pristine beaches and stately presence of the great houses. Couples looking for the ideal place to say, "I do," are spoilt for choice on an island whose natural beauty is outdone only by the professional event planners, musicians, DJs, florists, photographers, caterers and all manner of wedding expert who are ready to display their talents. One thing is certain: Getting married in Jamaica is an unforgettable experience.

The collection of private beaches and coves along the island's coasts offer the warm, relaxed settings couples seek. Frenchman's Cove near Port Antonio was named one of the top five beaches in the world by Condé Nast Traveller, UK. It offers a simple but stunning setting for any celebration. If understated is not your style, Montego Bay is home to a number of world-class properties, including the awardwinning Half Moon Resort, whose individual villas and suites will make your wedding party feel like it's in its own exclusive neighbourhood. Negril's all-inclusive resorts have a long-standing tradition of staging picturesque nuptials, and Ocho Rios' scenic venues are straight out of a couple's dreams. That's all complemented by an array of exciting attractions and activities for the rest of your wedding party to have the time of their lives.

MEETING PLACE

Easily recognised by its stunning white- and black-sand beaches, UNESCO World Heritage mountains, mesmerising waterfalls, vibrant culture, diverse dining options and rich history, Jamaica's reputation as a travel destination precedes it. This combination of an idyllic setting with the warm and energetic atmosphere driven by its friendly people make it a great destination for weddings, but it's also the perfect setting for meetings, incentives, conventions and events. The island is not just in a convenient location geographically, it is fully equipped to address a wide variety of business needs and has plenty of experience hosting high-profile events. Additionally, those travelling from the U.S. benefit from the income tax treaty that makes expenses incurred for attending a convention, seminar or similar event in Jamaica tax deductible.

Visitors from all countries benefit from the direct flights available from countless cities to the island's three international airports — two of which feature top-notch VIP lounges that make arrival at your destination a breeze and departure a pleasure. The multiple resort areas — including Kingston, Port Antonio, Montego Bay, Ocho Rios, Negril and South Coast — reflect the diverse character of the island and offer an array of accommodation options, meeting and convention facilities, golf courses, natural sights, historic treasures, tours and attractions, as well as the destination management companies that can get you and the rest of your group right where you want to be in comfort. And everyone is treated to Jamaica's premier service philosophy no matter the size or nature of the event. For serious business, Jamaica is the perfect partner.

JAMAICH'S WORLD-CLASS VENUES AND PROFESSIONAL **EVENT PLANNERS MRKE IT A HUB** FOR EVENTS.

Banks / Currency. Licensed cambio centres and commercial banks are accessible in all resort areas. The official currency exchange rates vary daily, so it's advisable to shop around for the best rate before converting cash. Most of our ATMs accept international bank cards with Visa, MasterCard, Cirrus and Plus logos. Banks also give credit card advances, change traveller's checks and provide other financial services.

Climate. We enjoy a hot and humid tropical climate all year, which is exactly what you want for a relaxing vacation. Temperatures range from 19 degrees Celsius (66 Fahrenheit) to 32 degrees Celsius (99 Fahrenheit). Even though we're known for sunshine, we have two rainy seasons — from May to June and September to November. Hurricanes may pass between June and November, so keep an eye on the news.

Clothing. Lightweight, breathable fabrics are the way to go. Shorts, swimwear and flip-flops will keep you comfortable. A thin sweater will keep you cozy in the evenings. Semi-casual wear for women, and a jacket for men, will get you into all of our fine dining restaurants. Whatever you do, don't pack too much, as you'll want to take some of our special clothing back home with you.

Communications. Jamaica is well connected to the rest of the world. Direct international telephone service operates in all areas, 24 hours a day, and telephone operators will gladly facilitate collect, third-party or credit card calls. E-mail and Internet access is available too, usually at hotels and parish libraries, but also at local Internet cafes. Three daily newspapers and five weekend newspapers will keep you in the know. Some hotels and gift shops receive international editions.

Driving. We drive on the left side of the road. The speed limit is 50 kmph (30 mph) in built-up areas, and 80 kmph (50 mph) on highways. All drivers are required to carry a valid license. Jamaica recognizes valid International Driver's Licenses, but visitors from North America may use their country's license for up to three months per visit. Car rental is available in most major towns, cities and airports, but you must be over 25 years old to hire a car yourself.

Drugs. In Jamaica, the use, sale and possession of drugs, such as ganja (marijuana), cocaine, crack, ecstasy, heroin and any other controlled substance is illegal. Violators are subject to severe punishment — specifically arrest, fine and imprisonment. Don't ruin your vacation.

Electricity. The electrical supply in Jamaica is 110 volts/50 cycles standard, and electrical appliances use plugs that are two-pronged and flat (as in the United States and Canada). Bring along any adaptors or convertors you might need. Most hotels will provide you with hair dryers, alarm clocks, radios and clothing irons, but make sure you find out first.

Language. Officially, we speak English but we like to mix it up with our own island version of patois. It takes a little getting used to, but you're sure to have lots of fun trying out a few expressions.

Pets. We love animals here on the island, but we do ask the pets are healthy if they are joining you on your trip. In keeping with international standards, the importation of all live animals into Jamaica requires an import permit from the Veterinary Services Division of the Ministry of Agriculture, prior to arrival. All animals must be rabies-free and must never have been rabies vaccinated. Dogs and cats (with permits) are allowed into Jamaica only from Great Britain, Northern Ireland and Eire. For more information, contact the Veterinary Services Division at 876-977-2489 or 876-977-2492. To secure a permit, fax a letter of request to 876-977-0885.

