



**THE BEAT**

**JAMAICA**

**HEARTBEAT** OF THE  
WORLD

# GREETINGS FROM DONNIE DAWSON

Dear Travel Partner,

This was not the year we planned for, but I hope you're all finding some joy now that we're no longer locked down indoors. Obviously, we're all suffering from cabin fever and anxious to get out and return to our normal activities... it is SUMMER!! This is the time when we all get out to enjoy the beaches, travel, go hiking, play sports and just enjoy the great outdoors! But sadly, things have been altered this year...

It does appear that this new way of operating will be with us for some time and I urge you to be patient and follow the protocols established, which will help us get past this phase and be able to return to some level of normalcy in the future.

On June 15, Jamaica reopened her borders to international travelers under a strict set of protocols aimed at protecting Jamaicans and our visitors from around the world. Our major air carriers from the US and Canada have returned. Most of the destination's resorts have reopened or are in the process of reopening. Slowly but surely, we are getting back to business.

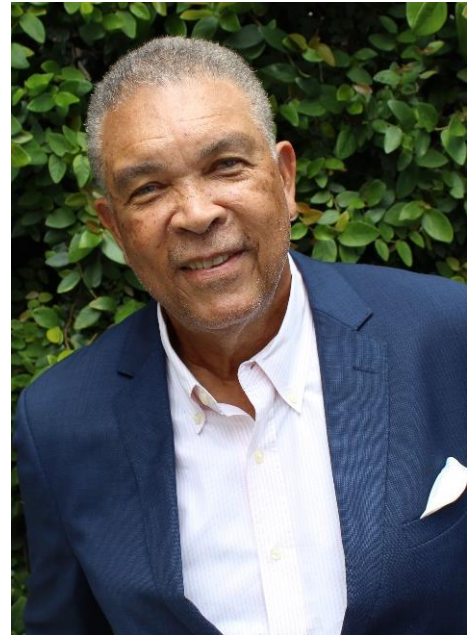
During this period, your Jamaica Tourist Board (JTB) family has been working hard to keep you informed through webinars, entertaining you with music and dance, delighting you with cooking demonstrations and challenging you with quizzes about the island.

It was our highest priority to keep our valued partners like you engaged and be some of the first to know about exciting destination developments as we forge on together! Through our unity, resourcefulness and resilience, I am confident we will emerge from this pandemic stronger and better than ever.

Please continue to stay safe and know we are with you every step of the way.

Sincerely,

Donnie Dawson  
Deputy Director of Tourism/The Americas  
Jamaica Tourist Board





# WHAT'S IRIE

## FEEL THE BEAT



As a destination, [Jamaica](#) “Heartbeat of the World” is known worldwide for its outsized global influence on music from its rich musical heritage to its larger-than-life musical legends. Over the years, visitors make the sojourn to attend a variety of music festivals and to explore and experience the diversity of its popular music genres including Mento, Ska, Rocksteady, Reggae and Dancehall.

With on-island events being canceled and travel specialists unable to come and feel the island’s rhythm in person at the moment, the Jamaica Tourist Board Northeast sales team is engaging with travel agents through an exciting video series highlighting Jamaica's extraordinary musical history and culture. The series launched on International Reggae Day (July 1), starting with Ska and Mento, is soon to be followed by a look at Reggae and Dancehall. The videos can be viewed here:

- [Feel the Vibe – Jamaican Ska](#)
- [Feel the Vibe – Mento Music](#)

Stay connected and keep safe, until we can host you again in-person. One love!

## PLAY DI MUSIC

With the pandemic leading to the cancellation of Reggae Sumfest 2020, the organizers have been exploring a range of ideas to host a number of virtual events. Among the planned activities will be highlights of past performances, interviews with artists, music workshops and panels done in conjunction with Facebook and Instagram as well as Pandora.

The activities got underway on July 20, culminating on July 24 and 25 with the broadcast of performances by a suite of outstanding artistes via Facebook & Instagram LIVE. To appease your music appetite this Summer, check out the [2019 edition of VP Records Reggae Gold](#).



