

JAWAICA[®]

GUIDE



WELCOME





IRIE ISLE

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

LAND OF WOOD AND WATER

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 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 aquamarine 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



DID YOU KNOW?

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



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! ■

Courtesy of Geigam Hotel

From top: Courtesy of Kingston Yoga Festival/Russell Ward; Courtesy of Geigam Hotel; Courtesy of Island Routes



KINGSTON

**THE CAPITAL'S MOUNTAINOUS LANDSCAPE
IS A DRAMATIC BACKDROP FOR A
THOROUGHLY MODERN CITY.**

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.



From top: Max Earle; Sean Murray



From top: Max Earle; Douglas Pearson/Photodisc/Getty Images; Sean Murray

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. It's Jamaica's first and 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 new museum that opened in 2016 honours Peter Tosh, another iconic reggae musician and one of the founding members



DID YOU KNOW?

At the Bob Marley Museum, guests can see the singer's untouched bedroom. There are even bullet holes from a failed assassination attempt in 1976.





TAKE IN THE WONDERS OF NATURE AT HOPE BOTANICAL GARDENS, THE LARGEST BOTANICAL GARDEN 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.

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 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.

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



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.





OCHO RIOS

"OCHI," AS THE LOCALS CALL IT, MAKES AN EXCELLENT BASE FOR 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



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.

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. ■





DID YOU KNOW?

You can get a glimpse of old-time Ocho Rios by simply taking a stroll down Main Street. The array of shops and boutiques offer a treasure trove of goodies.



From left: Courtesy of Yaman Adventure Park; Courtesy of Island Routes

Courtesy of Dolphin Cove

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: rивerrapidsja.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 WHILST
DISPLAYING THEIR
HANDMADE JEWELLERY,
PRINTINGS AND MORE.



MONTEGO BAY

**WHETHER YOU'RE
LOOKING FOR WHITE-
SAND BEACHES
OR FAST-PACED
ACTIVITIES IN
MOUNTAIN LANDSCAPES,
TOURISTS AND
JAMAICANS HAVE
DEVELOPED A LOVE
AFFAIR WITH
MONTEGO BAY.**

SECOND CITY

Affectionately referred to as “MoBay,” this tropical city in the northwest coast pulsates with the raw vibrancy of everyday 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.



DID YOU KNOW?
According to legend, Rose Hall Great House mistress Annie Palmer practised voodoo, tortured slaves and committed murder before being killed.



St. James Parish Church was built between 1775 and 1782 in the shape of a Greek cross and is regarded as one of Jamaica’s finest 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. ■

From top left: Courtesy of Sandals Resort; Courtesy of Dolphin Cove; Courtesy of Chukka Tours; J. Kevin Foltz

MONTEGO BAY

WHILST ALL OF JAMAICA'S BEACHES ARE POSTCARD WORTHY, TRAVEL+LEISURE LISTS DOCTOR'S CAVE BEACH 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: jamaicrafting.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.



NEGRIL

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

A SERENE PACE

Seven Mile Beach is certainly not the only beach worth visiting in Negril. Bloody Bay Beach — often called “the other Negril beach” — is popular amongst the locals and is equally beautiful and relaxing.

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.



From top: Max Earle; lucky-photographer / iStock / Getty Images Plus

Max Earle (2)

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 public in 1992. Visitors from around the world come to enjoy the wading pools fed by underground springs and swing into the waters.

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

DID YOU KNOW?

Negril is world famous for its nightlife. Whether on Norman Manley Boulevard itself or in one of the many clubs, the irresistible beats will keep you moving!





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 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.

