

# THE JAMAICAN

## DESTINATION NEWSLETTER + PRODUCT UPDATE



**JAMAICA<sup>®</sup>**  
**ONE LOVE**



# DESTINATION CONTACT INFO

## HOW TO REACH US:

### Quebec & Atlantic Canada

Louise Paquette  
514.231.1968  
[lpayette@visitjamaica.com](mailto:lpayette@visitjamaica.com)

### Ontario - Eastern & Northern

Dan Hamilton  
416.482.7850  
[dhamilton@visitjamaica.com](mailto:dhamilton@visitjamaica.com)

### Ontario - South Western & Metro

Racquel Queensborough  
416.482.7850  
[rqueensborough@visitjamaica.com](mailto:rqueensborough@visitjamaica.com)

### Western Canada

Emma Madsen  
403.404.8701  
[emadsen@visitjamaica.com](mailto:emadsen@visitjamaica.com)

### Groups, Meetings & Incentives

Dan Hamilton  
416.482.7850  
[dhamilton@visitjamaica.com](mailto:dhamilton@visitjamaica.com)

### Jamaica Tourist Board in Canada

303 Eglinton Ave E, Suite 200  
Toronto, ON M4P 1L3  
416.482.7850  
Toll-Free: 1.800.465.2624  
Fax: 416.482.1730  
[jtbcanada@visitjamaica.com](mailto:jtbcanada@visitjamaica.com)

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Travel/ Tour Professional

CONTACT US  
876-619-1565 | 876-381-0299 (Local)  
954-837-6290 (Skype)  
Email: [reservations@vipattractions.com](mailto:reservations@vipattractions.com)

VISIT US ONLINE  
[www.vipattractions.com](http://www.vipattractions.com)



# EASIEST PLACE TO GET TO!

Jamaica has made it a priority to ensure we have convenient airlift, to help your clients make it down to our Island hassle-free. We have convenient airlift from coast to coast! We are truly the easiest place to get to, with many direct and non-stop flights plus convenient connections to get your clients there same day... during daylight hours! More time for them to get on the beach and start enjoying the first day of their vacation! We are served by all your favorite airlines and tour operators. See below.

## MONTEGO BAY SANGSTER INTERNATIONAL AIRPORT



## KINGSTON NORMAN MANLEY INTERNATIONAL AIRPORT



## BOSCOBEL IAN FLEMING INTERNATIONAL AIRPORT



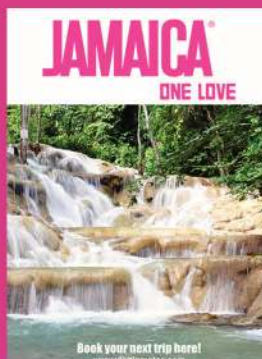
THERE IS AIR SERVICE TO JAMAICA, EVERY SINGLE DAY OF THE YEAR!



## SALES RESOURCES



Do you have a high traffic window? Would you like a Jamaica scrim placed on your window? We have several images to choose from. Contact your BDM to discuss.



Do you have a nice public facing window? Would you like a Jamaica floor/window display? Contact your BDM to order one for your office window.



Would you like to host a "Jamaica Night" at your office? Bring your clients out to enjoy a destination presentation and some Jamaican hospitality? Contact your BDM to arrange.



# HOTEL + RESORT UPDATES

NEW



## THE "S" HOTEL OPENS ON THE HIP STRIP!

The long-awaited opening of the "S" Hotel on Montego Bay's Hip Strip - also known as Jimmy Cliff Boulevard - took place recently to much acclaim! The 120 room EP hotel perched on the famous Doctor's Cave beach, is a tastefully decorated, chic, city hotel with an unmistakable resort warmth and elegance. Forget the old Breezes Mo Bay, the new "S" hotel is nothing like it! The rooms have been expanded so they are much larger and there are multiple function and chill spots all over the resort.