Photographer: Savanna Ruedy  
Designer: Rebecca Lovinsquy

## WEBINAR SCHEDULE

Day/Date	Theme
Wednesday, July 29	<a href="#">Destination Wedding Market &amp; Sandals Resorts</a>
Wednesday, August 12	<a href="#">Courtleigh, Knutsford &amp; Pegasus with an Update on Kingston</a>
Wednesday, August 26	<a href="#">Holiday Inn &amp; Island Routes</a>

## COOKING SESSION: HOW TO MAKE VEGETABLE FRITTERS WITH SPICY DIP

Jamaica is loved the world over for its music, culture, people and of course the diverse array of delectable cuisine. With the destination now reopened and ready to welcome you, we wanted to whet your appetite and give you a taste of Jamaica.

Enjoy this quick and easy recipe from Chef Andre Fowles, which can easily be prepared at home.

### Vegetable Fritters with Spicy Dip

4 Servings



#### Ingredients

- ½ cup scallion, chopped
- ½ cup roasted corn (1 ear corn)
- ½ cup Portobello mushroom
- ½ cup green bell pepper, small diced
- 2 tablespoons vegetable oil
- ½ cup white onion, small diced
- 1 clove garlic, minced
- ½ teaspoon scotch bonnet pepper, minced
- 2 teaspoons fresh thyme, chopped
- 1 tablespoon vegetable bullion
- ½ teaspoon cumin powder
- 1 teaspoon kosher salt
- 2 teaspoons crack pepper

# W H A G W A N

## Batter

6 cloves garlic, finely chopped  
1 medium onion, julienne  
1 bottle beer (Red Stripe Beer)  
2 teaspoon dijon mustard  
1 tablespoon ketchup  
2 teaspoon soy sauce

## Sauce

½ cup mayonnaise  
1 tablespoon hot sauce (your preference)  
1 teaspoon lime juice  
1 teaspoon parsley, chopped  
½ teaspoon kosher salt  
½ teaspoon crack pepper

## DIRECTIONS

1. For sauce; In medium bowl add mayonnaise, hot sauce and lime juice then whisk until smooth. Add chopped parsley then salt and pepper to taste. Transfer to small bowl for fritters. Lightly brush the corn with vegetable oil and put on hot grill or in an oven to broil to char. Let cool before removing kernels and discard the cob.
2. In a sauté pan heat vegetable oil over medium flame; add onion and cook for 2 minutes then add scallion, bell peppers, garlic, corn, mushroom, thyme and scotch bonnet pepper. Sauté vegetables for 2-3 minutes while stirring occasionally. Season with Grace all-purpose seasoning, paprika, salt & pepper. Add vegetables to a bowl to cool.
3. For batter; Mix together flour, baking powder, corn starch and salt. In separate bowl, combine club soda and eggs then add to flour mixture then whisk to form a thick batter.
4. Fold the cooked vegetable into batter and allow to rest for 10 minutes before frying. Using a 2-inch scoop, scoop batter into hot at 325F, careful not to crowd pan. Cook for 3-4 minutes until golden brown, turn fritter half through. Remove and drain on paper towel and serve with spicy dip.

## ABOUT CHEF ANDRE FOWLES



Chef Andre Fowles began cooking professionally at age 17, obtaining his early experience in various restaurants and hotels in Jamaica. He began his fine dine experience at Mac's Chop House in Kingston then served as Sous Chef at Round Hill Hotel & Villas. After four years at Round Hill, Chef Fowles relocated to New York where he worked at one of city's most popular restaurants: Miss Lily's, a tropical Caribbean oasis located in the heart of downtown Manhattan.

Chef Andre, a graduate of Jamaica's renowned Runaway Bay HEART Academy and The Culinary Institute of America, he has been voted Chef of the Year and Culinary Ambassador by The Jamaica Observer.

Now a 2-time Chopped champion and the runner-up in the Grand Championship tournament, he is the first Jamaican born chef and the youngest to do so. He is committed to becoming an ambassador for Jamaican cuisine while breaking barriers and introducing his approach to food globally.



# MEET THE PEOPLE

*In this issue, we speak with DeAna Haywood of Queens of the Isles Travel Group & Destination Weddings in New York. DeAna is ASTA Suffolk County President, a certified Destination Weddings & Luxury Travel Advisor and shares what she loves about her job and how she's been able to cope during this pandemic.*

## **How long have you been working in travel?**

I began my journey in travel part-time in January 2003, while working full time as the Assistant CFO for a payroll company.

