



KNOWN FOR ITS BEAUTY AND VIBRANT CULTURE, THERE'S NO BETTER WAY TO **DESCRIBE JAMAICA** OTHER THAN IRIE.

celebrated with annual festivals such as Reggae Sumfest and Rebel Salute, where you could also indulge in Jamaica's renowned culinary treats.

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

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. Allinclusive resorts offer an array of wedding packages, complete with dedicated wedding planners and options to customise your experience. Plus, couples can settle right into the honeymoon experience without ever having to leave the island.

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 highway linking Kingston in the south to the North Coast, you can have your meeting in this gorgeous tropical paradise! ■

Did you know?

The traditional cooking technique known as jerk is said to have been invented by the Maroons, or runaway slaves.



CROWN JEWEL

Nestled between the famed Blue Mountains and one of the world's largest natural harbours is Jamaica's vibrant capital. A city of two halves, Kingston will excite you with its distinct natural beauty and cosmopolitan flair. Whether it's cultural pursuits, nature activities, exquisite fare or fabulous shopping, Kingston has it all.

North of Kingston, the Blue Mountains are a glorious backdrop. The majestic range is part of the Blue & John Crow Mountains National Park, a UNESCO World Heritage Site. Best known as the source of Blue Mountain coffee, the mountains are a favourite destination with adventure travellers and nature enthusiasts.

Back in the city, you can take in the wonders of nature at Hope Botanical Gardens. Laid out on 2,000 acres of land, not only is it the largest open green space within the city's urban boundaries, but it's the largest botanical garden in the Caribbean, as well as being home to the Hope Zoo.

Kingston may not be known for its beaches, but locals flock to the shores of Fort Clarence. It features amenities like changing rooms, showers, toilets and lifeguards, plus two nearby

restaurants serve up fresh fish and much more. For big waves, surfing enthusiasts head to Jamnesia Surf Camp in Bull Bay, just a 20-minute drive east. Established by the Wilmot family — referred to as Jamaica's first surfing family — it's the island's only surf camp, and it's also home to some of the island's top surfers.

Reggae music is part of the island's DNA. To pay tribute to the man who started it all, fans make their pilgrimage to the Bob Marley Museum, situated on the site of the legendary musician's home, which he purchased in 1975. It is where Marley recorded and lived until his death in 1981. Make sure to take a few selfies with the famous statue of the singer in the courtyard.

A museum that opened in 2016 honours Peter Tosh, another iconic reggae musician and one of the founding members 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.





A CITY OF TWO HALVES, KINGSTON WILL EXCITE YOU WITH ITS DISTINCT NATURAL BEAUTY AND COSMOPOLITAN FLAIR.

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 away.

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 you'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 partygoers 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.

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

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 / 876-944-8033 Web: jnht.com

Club Kingston

Tel: 876-619-1565 Web: vipattractions.com

Devon House

Tel: 876-929-6602 Web: devonhousejamaica.com

Fort Charles

Tel: 876-922-0290 Web: jnht.com

Holywel Recreational Area

Tel: 960-2848-9 / 960-2848 Web: blueandjohncrowmountains.org

National Gallery of Jamaica

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

Peter Tosh Museum

Tel: 876-960-0049 / 876-968-1089 Web: petertosh.com/museum

Rockfort Mineral Bath Complex

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

Trench Town Culture Yard

Tel: 876-859-6741 Web: jnht.com



Kingston's Emancipation Park is home to Laura Facey's 11-foot bronze sculpture, *Redemption Song*, which is named after the popular Bob Marley song.



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a dramatically varied landscape of magnificent mountains and impeccable beaches.

Mystic Mountain Rain-Forest Adventures offers 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 the waterfall, which flows into the Caribbean 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 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 Limited (JTL).

Ocho Rios is known for its active nightlife scene. A stroll down Main Street is enough to experience the town's nighttime 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. ■

Did you know?

The 1962 James Bond movie, Dr. No, was the first of the popular film series, and it was shot on location in Ocho Rios.