Time Zone. Jamaica falls within the Eastern Time Zone (UTC/GMT -5 Hours) and does not observe Daylight Savings Time. At approximately 18 degrees north of the equator, the island is located within the tropics. As such it does not experience

drastic seasonal changes in sunrise and sunset times. Year-round, the island averages between 11.5 and 12.5 hours of sunlight a day.

water. Jamaica has hundreds of natural springs and rivers, both above and underground. Over the years, we have developed extensive water treatment and supply systems island-wide, so all drinking water in Jamaica is purified and filtered by modern methods. Our water is safe for you to drink, clean your teeth, bath and wash clothing in. If you choose not to drink the water, rest assured - there are many brands of Jamaican spring water that meet or exceed the highest international standards, available at most shops and restaurants.

Word to the wise. No matter where in the world you go, it's important to read the news, stay safe, travel in groups when you are unsure of where you're going, and keep an eye on your property at all times. Here are a few tips to make your vacation safe and fun.

- Make sure you travel with a valid passport or visa (if required). Also, bring another valid form of photo ID, and photocopies of both forms of identification in case of loss or theft.
- Read up on local laws and practices before you arrive on your vacation.
- Give friends and family your contact information and your itineraries.
- Register with your country's embassy or consulate before you travel. That way your country is aware of your whereabouts in case of any emergency that may arise.
- Keep luggage, handbags or backpacks within view at all times.
- Carry your possessions close to your body at all times.
- Don't carry large amounts of cash.
- Avoid taking expensive jewellery or valuables on road trips or excursions.

JANUARY

Accompong Maroon Festival

Accompong, St. Elizabeth

Bacchanal / Jamaica Carnival Kingston; jacarnival.com

Rebel Salute

St. Ann; rebelsaluteprod.com

FEBRUARY

Official Reggae Month

jariajamaicamusic.com

Bob Marley CelebrationsNegril; bobmarley-foundation.com

Rainforest Seafood Festival

Montego Bay, rainforestseafoods.com

Jamaica Fat Tyre Festival

Ocho Rios; singletrackjamaica.com

Blue Mountain Music Festival Kingston; sagicorjamaica.com

Fi Wi Sinting

Portland; fiwisinting.com

MARCH

Bacchanal / Jamaica Carnival

Kingston; jacarnival.com

JAMFEST Spring Break

Concert Series, Negril; ststravel.org

Kingston City Run

Kingston; kingstoncityrun.com

ISSA / Grace Kennedy Boys & Girls Athletic Championships

Kingston; issasports.com

RJYC Spring Tournament Kingston; rjyc.org.jm

1111931311, 1770.019.,111

MoBay Yacht Club Easter Regatta Montego Bay; mobayyachtclub.com

APRIL

Jamaica Cup - Tennis in Jamaica Montego Bay; jamaicatennis.ca

Jamaica International Kite Festival Ocho Rios

jamaicainternationalkitefestival.com

Treasure Beach Jake's Off-Road Triathlon

Treasure Beach; jakeshotel.com

MAY

Jamaica Observer Food Awards

Kingston

jamaicaobserver.com/foodawards

MoBay City Run

Montego Bay; mobaycityrun.com

Style Week Jamaica / Fashion Block Kingston; saintmodels.com

One World Ska & Rocksteady Music Festival

Kingston

JUNE

Caribbean Fashion Week

Kingston; caribbeanfashionweek.com

Kingston on the Edge (KOTE) Urban Art Festival

Kingston; kingstonontheedge.org

RuJohn Foundation Celebrity Sports Camp

Montego Bay; rujohnfoundation.com

Kingston Kitchen

Kingston; kingstonkitchenja.com

JULY

International Reggae Day Kingston; ireggeaday.com

Boston Jerk FestivalPortland

Little Ochi Seafood Carnival

Alligator Pond, Manchester littleochie.com

Reggae Sumfest

Montego Bay; reggaesumfest.com

Pali-Pro Surf Contest

Kingston; jamsurfas.webs.com

The Seville Emancipation Jubilee Seville Heritage Park, St. Ann

AUGUS'

Montego Bay Jerk Festival

Montego Bay montegobayjerkfestival.com

SEPTEMBER

Jamaica Product Exchange (JAPEX)

Montego Bay; visitjamaica.com

Jamaica Bridal Expo

Montego Bay Convention Centre jamaicabridalexpo.com

Race for Hope 5K

Hope Gardens, Kingston runningeventsja.com

OCTOBER

All Jamaica Grill Off Kingston

Port Antonio International Marlin Tournament

Portland

themarineportantonio.com

Soul in the Sun

Montego Bay; soulinthesunlive.com

Merritone Homecoming & Reunion Kingston and Montago Ray

Kingston and Montego Bay merritonemusic.com



Fashion Showcase Weekend Montego Bay; myoceanstyle.com

South Coast Hook & Line

Canoe Tournament
Treasure Beach, St. Elizabeth

NOVEMBER

Annie's Revenge Golf TournamentMontego Bay; jamaicaproam.com

Restaurant Week

Kingston; go-jamaica.com/rw

Misty Bliss

Kingston; jcdt.org

DECEMBER

JMMC All Stages Rally

Bog Walk to New Kingston jamaicamotorsports.com

Reggae Marathon

Negril; reggaemarathon.com

Major Lazer & Friends

Kingston; maineventjamaica.com

Milk River Seafood & Jerk Festival

Clarendon; sdc.gov.jm

Kingston; Itmpantomime.com

Harbour Fest and Fireworks

LTM National Pantomime

on the WaterfrontKingston; onecaribbean.org





CONTACT INFO



832.521.4566 caatravelagent@gmail.com www.chooseadventurealways.com