[www.shoteljamaica.com](http://www.shoteljamaica.com)



## TRYALL CLUB ADDS TWO NEW VILLAS!

If ever you have that client looking for an exclusive villa hideaway, with golfing, panoramic views of the Caribbean Sea and luxurious accommodation befitting a well-traveled jet setter, then look no further than the Tryall Club, Beach, Golf Resort & Villas. Just outside Montego Bay, this villa complex recently added two new Villas to its repertoire. The new Dragon Fly 7-bedroom and the newly renovated 4-bedroom Tradewinds Villas will impress with their infinity pool; swim up bar and expansive wrap around terraces. [www.tryallclub.com](http://www.tryallclub.com)



## HOTEL CLUB RIU OCHO RIOS CLOSES FOR RENOVATIONS.

Riu Hotels & Resorts continue to update and upgrade its product in Jamaica, with the imminent closure of the Riu Ocho Rios property on April 27, with scheduled re-opening on September 21, 2019. The full refurbishment of the hotel will see it adding 45 new family rooms, which can accommodate up to five (5) persons! A new water park will also be added to this 900-room property. [www.riu.com](http://www.riu.com)



## SANDALS OCHI DEBUTS NEW WEDDING CHAPEL!

Sandals has raised the bar once again in the destination wedding market, with the unveiling of its newest Over-the-Water Serenity Chapel at Sandals Ochi Beach Resort. Accommodating up to 45 guests, this new chapel features a 360-degree panoramic water view, as well as a glass floor, giving couples that walking on water feeling! [www.sandals.com/ochi](http://www.sandals.com/ochi)

NEW



## SKYLARK NEGRIL BEACH HOTEL OPENS!

This new 28-room gem on Negril's famous Seven Mile beach is the perfect boutique getaway resort for the discerning traveler. Its colourful scenescape and tastefully decorated rooms make it the perfect home away from home. [www.skylarknegril.com](http://www.skylarknegril.com)



# HOTEL + RESORT UPDATES

NEW



## THE "R" HOTEL OPENS IN KINGSTON

A new hotel option has opened its door in Kingston. The new R hotel located at 2 Renfrew Road is the perfect home away from home for business travelers, as well as other visitors looking for top quality extended stay accommodations. Its 75 rooms and suites offer all the necessities and luxuries of an extended Island stay, including kitchenettes, all in the heart of Kingston's business district.

Phone: 876-968-6222. [www.rhotelja.com](http://www.rhotelja.com)



## JEWEL GRANDE NOW OFFERS ONCOLOGY SPA THERAPY!

Jewel Grande Resort & Spa is the first Christine Clinton cancer-care certified centre in Jamaica. The facilities have 4 full time specialists, trained by the ITEC (International Qualifications Institute) Spa Trainer. The resort spa is now able to offer certified oncology massage therapy to its guests and clients. [www.jewelgrande.com/grande-spa](http://www.jewelgrande.com/grande-spa)



## CORAL CLIFF HOTEL & GAMING LOUNGE REOPENS!

Mo Bay's Hip Strip returns to its spectacular glory with the reopening of the Coral Cliff hotel & gaming lounge, right across the street from the famous Margaritaville. With its Vegas-style bright lights and fun atmosphere, this 17-room boutique hotel adjacent to its own gaming entertainment space, is a must stop when in Mo Bay.

[www.coralcliffjamaica.com](http://www.coralcliffjamaica.com)



## FDR RESORT DEBUTS NEW JAMAICAN CULINARY DELIGHTS!

Already well-known as the ultimate family-friendly resort, with its signature Nanny program, Franklyn D Resort has recently enhanced its culinary offerings, to satisfy the palates of its discerning guests from all over the world. Healthy eating is easy at FDR, as the menu at its signature restaurant "Over-proof" has been enhanced to feature many more healthy choices and Jamaican specialties. [www.fdrholidays.com](http://www.fdrholidays.com)



## SUNSET AT THE PALMS NOW INCLUDES CLUB MO BAY!

The closest thing to a rainforest cabin you will find in Jamaica, is the serene Sunset at the Palms retreat in Negril. It is lush, tropical and homely. And now, guests booking this resort will have the Club Mo Bay VIP lounge service included in their reservations. So arrive in style, enjoy a wonderful time at Sunset at the Palms; then depart in style and comfort at the Club Mo Bay lounge! [www.thepalmsjamaica.com](http://www.thepalmsjamaica.com)