OCHO RIOS/RUNAWAY BAY







AREA ATTRACTIONS

Bamboo Beach Club (Braco, Trelawney)

Tel: 876-347-4213 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
- Power-snorkeling (NEW) 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

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

Green Grotto Caves

Tel: 876-974-5051 / 973-2841 Web: greengrottocavesja.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 Rain-Forest Adventures

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



VENDORS WELCOME
YOU WITH WARM
SMILES AND JOKES
WHILST DISPLAYING
THEIR HANDMADE
JEWELLERY,
PAINTINGS AND
MORE.



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.

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 sold 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 Whitter Village in Ironshore. The Harbour Street Craft Market has the best deals on Jamaican memorabilia.

COLUMBUS PARK
FEATURES A
MURAL DEPICTING
COLUMBUS' ARRIVAL,
AS WELL AS A NUMBER
OF ARTEFACTS THAT
DATE BACK TO THAT
TIME, INCLUDING A
CANNON, ANCHORS,
SUGAR-BOILING
COPPERS AND A
WATERWHEEL.

For years, Falmouth registered nary a blip on tourist itineraries. At most, travellers caught a glimpse of it as they zipped between Montego Bay and Ocho Rios. This strategic location, also within easy reach of the countryside, was actually the reason behind Falmouth's economic boom in the 1800s. Being a port city, local products predominantly sugar and rum — were the cornerstone of its economic growth. Its affluent past lives on in the town's fine collection of Georgian structures that feature many late 18th-century brick buildings, a number of early 19th-century timber-frame houses, and a few impressive cut-stone public buildings, most notably St. Peter's Anglican Church and the Falmouth Court House.

It is fitting then that a cruise ship terminal would put Falmouth back on the map.
The world-class Historic Falmouth Cruise
Port, a two-berth port ample enough to accommodate some of the largest ships in the industry, brought with it a renewed interest in the town and reinvigorated local businesses. Cruise passengers are now greeted by a selection of shops and restaurants housed in carefully reconstructed

Georgian-designed buildings as they disembark. But being within easy reach of Jamaica's most popular destinations and just a short cab ride from two major towns (Montego Bay is about 30 minutes west, and Ocho Rios is about 45 minutes east), Falmouth is also well worth a stop for visitors not on a cruise holiday.

Nearby Discovery Bay is believed to be where Christopher Columbus landed in 1494. Whilst his second voyage to the New World was motivated by the search for gold, it might have been Discovery Bay's clear waters, green hills and perfect sands that beckoned the famed explorer and his crew.

Columbus Park is a popular visitor draw. This open-air museum features a mural depicting Columbus' arrival, as well as a number of artefacts that date back to that time, including a cannon, anchors, sugarboiling coppers and a waterwheel. History buffs and those looking to interact with rarely seen treasures flock to this attraction.

Today, quaint villas dot the shoreline, and one of the best spots for authentic Jamaican jerk, the Ultimate Jerk Centre, can be found on Main Street.



AREA ATTRACTIONS

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: 876-684-9934 / 618-1895 Web: chukka.com

Chukka Good Hope Estate

Tel: 876-619-1382 / 619-1441 / 656-8471 / 656-8026 Web: chukka.com

Club Mobay

Tel: 876-619-1565 / 8381-0299 Web: vipattractions.com

Doctor's Cave Bathing Club

Tel: 876-953-2319 / 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 / 876-919-4621 Web: horsebackridingjamaica.com

Hampden Estate Rum Tour

Tel: 876-482-4632 Web: hampdenrumcompany.com

Margaritaville Montego Bay

Tel: 876-952-4777
Web: margaritavillecaribbean.com/montego-bay

Montego Bay Arts Council

Tel: 876-971-3921 / 940-6402 / 876-550-4818 Web: montegobayculturalcentre.org

Rastafari Indigenous Village

Tel: 876-383-9068 / 287-4750 Web: rastavillage.com

Rafting on the Martha Brae

Tel: 876-952-0889 / 940-7018 / 940-6398 Web: jamaicarafting.com

Rockspring Cave Exploration

Tel: 876-393-6584 Web: stea.net E-mail: info@stea.net

Rose Hall Great House Tel: 876-953-2456 / 953-2160 /

953-2323 / 953-9982 Web: rosehall.com

Silver Sands Jamaica

Tel: 876-954-7606 Web: mysilversands.com

The River Bumpkin Farm

Tel: 876-684-8672
Web: islandroutes.com/bumpkin



Did you know?