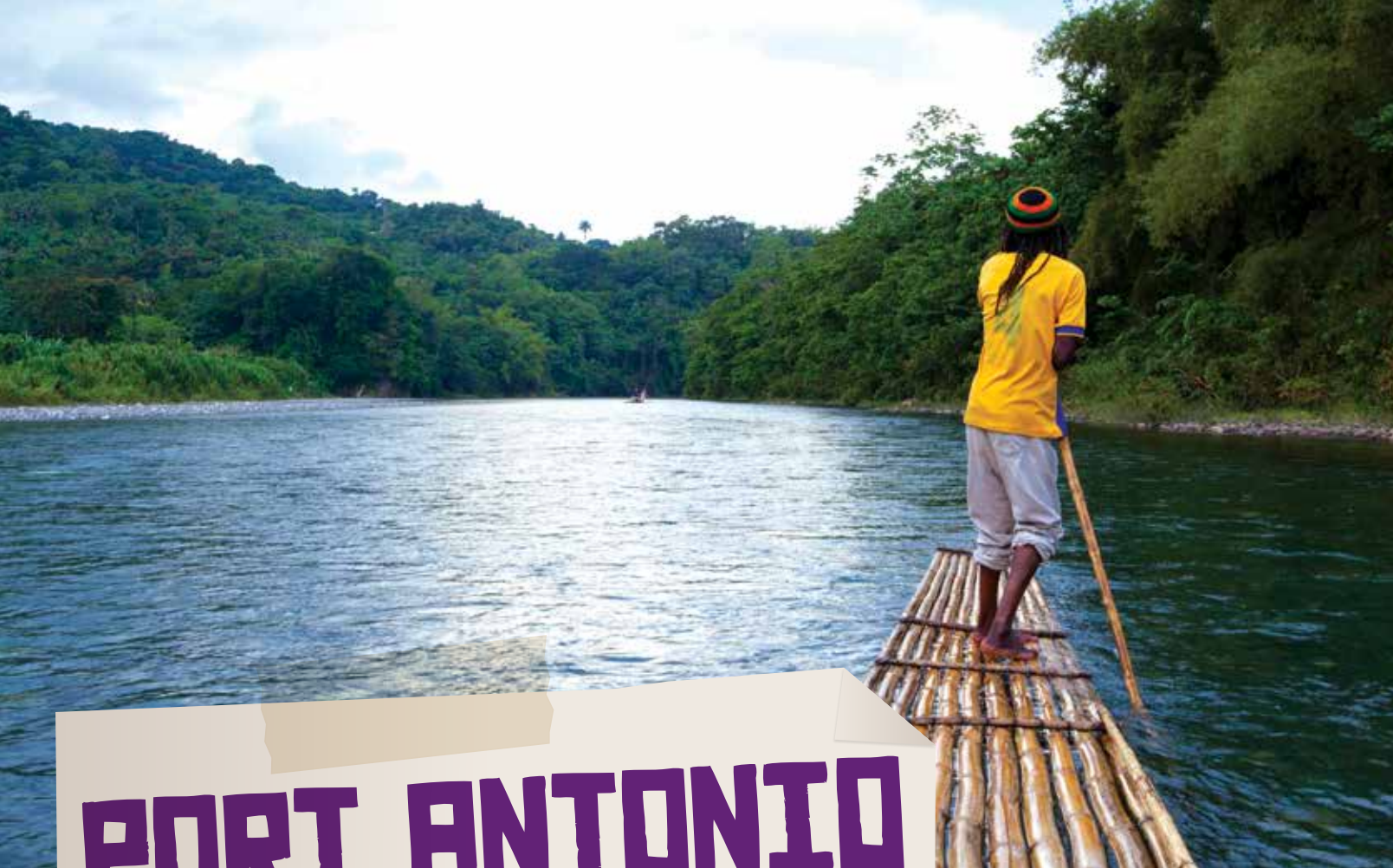
After you’ve been reenergised with some delicious fare, you may want to venture out to explore Negril’s legendary nightlife offerings. Bars, colourful reggae joints and nightclubs are sprinkled all throughout the town.

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





PORT ANTONIO

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 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-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

- REACH FALLS**
Tel: 876-276-8663
Web: udcja.com/reach-falls
- RIO GRANDE RAFTING**
Tel: 876-715-1111
Web: portantonio.com/tours/rio-grande-rafting-tour.html
- VALLEY HIKES**
Tel: 876-993-3881
E-mail: valleyhikes@cwj.com



From top: Douglas Pearson/Photodisc/Getty Images; peeterV/E+/Getty Images

Jekurandistaja/Stock/Getty Images Plus



SOUTH COAST

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. ■



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

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



From top: Max Earle; nalizchap/istock / Getty Images Plus

Kevin J. Foltz (2)

DINING



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.

Courtesy of Stush in the Bush (3)



FROM THE GINGER AND COFFEE BEANS TO THE BANANAS AND PEPPERS, HOME-GROWN PRODUCE IS INFUSED WITH A RICHNESS THAT IS UNDENIABLY JAMAICAN.

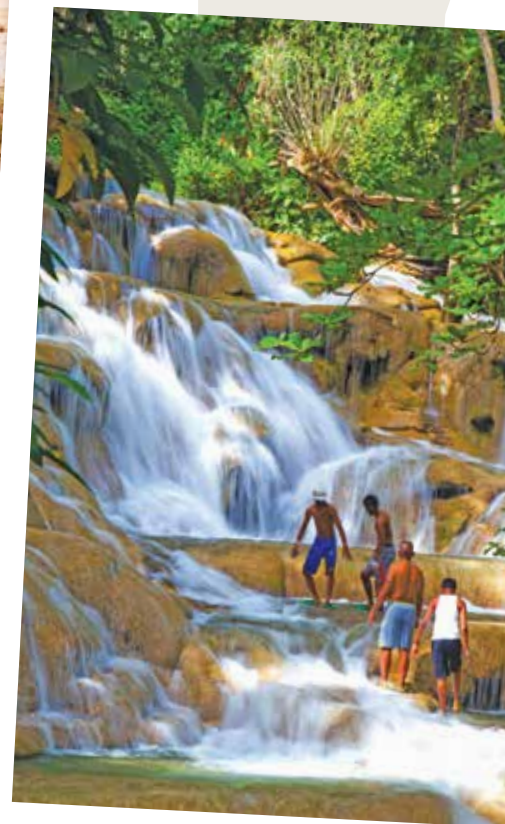
Lisa and Chris Binns describe their Stush in the Bush dining experience as "sexy vegetarianism." The couple-turned-business-partners offer vegetarian lunches and dinners, as well as tours of their 15-acre Zionites Farm in St. Ann. Their passion for natural and GMO-free living flavours their Stush in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

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. ■





SHOPPING IN JAMAICA 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 platform. ■

Max Earle

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. ■

Kevin J. Foltz (2)



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 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 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. ■

From top: Courtesy of Sandals Resorts; Courtesy of Half Moon

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. ■

From top: Courtesy of Half Moon (2)

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

USEFUL INFO

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 Celebrations
Negril; 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

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 Festival
Portland

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

AUGUST

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 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 Tournament
Montego 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

LTM National Pantomime
Kingston; ltmpantomime.com

Harbour Fest and Fireworks on the Waterfront
Kingston; onecaribbean.org





CONTACT INFO

For additional
information, go to
VISITJAMAICA.COM,
or call your nearest
Jamaica Tourist
Board office.

JAMAICA

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