# SPOTLIGHT ON SMALL HOTELS

Destination Jamaica's product versatility is one of its strongest selling points and included in that product range, is a wide array of charming Inns & small hotels, spanning the length and breadth of the Island. Most are owner-operated, so your clients will enjoy authentic Jamaican hospitality, often literally at the home of their hosts. For more information on Jamaica's Inns & small hotels, visit: [www.jamaicainnsandhotels.com](http://www.jamaicainnsandhotels.com)



## THE INN AT SIX (6) KINGSTON

It's not a five-star hotel but the high quality of the rooms at The Inn at 6 located on Chester Avenue in the Barbican Kingston 6, area of St. Andrew, rivals that of any big hotel! With just four bedrooms of varying sizes, this home-away-from-home oasis is owner-operated and pampers its guests with traditional Jamaican hospitality. Guests may do their own cooking in its spacious kitchen or just let owner/operator Carol Pryce know and she will serve up her culinary delights, of course at an additional charge. Phone: 876-381-5125



## GEE JAM HOTEL, PORT ANTONIO

Have you ever wondered what it's like to stay at the same property where Royalty and Captains of Industry frolic? Where understated elegance is the order of the day? Welcome to GeeJam Hotel, where all the creature comforts of home blend in with authentic Jamaican culture. Nestled in the lush ecosphere of Port Antonio, GeeJam is that place where you go to get away from it all, yet have it all at your fingertips. With its exquisite cabins, gym, recording studio, bush bar, healing spa, swimming pool, this property caters to guests who are accustomed to luxury and enjoy consuming it in elegance. [www.geejamhotel.com](http://www.geejamhotel.com)



## THE OASIS RESORT, NEGRIL

Catering to the every need of their guests is the goal of the Canadian-owned Oasis Negril resort. Guests at the Oasis Negril will find its secluded surroundings the perfect retreat from the busy hustle of life. The tastefully decorated rooms and attentive staff keep bringing repeat clients over and over again. Some say the West End is Negril's more authentic side. Decide for yourself by booking a stay at The Oasis Negril! [www.oasisnegril.com](http://www.oasisnegril.com)



## HIBISCUS LODGE HOTEL, OCHO RIOS

Location! Location! Location! That is the first thing apparent about The Hibiscus Lodge hotel! A stone's throw from the Ocho Rios town centre means your clients are never far away from the action; yet they can retreat to their place of rest with ease when they wish to. The Almond Tree Restaurant is a famous eatery also located on the property. Guests will also enjoy fantastic Jamaican and international culinary delights at this authentic local getaway spot. It is ideal for a family reunion or other leisure group clients seeking their own little chateau to relax in Jamaica! [www.hibiscusjamaica.com](http://www.hibiscusjamaica.com)





# SHIP AHOY! CRUISE NEWS!



The Jamaican port of call experience is a unique blend of adventure and delight - one that will remain in your client's memory long after they have left our shores! Whether their port of call is historic Falmouth; colourful Ocho Rios; complete Montego Bay; lush Port Antonio or energetic Kingston: our island offers an exciting menu of special shore activities; excursions and tours, organized to please every member of the family. For more information on port of call Jamaica, please log on to [www.cruisejamaica.com](http://www.cruisejamaica.com)

Jamaica continues to improve the cruise visitor experience at all its ports of entry. Cruise visitors who have been coming to Jamaica over the years, will notice the marked improvement in infrastructure and hospitality at our cruise ports. So much so that we have been winning many awards such as:

- 🏆 **Caribbean's Leading Home Port 2018: Montego Bay**
- 🏆 **Caribbean's Leading Cruise Destination 2018: Jamaica**
- 🏆 **Caribbean's Leading Cruise Port 2018: Ocho Rios!**



## OCHO RIOS TURTLE RIVER PROMENADE WORK UNDERWAY!

The scenscape in Ocho Rios is about to get a massive facelift, with the construction of a promenade linking the cruise ship port with the nearby Ocean Village Shopping Centre. When completed, visitors will be able to comfortably walk from the port into town, without accessing the main road. Benches and palm trees will be installed along with a few shops and artisan's station along the way.