The Kaiser Bauxite Company's
Port Rhoades bauxite-loading
facility found the artefacts on display
in Columbus Park and accounts for
much of Discovery Bay's
economic prosperity.





WORLD-FAMOUS
SUNSETS AND A LAIDBACK VIBE MAKE
NEGRIL MORE THAN
JUST AN ENCHANTING
BEACH TOWN.

The Negril Marine Park located at the Negril Environmental Protection Area is a favourite amongst all nature lovers, especially those in love with marine life. The park is divided into several recreational zones and provides a unique opportunity to view the local marine ecosystem. The park encompasses the coastline, mangroves, offshore marine environments and coral reefs.

The majestic Mayfield Falls await about an hour away in Westmoreland. With 21 natural pools and over 52 varieties of ferns, this off-the-beaten-path natural spa is one of Jamaica's hidden gems. An experienced guide leads your 45-minute climb through mineral-infused waters whilst revealing various secrets of the falls.

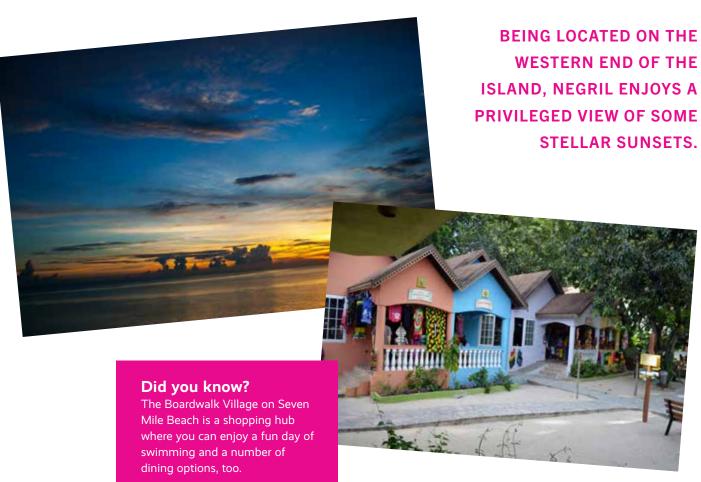
Water lovers can't miss YS Falls, located in nearby St. Elizabeth. Used to supply logwood in the early 1800s, the YS Estate opened its stunning seven-tiered cascading falls to the

Before you leave Negril, pick up a few reminders of your stay. Locally made crafts are always good options, and in Negril artsy items abound, along the beach or street-side from craft vendors. The local open-air craft market in the middle of town, the Negril Craft Market, has everything from wooden chess sets and hammocks to *ital* carvings.

There are many souvenir shops in Negril, but a good one-stop spot is the Time Square Shopping Mall. Local sauces, jellies, coffee and snacks can be purchased here. Other shopping 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 get to enjoy the vibrant spices and flavours of authentic Jamaican home







cooking in a quintessentially casual, yet picturesque, 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 fresh watermelon juice, ginger and locally crafted 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 some delicious fare, you may want to venture out to explore Negril's legendary nightlife offerings. Bars, colourful reggae joints and nightclubs are sprinkled all throughout this hopping 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

Dreamer Catamarans

Tel: 876-979-0102 / 979-0103 Web: dreamercatamarans.com

Jamwest Motor Sports & Adventure Park

Tel: 876-381-0872 / 383-2581 / 475-7588 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 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







CLASSIC STARLET

"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 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*, starring 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 here, 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 Maroon Community & Asafu 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-footdeep 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-woven straw items.

