

ALL THE LATEST NEWS FOR UK TRAVEL AGENTS

JAMAICA ISLAND VIBES



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THE BIG NEWS

FOOD GLORIOUS FOOD....JAMAICA STYLE

Jamaica is best known for many things including its wonderful resorts, rhythmic music, and welcoming people. A visit to Jamaica leaves visitors wanting more and the island's food plays an important contributing part of this.

Jamaican food is world recognised, and 'Jerk' is perhaps the most recognised style of Jamaican cuisine which has been adapted and shared across the globe.

The best way to explore this unique aspect of Jamaica is to dive in and taste some of the best authentic food the Caribbean has to offer.

Most hotels offer a Jamaican selection but there is more to taste, from exotic fruit at a roadside stand to tasty soups. A great place to do this is the Falmouth Food Tour offered by Jamaica Culinary Tours.



The two-and-a-half hours walking tour takes guests around the town of Falmouth which was founded in 1769 and was back in the day considered the richest city in the entire hemisphere getting its wealth coming primarily from the profits of sugar. Evidence of the town's prosperity is reflected in its fading Georgian architecture and the town has one of the best collections of this type of architecture in the Caribbean.

Five food and beverage tastings are enjoyed strolling through the town visiting local food kiosks and the tour has received Trip Advisor Certificate of Excellence for 2014 and 2015, thanks to consistent five-star review ratings from customers.

To get further information on this and other food tours, visit www.jamaicaculinarytours.com



HOW TO REACH US

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WHAT'S NEW

PRODUCT UPDATE

As destination Jamaica continues to reveal new product, it demonstrates the commitment to improving and enhancing the visitor experience while offering more and new attractions, activities and resorts to experience.

JAMAICA BLUE MOUNTAIN CULINARY TOUR LAUNCHED

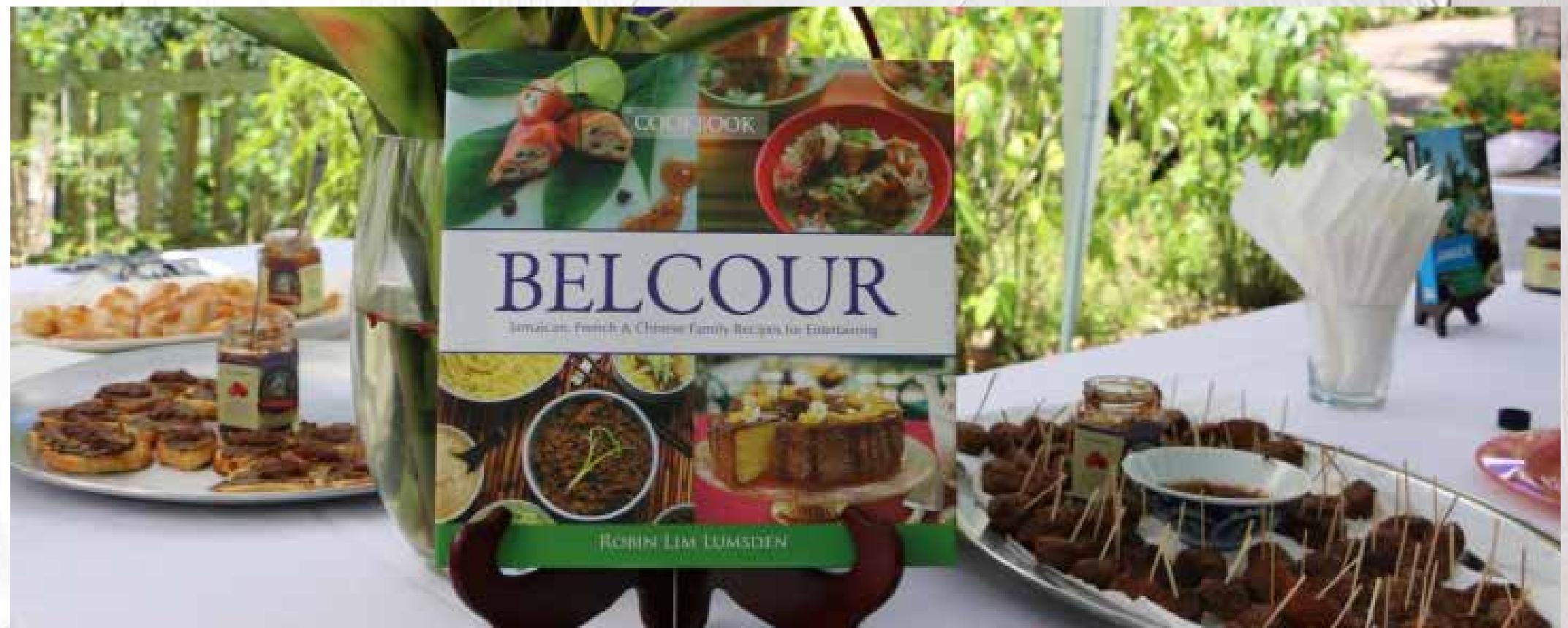
"Jamaica's Blue Mountain coffee is world renowned and that's why it's the best place to start Jamaica's Gastronomy tourism efforts," are some of the words of Jamaica's Minister of Tourism, Hon. Edmund Bartlett when he launched the Blue Mountain Culinary Tour recently. The tour is recognised as one of the first projects of the Gastronomy network, an initiative which was created to encourage and develop the growth of culinary tourism as a niche for the destination.