## REYNOLDS PIER GETS NEW FISHERMAN'S VILLAGE!

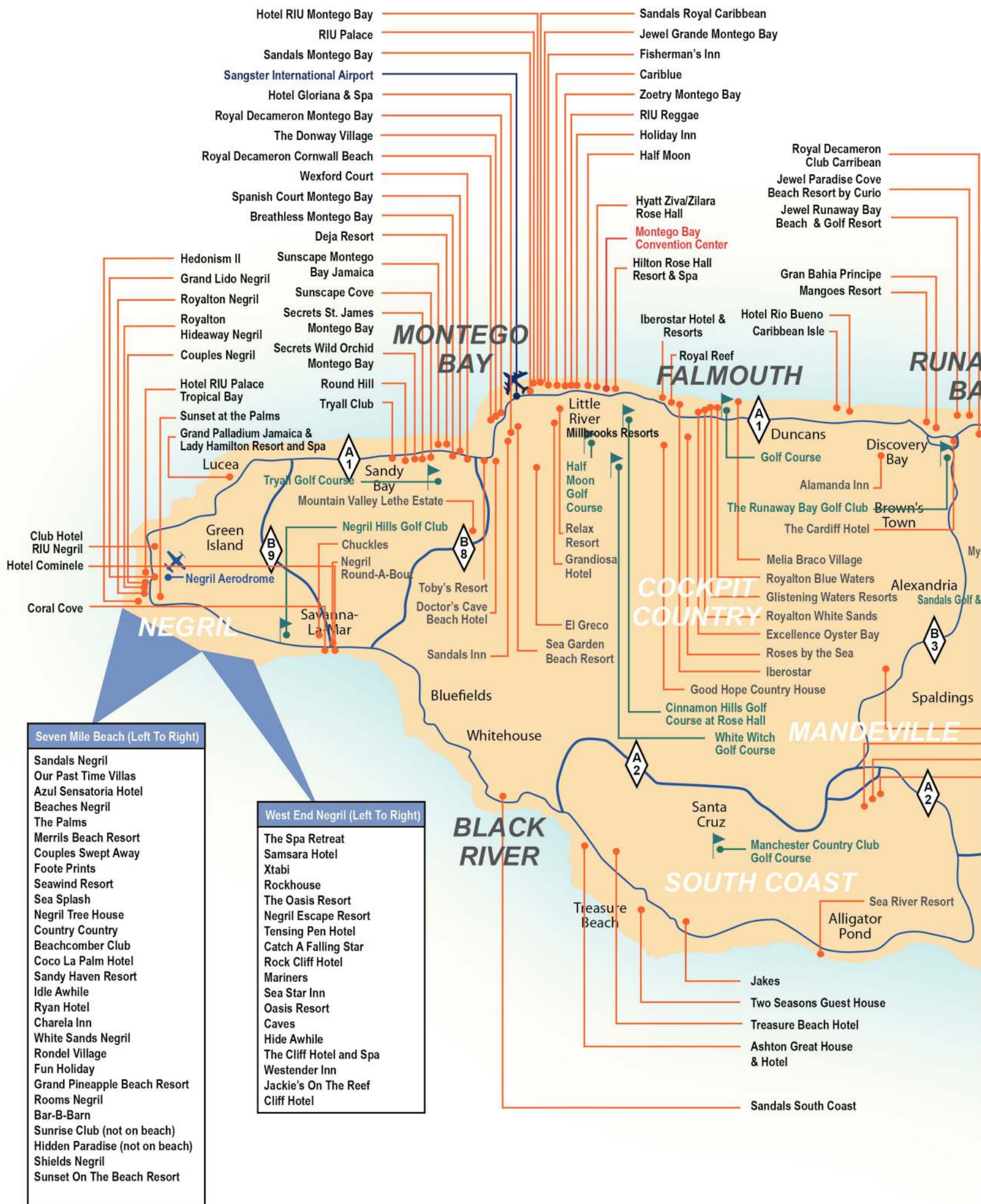
Not to be left out, the Reynolds over-flow pier also got a multi-million dollar facelift. The newly renovated Fisherman's Beach was recently opened. It is centrally located between the two ports with restaurants; shops; and local arts and craft shops along a modern boardwalk.



## PORT ROYAL TO GET FLOATING PIER!

With its storied history of buccaneers, wealth and debauchery, Port Royal has always had a mystic long after its destruction by earthquake in 1609. But that sunken city remains a draw for millions of visitors and now a new pop-up pier is being installed at the port of Port Royal. Cruise ships docking at Port Royal will have an easier time disembarking seamlessly and enjoying all that Kingston has to offer.