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.



AREA ATTRACTIONS

Alligator Head Foundation

Tel: 876-993-0336 Web: alligatorheadfoundation.org

Charles Town Maroon Community & Asafu Yard

Tel: 876-429-1894 / 876-349-2900 Web: maroons-jamaica.com

Frenchman's Cove

Tel: 876-993-7270 Web: frenchmanscove.com

Moore Town Maroon Community

Tel: 876-412-0814 / 876-421-5919

Reach Falls

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

Rio Grande Rafting

Tel: 876-993-5778 / 913-5434 Web: portantonio.com/tours/rio-grande-rafting-tour.html

Somerset Falls

Tel: 876-913-0046





THE SOUTH COAST
OFFERS AN UNTOUCHED
PIECE OF JAMAICA THAT
IS DELIGHTFULLY OFF
THE BEATEN PATH.



WILD BEAUTY

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.

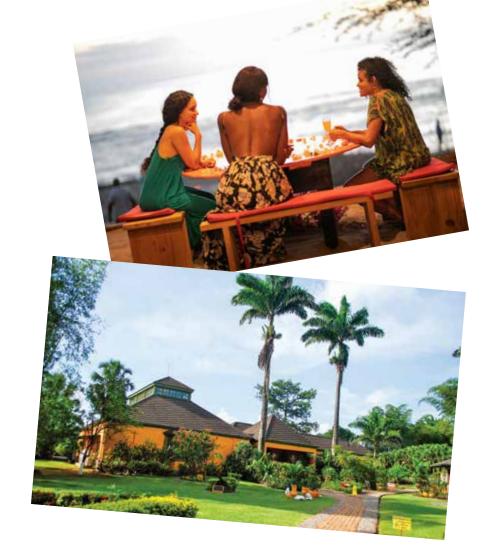
Fonthill Beach Park and Wildlife Sanctuary is another natural refuge. Though relatively small, the park is well organised, offering visitors a number of amenities, including a roped-off swimming area, showers, changing facilities, restrooms, picnic tables and lifeguards within a larger wildlife sanctuary.

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. For a unique experience, head to Floyd's Pelican Bar, a bar built on stilts, set about one mile off the coast in Parottee Bay. Grab a beer with Floyd and join him in a game of dominoes. Don't forget to carve your name in the wood!



AREA ATTRACTIONS

Appleton Estate Rum Tour

Tel: 876-963-9215-7 / 876-448-2237 Web: appletonestate.com

Irie Safari

Tel: 876-847-5592 / 965-2466 / 965-2211 / 472-4644 / 535-6484 / 876-847-2128

J. Charles Swaby's Black River Safari

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

Y.S. Falls

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

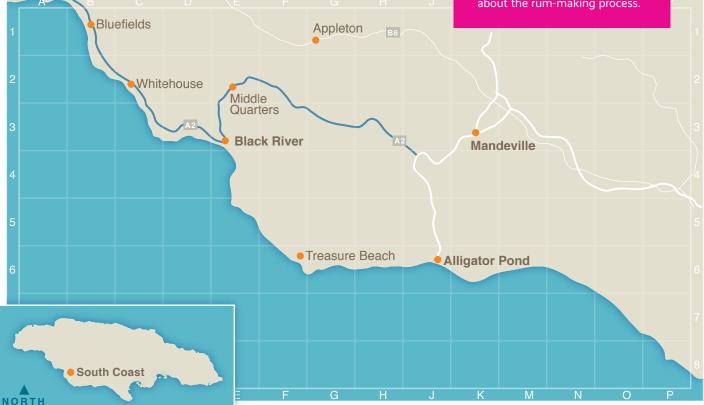
Y.S. Falls Zipline Canopy

Tel: 876-997-6360

Web: ysfalls.com/attractions/canopy



world-renowned rum at the Appleton Estate, plus enjoy an interactive guided tour and learn about the rum-making process.