## **How did you become involved in travel & tourism?**

Living in NY, which is considered one of the largest melting pots of the world; I've had the opportunity to work and fellowship with people from all walks of life. After traveling with my husband, as well as girlfriend getaway trips with my sister and close friends, in the 90's, I got bit by the travel bug and formed Queens of the Isles. Since then, I have curated thousands of trips (Church conferences, Retreats, Destination weddings, Honeymoons, Family reunions, Missions trips and more) globally. My mantra soon became "Traveling the world, one destination at a time".

## **What do you enjoy most about being a travel specialist?**

I love Traveling and experiencing other countries; their people and their cultures. Most of all, I am passionate about introducing my clients to the world of travel.



## **Tell us about how you got to where you are today.**

I've had many careers in life. Some of those include working as an Accountant, Real Estate Agent and Health & Wellness consultant. In 2009, I realized that my passion is curating travel with a purpose and haven't looked back. My belief is that prayers, hard work and perseverance will always pay off. All things are possible when you have a vision and stay focused!

## **When did you begin selling Jamaica and why?**

After several years planning events, conferences and marriage retreats, I attended Cruise World in 2010. A representative from Jamaica Tourist Board invited me to attend a "familiarization trip to Jamaica" FAM. My excitement grew and I was eager to return to increase my knowledge of this destination. I then met the marvelous and incomparable Marcia Sinclair who introduced me to this amazing destination that I fell in love with and call my home away from home. Oh how I love this amazing island, its food and its people

# MEET THE PEOPLE

## **What's your most memorable Jamaican experience, to date?**

I have so many memorable experiences in Jamaica, it's hard to narrow it down to just one. As much as I enjoyed bobsledding and ziplining at Mystic Mountain, horseback ride and swim with Chukka Tours, my most memorable experience has been attending Jamaica Tourist Board - Top 50 All White Affair. Taking part in this annual celebration for the past 6 years, has been amazing.

## **The current crisis will force sellers of travel to adapt. What do you believe that will look like?**

When change is necessary, not to change is destructive. We have to remember to put our clients first, understanding their wants, needs, fears and concerns. We will continue to educate clients on how to navigate protocols. Safety is paramount. When they are ready to travel again, I highly recommend the purchase of travel insurance in the interest of protecting their investment.

## **How did you cope during the pandemic?**

The pandemic was very difficult to navigate personally as well as in business. From the onset, I had to juggle my husband who was inflicted with the virus, home schooling my 8 year-old daughter and having to work on the 4 R's (Re-Book, Re-Schedule, Re-Fund and Re-Position). I lost more than ½ of my destination weddings, individuals and group trips clients. With that said "I placed my trust in God" prayed, stayed focus, knowing that I am blessed.

## **What do you miss most about Jamaica?**

OMG what do I miss the most? Do I have to choose 1 thing? They are so many. I miss the food, music, beaches and most of all, the people. We are always treated like family!

## **What's the first thing you will do on your next visit to Jamaica?**

Grab some Ackee and saltfish with festival, a side order of Jerk chicken and a whole coconut water to lay on the beach.

## My Fave 5

**Jamaican Vacation Area:** Montego Bay

**Resort Area:** Montego Bay

**Chill Out Spot:** Pier One in Montego Bay

**Jamaican Dish:** Ackee & Saltfish with Festival

**Jamaican Expression:** One Love

# THANK YOU FROM YOUR SALES TEAM



We thank you for your continued support of the destination through this unprecedented period.

Thank you for participating in our webinars and product updates and we look forward to the day when we can host you again for fam trips.

We're aware some of your clients have begun to travel again and now that Jamaica is open to welcoming international visitors, we encourage you to ensure that they adhere to the protocols that have been put in place for the health and well-being of residents and visitors, so that we may continue to keep our borders open indefinitely.

Again, thank you and know that we are always here to support you and to answer any questions you or your clients may have.

For more information, please visit [www.visitjamaica.com](http://www.visitjamaica.com).