# Hotels, Inns, Guest Houses & Facilities In Jamaica





# FOCUS ON ATTRACTIONS

Beyond the fantastic resorts and beautiful beaches, Jamaica offers her visitors an exciting array of attractions to meet every comfort level. Whether you are looking to explore caves; swing on a zip line through our lush vegetation, or relax on a calm raft ride down a lazy river, Jamaica has something for everyone! There are over 140 different attractions on the Island; here are a few to tell your clients about! To see more attractions, log onto [www.visitjamaica.com](http://www.visitjamaica.com)



## JAMAICA CULINARY TOURS, FALMOUTH

A food tour every visitor should take to enjoy a taste of Jamaican food, while learning about Jamaican history, heritage and culture. Sisters Anne and Janet are the ultimate foodies and they will take visitors on an exciting Jamaican culinary adventure. But it's not just about food; this walking and bus tour will delve into Jamaica's diverse architectural and cultural history and open clients to much of the historic influences on today's Jamaican cuisine.

[www.jamaicaculinarytours.com](http://www.jamaicaculinarytours.com)



## KINGSTON DUB CLUB, KINGSTON

Music is a prominent part of Jamaica's appeal and no place represents the essence of Jamaican music like the capital city Kingston. Take a short journey in the salubrious hills above the vibrant city to Kingston's Dub Club. Every Sunday night, hordes of music lovers make the trek up to hear DJ Gabre Selassie spin tunes and bring patrons back to a time when music hit you and you feel no pain!

Phone: 876-815-1184

[www.kingstondubclub.com](http://www.kingstondubclub.com)



## IRIE SAFARI AND SWAMP BUGGY TOURS, SOUTH COAST

It's always an adventure exploring Jamaica's south coast but it's more invigorating doing it with Irie Safari and Swamp Buggy tours! This thrilling, innovative and exciting adventure tour takes visitors on a literal roller coaster of experiences, on land and on water, generating memories you will not soon forget. From birdwatching to ATV tours to river jitney tours, you can do it all in one action-filled location.

[www.uriesafariswampbuggy.com](http://www.uriesafariswampbuggy.com)



## YAAMAN ADVENTURE PARK, OCHO RIOS

Located on the site of the Prospect Plantation Estate, Yaaman Adventure park is the ultimate playground for the consummate thrill seeker and the weekend adventurer alike! There are activities to suite every fitness and thrill-seeking threshold. Whether your pace is a wet n dirty buggy ride; a tranquil plantation jitney tour, you can find your thrill at Yaaman! But maybe bird-watching is your thing; or camel riding; or just a delicious culinary tour! You can do it all or nothing at all at YAAMAN Adventure Park!

[www.yaamanadventure.com](http://www.yaamanadventure.com)





# EYE ON VILLAS



Destination Jamaica boasts a wide selection of villas and apartments for your discerning clients. Many of our independent villas come with full service butlers; cooks; house keepers and grounds men to keep your clients in the lap of luxury during their stay. Many others are part of larger villas complexes, with the conveniences of a traditional hotel and the extra special care of private villas.

To explore more of our villa offerings, visit: [www.javavillas.org](http://www.javavillas.org)



## VILLA STELLA, TRYALL CLUB, MONTEGO BAY

Walk out onto the wide upstairs verandah that runs the length of Villa Stella at Tryall and just stand there taking in the view of the undulating hills, making their way down to the endless stretch of blue Caribbean sea. Let out a long, slow breath and embrace what promises to be a truly authentic Jamaican experience. Built along the lines of classic Jamaican architecture, with high wooden ceilings and rooms that flow one into the other, a stay at Villa Stella will take you back to a time of Caribbean luxury!

[www.tryallclub.com/villa/villa-stella](http://www.tryallclub.com/villa/villa-stella)



## VILLA MALATAI, OCHO RIOS

Located on one of Jamaica's most beautiful white sand beaches, Malatai villa is a 9500 square foot emporium of luxury. This six-bedroom luxury villa is perfect for friends or family to gather, rejuvenate and enjoy Jamaica! With no expenses spared, this villa offers exquisite amenities, including a fully lit tennis court, gym, pool table and lots of snorkeling and fishing gear included on site. Many of Ocho Rios' prime attractions are in easy reach of Malatai Villa.