JAMAICA'S TROPICAL **CLIMATE AND FERTILE SOIL PROVIDE AN ABUNDANT SUPPLY** OF ORGANIC FRUITS. **VEGETABLES AND** POTENT HERBS.

FEED THE SOUL

The island is rife with opportunities to explore and sustain a plant-based 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.

Lisa and Chris Binns describe their Stush in the Bush dining experience as "sexy vegetarianism." The couple-turned-business-partners 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 vegan-friendly sauces and preserves, as well as their gourmet dishes.

FROM THE COFFEE BEANS TO THE BANANAS, LOCAL **PRODUCE IS INFUSED** WITH A RICHNESS THAT IS UNDENIABLY JAMAICAN.

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 entrepreneurs. 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.



Did you know?

commonly cooked and used as a vegetable. The country's national







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 programmes like Christmas in July assist local businesses by promoting them on a wider platform.



THRILL SEEKING

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 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.

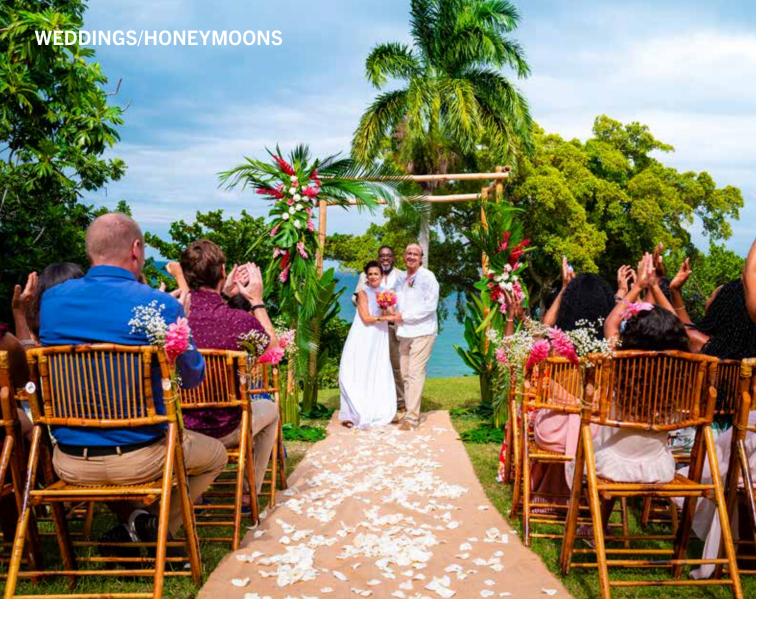
JAMAICANS ARE
SERIOUS ABOUT GOOD
TIMES AND EXCITING
ADVENTURES.



STUNNING ART AND DESIGNS.

JAMAICA OFFERS

BEYOND SOUVENIRS.

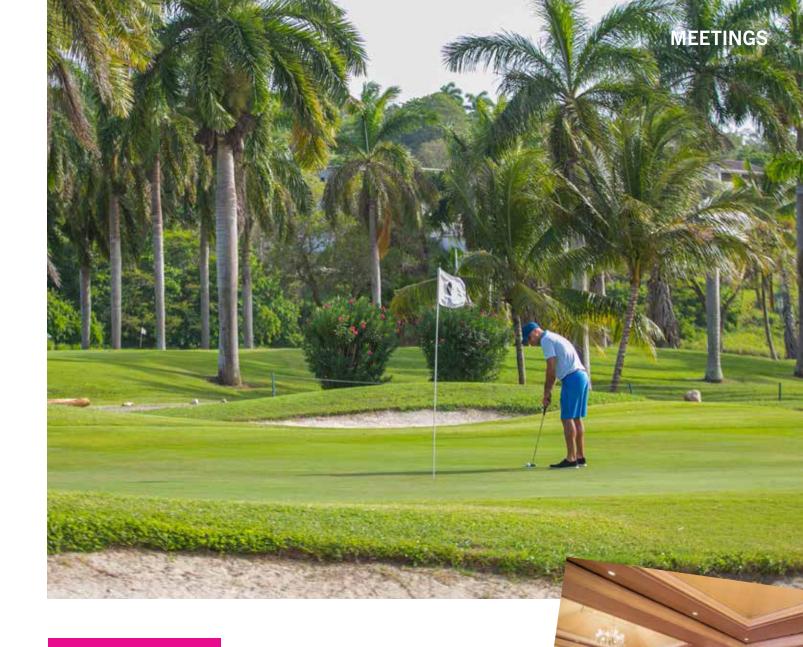




ONE LOVE

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 experts 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 award-winning 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 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 destination management companies that can get you and 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.

JAMAICA'S WORLD-CLASS VENUES AND PROFESSIONAL EVENT PLANNERS MAKE 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

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.

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
- 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; maroons-jamaica.com

Bacchanal / Jamaica Carnival

Kingston; jacarnival.com

Rebel Salute

St. Ann; rebelsaluteprod.com

Dub Club - every Sunday

Kingston; facebook.com/officialkingstondubclub

Jamaica Jazz & Blues Festival

Kingston; mmcdonnough@gmail.com

Cart Fair

Mandeville; cart26plus.com

FEBRUARY

Official Reggae Month

Kingston; jariajamaicamusic.com

Bob Marley Celebrations

Islandwide; bobmarleyfoundation.org

Rainforest Seafood Festival Montego Bay; rainforestseafoods.com

Jamaica Fat Tyre Festival

Ocho Rios; singletrackjamaica.com **Sugar Cane Ball**

Montego Bay; hanovercharities.com

Hanover Charities / Chukka Polo Tournament

Hanover: hanovercharities.com

Jamaica Rum Festival

Kingston; jarumfestival.com

MARCH

Brit Jam Party Series

Montego Bay; facebook.com/BritJam Bacchanal / Jamaica Carnival

Kingston; jacarnival.com

Kingston City Run

Kingston; kingstoncityrun.com

ISSA / Grace Kennedy Boys & Girls Athletic Championships

Kingston; issasports.com

RJYC Spring Tournament

Kingston; rjyc.org.jm

MoBay Yacht Club Easter Regatta Montego Bay; mobayyachtclub.com

Venus Volleyball

Kingston; venusvolleyballclub.com

Blue Mountain Coffee Festival

Kingston; bluemountaincoffeefest.com

Kingston; facebook.com/EarthHourJA

Treasure Beach Jake's Off-Road Triathlon

Treasure Beach; jakeshotel.com

Jamaica Frenzy

Negril; jamaicafrenzy.com

Jamaica Carnival / Road March

Kingston; xoduscarnival.com

Destination Experience Montego Bay; mydestinationexperience.com

St. Ann Kite Festival

Ocho Rios; jamaicainternationalkitefestival.com

Liquanea Art Festival

Kingston; liguaneaartfestival.com

Tmr Tday Culture Fest

Negril; tmrwtday.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

Mocha Fest

Negril; mochafest.com

Calabash (Biennial) Treasure Beach; calabashfestival.org

Jamaica Senior Trials

Kingston; facebook.com/athleticsja

JUNE

Caribbean Fashion Week

Kingston; caribbeanfashionweek.com

Jamaica International Ocho Rios Jazz Festival Kingston/Ocho Rios; ochoriosjazzja.com