[www.malatai.com](http://www.malatai.com)



## IDLE A WHILE VILLAS, NEGRIL

A trio of boutique properties on the coast of the sun kissed town of Negril, they offer a blissful stay on the beach, the cliffs or tucked away in a private oceanfront villa. Any of these choice escapes will entirely capture the essence of the perfect Jamaican vacation. Each location boasts exceptional personal service in a relaxed carefree idyllic setting.

[www.idleawhile.com](http://www.idleawhile.com)



## THE FLEMING VILLA, ORACABESSA

Named for high-society writer Ian Fleming, this magnificent vacation rental sits along the beachfront of the iconic Golden Eye Resort in Oracabessa. It was here on Jamaica's picturesque north coast that Fleming wrote all fourteen James Bond novels, with intermittent breaks to sip cocktails with celebrities like Katherine Hepburn and Errol Flynn. After this golden era, Island Records mogul Chris Blackwell acquired the property and expanded it into today's groovy resort.

[www.theflemingvilla.com](http://www.theflemingvilla.com)



# NEWS YOU CAN USE! NEWS YOU CAN USE!

## H10 HOTELS & RESORTS TO OPEN NEW PROPERTY IN NOVEMBER!

H10 Resorts & Hotel has announced the construction of its new property in Jamaica, the Oceans Coral Spring. Located just outside Falmouth, this complex will boast two five-star all-inclusive properties; the first 500 room hotel to open this November, with another 440 room adults-only property scheduled for next winter 2020.

## ROYALTON RESORTS EXPANDING!

Falmouth is on track to add over 8,000 rooms in the next three years, according to Tourism Minister, Hon. Edmund Bartlett. He cited several new resort investments in the pipeline plus plans by Royalton Resorts to add another 1200 rooms to its Falmouth properties – 600 on either side of its current resort.

## MORE ROOMS! MORE ROOMS COMING!

Minister Bartlett also announced that hotel company Amaterra, has acquired land in Trelawny to build a new Amaterra Jamaica property, with 1200 rooms! Harmonization Jamaica is also back on track with ground-breaking shortly for another 2000 rooms. And Playa Resorts has proposed a 750 room Panama Jack Resort for Montego Bay! Karisma's Sugarcane resort complex in St Ann is also proposed for another 5,000 rooms over a ten-year build period. Israeli boutique hotels, Brown Hotels & Resorts, is also looking at Jamaica for a possible tourism investment. Stay tuned!

## RIU PALACE TROPICAL BAY NEGRIL RE-OPENS!

After an extensive U\$35M renovation, Jamaica's flagship RIU resort re-opened with all its 452 rooms fully refurbished. Large walk-in style showers replace the bath tubs and a spanking new look lobby will greet guests to this gem in Negril. New also is the RIULand Kids Club, with a new children's pool, and playground.



## HARD ROCK FOR THE ROCK!

Many Jamaicans refer to their homeland as "The Rock", so it is quite fitting that "The Rock" should be the home for a new Hard Rock Resort, expected to break ground later this year. The proposed 1100 room resort on the Rose Hall "Elegant Corridor", is expected to bring a new level of accommodation, meeting facilities, entertainment and night life to Jamaica's resort Mecca.

## PRINCESS HOTELS & RESORTS TO BREAK GROUND FOR NEW JAMAICAN PROPERTY!

Spanish hotel chain Princess Hotels & Resorts, will add to its 19 properties worldwide, with a new 2000-room all-inclusive resort in Jamaica. Located in Green Island Hanover near Negril, this will be the resort company's first English Caribbean property. Stay tuned for more details soon.



## MOON PALACE JAMAICA TO INVEST U\$300M IN OCHO RIOS!

Palace Resorts plan to spend U\$300M on development downtown Ocho Rios, in partnership with the government of Jamaica. The new scenescape will include a new pier with multiple dining options; renovated public beach; a boardwalk; snack bars; as well as a sand-based soccer field and open-air Artisan Village. In addition, there will be a new 750 room hotel next door to its flagship Moon Palace Jamaica property.