Charles Town Maroon Conference

Portland; maroons-jamaica.com

RuJohn Foundation Celebrity Sports Camp

Montego Bay; rujohnfoundation.com

JULY

International Reggae Day

Kingston; ireggeaday.com

Boston Jerk Festival Portland; bostonjerkfestival.com

Little Ochi Seafood Carnival

Alligator Pond, Manchester; littleochie.com

Fun in the Son

Kingston; funinthesonjam.com

Guardsman Games Kingston; guardsmangames.com

Reggae Sumfest Montego Bay; reggaesumfest.com

The Seville Emancipation Jubilee

Seville Heritage Park, St. Ann

AUGUST

Jamaica Festival/Emanci-Pendence

Celebrations Kingston; jcdc.gov.jm

Montego Bay Jerk Festival

Montego Bay; montegobayjerkfestival.com

Jamaica Festival Series

All island; jcdc.gov.jm

SPF Weekend

Ocho Rios; spfweekend.com **Dream Weekend**

Negril; jamaicadreamweekend.com

Ocho Rios Seafood Festival Ocho Rios:

facebook.com/Ocho-Rios-Seafood-Festival

Unity in the City Kingston; unityinthecity.com

Plié for the Arts - Amalgamation

Kingston; facebook.com/plieforthearts

SEPTEMBER

Jamaica Product Exchange (JAPEX)

Montego Bay; visitjamaica.com

Jamaica Bridal Expo

Montego Bay Convention Centre: jamaicabridalexpo.com

Port Antonio Marlin Tournament Portland; jamaicasportfishing.com

Race for Hope 5K Hope Gardens, Kingston;

runningeventsja.com

OCTOBER

Merritone Homecomina & Reunion

Kingston/Ocho Rios;

merritonemusic.com **Fashion Showcase Weekend**

Montego Bay; myoceanstyle.com

South Coast Hook & Line

Canoe Tournament

Treasure Beach, St. Elizabeth

MoBay Marlin Tournament Montego Bay; facebook.com/MobayMarlin

Jamaica Food & Drink Festival Kingston; jafoodanddrink.com

Digicel 5K Night Run Kingston; runningeventsja.com

NOVEMBER

Restaurant Week

Kingston; go-jamaica.com/rw

Kingston; jcdt.org

Misty Bliss

Reggae Sunsplash Ocho Rios; reggaesunsplash.com

NORCECA Beach Volleyball

Ocho Rios; jamaicavolleyball.org

Collection Moda

Kingston; the collection moda.com

Jamaica International Pro-Am

Tournament "Annie's Revenge"

Montego Bay; jamaicaproam.com Jamaica Classic Basketball

Tournament

Montego Bay; jamaicaclassic.com

DECEMBER

JMMC All Stages Rally

St. Catherine; jamaicamotorsports.com Reggae Marathon

Negril; reggaemarathon.com

Milk River Seafood &

Jerk Festival Clarendon; sdc.gov.jm

LTM National Pantomime

Kingston; Itmpantomime.com

Portland Paradise Weekend Portland: facebook.com/

PortlandParadiseWeekend

Jamaica Open Golf Tournament Montego Bay; thejga.com.jm

Harbour Fest and Fireworks on the Waterfront

Kingston; onecaribbean.org

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JAMAICA

Kingston

876-929-9200 information@visitjamaica.com

Montego Bay

876-952-4425 information@visitjamaica.com

AMERICAS

U.S. / Latin America 1-800-JAMAICA 305-665-0557 info@visitjamaica.com

GROUPS & CONVENTIONS

1-800-294-7687 305-665-0557 groups@visitjamaica.com

CANADA

416-482-7850 • 1-800-465-2624 jtbcanada@visitjamaica.com

EUROPE

London

Regional office for the United Kingdom, Ireland and Scandinavia 44-207-225-9090 mail@visitjamaica.com

Rerlin

Regional office for Europe 49-30-55-28-8246 eu@visitjamaica.com https://wa.me/31625134276

German-speaking

49-30-8058-592-80 info@visitjamaica.de



Pinterest.com/MyJamaica



Twitter.com/VisitJamaicaNow



Instagram.com/VisitJamaica



Facebook.com/VisitJamaica



YouTube.com/VisitJamaicaOfficial

For additional information, go to visitjamaica.com or call your nearest Jamaica Tourist Board office.

For details regarding the latest travel protocols, go to visitjamaica.com/travelauthorization.