# NEWS YOU CAN USE! NEWS YOU CAN USE!

## NEW DEVELOPMENTS AT MJB AIRPORT

MBJ Airports Limited, the managers of the Sangster International airport have announced major renovations and upgrades to the facility. The departure lounge is experiencing significant upgrading, with a new chiller system; check-in counters and flooring. In addition to the 20 new self-service kiosks recently installed in the arrivals lounge, there are 50 self-service check-in kiosks in the departure lounge.



## PRE-PAID MASTERCARD NOW AVAILABLE TO MJB AIRPORT!

American Airlines has announced it will no longer accept cash at its MJB location for baggage fees or ticket purchases but travelers need not worry. Alliance Payments Services Limited has established a pre-paid Mastercard service in the departure lounge, across from counters 45 & 80 in the ticketing concourse. These pre-paid cards may be used anywhere MasterCard is accepted worldwide.

## REGGAE HOSTEL OPENS IN OCHO RIOS

Jamaica is not well known for hostel accommodations but the Reggae Hostels chain is certainly making waves, recently winning the HostelWorld.com's 13th annual award certificate for best hostel in Jamaica! Located in Kingston and Ocho Rios, the motto at Reggae Hostel is "Chill, Vibe, connect"

## SANDALS RESORT ANNOUNCES PRIVATE TRANSFER SERVICE.

Guests staying in top categories at Sandals Montego Bay and Sandals Royal Caribbean will now enjoy complimentary private luxury airport transfers. Club Sandals and Butler Elite room category guests will travel in the lap of luxury, courtesy of luxury BMW limousines reserved for this category of rooms.

## NOTHING TO DECLARE GREEN LINES INCREASED AT NORMAN MANLEY AIRPORT!

Travelers transiting the Norman Manley International airport in Kingston now have three new "Nothing to declare" green lines, making the total now four. Travelers who do not have items exceeding their dutiable allowances may now use these lines and exit the customs hall in a shorter period of time.

## 20 NEW SELF-SERVE KIOSKS INSTALLED AT MJB AIRPORT!

As Canadian Travel Consultants continue to send more of their clients to Jamaica, our airport facilities have outgrown every new upgrade, resulting sometimes in a bit of extra wait at immigration at peak times. But Jamaica is moving to expand the immigration hall and add more counters for quick & easy processing. In the meantime, 20 new self-serve arrival kiosks have been added since December, making transit through the airport quicker and easier than anytime before! We will shortly be launching an on-line immigration form, where visitors may complete and submit their immigration and customs forms ahead of time, from the comfort of their homes.... before arriving in Jamaica! Stay tuned!



## IAN FLEMING AIRPORT EXPANDS!

Jamaica's third International airport is undergoing a significant expansion in its infrastructure, which when completed, will see larger and more frequent aircraft arrivals. The terminal building is being expanded and a longer runway is being put in. The development will see the runway extended over the existing highway, with culverts and underpasses built to accommodate the expansion. American Eagle-type flights are expected to start arriving at the airport when completed.



# UPCOMING EVENTS

There are lots of exciting events happening all over the Island all the time! Here are a few select ones that you may want to start telling your clients about! How about putting together a group trip? For more information on all up-coming events, visit [www.visitjamaica.com/things-to-do](http://www.visitjamaica.com/things-to-do)

## REGGAE SUMFEST: JULY 14-20

Reggae Sumfest is Jamaica's premier festival dedicated to showcasing our island's indigenous reggae music, while also promoting Jamaica as a prime summer destination. Reggae Sumfest attracts visitors and media from all across the globe and features some of the top artists in the reggae music industry today. How about putting together a group for this event?

[www.reggaesumfest.com](http://www.reggaesumfest.com)



## MONTEGO BAY JERK FESTIVAL – AUGUST 1

Western Jamaica's largest culinary event is a family and visitor-friendly immersion in everything jerk, from chicken to fish and everything between! Enjoy the delicious cuisine of Jamaica and partake in some of the riveting cook offs and jerk eating competitions. All mixed in with great family fun and entertainment. [www.montegobayjerkfestival.com](http://www.montegobayjerkfestival.com)

## DREAM WEEKEND: AUGUST 2-6

Thousands of party-goers descend on Negril's Seven Mile beach for this annual extravaganza of daytime parties and night-time concerts featuring the best of local and international entertainment. It's a week-long series of themed parties designed to bring out the true spirit of summer in the happiest place on earth!

[www.jamaicadreamweekend.com](http://www.jamaicadreamweekend.com)



## JAMAICA BRIDAL EXPO – SEPTEMBER 5-8

Destination Weddings are a big part of Jamaica's appeal. Hundreds of couples choose to get married in Jamaica each year and so there is a very large supporting industry on the ground. That's why the Jamaica Bridal Expo is a must go event for Travel Advisors and Wedding Planners looking to execute destination weddings in Jamaica. Meet and make contacts with players who provide floral; venue; entertainment; apparel and all the associated service to make your client's wedding day special. [www.jamaicabridalexpo.com](http://www.jamaicabridalexpo.com)

## MONTEGO BAY INTERNATIONAL MARLIN TOURNAMENT – OCTOBER 1-5

This year marks the 58th staging of the Montego Bay International Marlin Tournament, the oldest and most anticipated fishing event on the island. Past tournaments have seen over 40 boats participating, with local and international crew. There are events for anglers and non-anglers alike, so bring the family along and enjoy a fun-filled time in Mo Bay!

## REGGAE MARATHON – DECEMBER 8

Negril's Reggae Marathon and Half Marathon are Jamaica's premier international marathon events. Marathoners and sports enthusiasts from all over the world descend on Negril's Seven Mile beach for a fun event, characterized by good vibes and lots of reggae music. It's the best time of the year to be in the capital of casual! How about putting a group together for the Reggae Marathon?





## The History of Jamaica's Blue Mountain Coffee

Jamaica's Blue Mountain coffee is famously enjoyed all over the world. Coffee connoisseurs and novices alike enjoy its rich taste and aroma but how much do you know about the origins and production of one of Jamaica's finest exports?

- ◆ Did you know that Blue Mountain coffee is farmed in very rich soil at altitudes of between 2000 and 5000 feet above sea level? Yes, up in the Blue Mountains, from which it derives its name!
- ◆ There are two main types of commercially grown coffee in the world, the Robusta and the Arabica. Guess which type is grown in Jamaica? If you answered Arabia, then you deserve a rich cup of Jamaican Arabica coffee!
- ◆ But where did coffee come from? "Kaffe" as it was originally called, originated from the highlands of Ethiopia, by a goat herder who noticed that his goats got a little excited and energized when they ate berries from the plant. British Governor Nicholas Lawes introduced coffee to Jamaica in 1728 and the first exports occurred in 1737. And as they say, the rest is history!
- ◆ Visitors can today take a tour of the Blue Mountains coffee farms and production facilities.



### Sangster International Airport

Montego Bay  
[www.mbjairport.com](http://www.mbjairport.com)  
Phone: 1.876.952.3124

### Norman Manley International Airport

Kingston  
[www.nmia.aero](http://www.nmia.aero)  
Phone: 1.876.924.8452

### Ian Fleming International Airport

St. Mary  
[www.ifia.aero](http://www.ifia.aero)  
Phone: 1.876.975.3101

### Jamaica Customs

[www.jacustoms.gov.jm](http://www.jacustoms.gov.jm)  
Phone: 1.876.952.2469  
Email: [quickresponse@jacustoms.gov.jm](mailto:quickresponse@jacustoms.gov.jm)

### Jamaica Immigration

[www.pica.gov.jm](http://www.pica.gov.jm)  
Phone: 1.876.952.2408

### Canadian High Commission, Kingston

[www.canadianinternational.gc.ca/jamaica](http://www.canadianinternational.gc.ca/jamaica)  
Phone: 1.876.926.1500

### Canadian Consulate, Montego Bay

29 Gloucester Ave  
Phone: 1.876.952.6198

### Jamaican Consulate, Toronto

[www.jcgtoronto.ca](http://www.jcgtoronto.ca)  
Phone: 416.598.3008

### Jamaican High Commission, Ottawa

[www.jhcottawa.ca](http://www.jhcottawa.ca)  
Phone: 613.233.9311

### Jamaica Tourist Board

Montego Bay  
[www.visitjamaica.com](http://www.visitjamaica.com)  
Phone: 1.876.952.4425

### Government of Jamaica

[www.jis.gov.jm](http://www.jis.gov.jm)



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- ♦ Top 50 Agents & Companions Invited To Annual "White Affair" Awards Ceremony



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