The tour currently features 15 participating eateries and attractions such as Café Blue, The Gap Café, RafJam Bed and Breakfast and Old Tavern Coffee Estate with more expected to come on board.

Much to the delight of culinary aficionados, the tour will feature unique eateries, from both the Eastern and Western end of the world-renowned Blue Mountain Range, with tours highlighting coffee farm experiences, traditional local cuisine, and Jamaican fusion cuisine.

The tour is definitely a fantastic way to sample some of Jamaica's finest and experience the off the beaten track.

For further information contact the Jamaica Tourist Board at mail@visitjamaica.com



PRODUCT UPDATE

THE NEW JEWEL GRANDE RESORT & SPA IS OPEN!



The new Jewel Grande Resort & Spa is open! The new resort is located in Montego Bay between Jamaica's sprawling rolling hills and the Caribbean Sea. The world-class resort offers personal butler service, an Italian villa inspired spa sanctuary boasting a Himalayan salt halotherapy lounge, two sparkling oceanfront swimming pools, and 299 bedrooms from junior suites and villas to extravagant penthouses among the resort's three towers.

With more than seven culinary options including private chef table demonstrations in-room and Oceanside beach dining, the family-friendly resort also provides an experiential children's programme, more than 25,000 square feet of window-filled meeting rooms, extravagant ballrooms, and expansive grand terraces for distinctive outdoor functions.

For further information visit www.jewelresorts.com

CHABAD'S KOSHER HOT SPOT. A KOSHER RESTAURANT IN MONTEGO BAY

This restaurant focus is on serving Israeli & Jamaican dishes and specialise especially on different styles of falafel incorporating flavours from both cuisines.

Enjoy kosher food, Red Stripe beer, and the beach, in Jamaica.

Kosher supervision is by The Chabad of Jamaica and in addition to the restaurant, the Chabad of Jamaica offers a kosher food service and a koshering service where they will visit to kosher your holiday accommodation.

For further information contact www.jewishjamaica.com/kosher

HILTON RESORT AND SPA



Recognised as one of the most popular family resorts in Jamaica, the all-inclusive Hilton Resort and Spa has recently undergone impressive multi-million dollars in renovations over the past few years, giving the resort a dramatic new look.

The property has unveiled 750 feet of new pristine white, sandy beachfront to the current beach, totalling 2500 feet of tropical shoreline to the resort and includes ten romantic and inviting beachfront cabanas and overlooking the beach is the exclusive Hammock Lane, which speaks to its name. Truly what dreams are made of!

Sugar Mill Falls Water Park, one of the largest in the Caribbean, has been refreshed, and continues to offer many options for memorable and enjoyable experiences, including beachfront pools, cascading waterfalls, a 280-ft. thrill slide, a lazy river with inner tubes, and two swim-up bars.

A dramatic new Asian Fusion restaurant offering oceanfront dining will be added and slated to be opened in time for the winter season. This new restaurant will be a blend of Japanese, Teppanyaki and Sushi, with direct access to the beachfront, just a few steps from the sand, and will be included in the all-inclusive menu offering.



SNEAK PEEK AT KINGSTON

Jamaica is blessed with having six distinct resorts. Montego Bay, Ocho Rios and Negril are the better known resort areas but we also have Kingston, Port Antonio and the South Coast. This issue of Jamaica Vibes gives a sneak peek into the cultural capital of the Caribbean, Kingston:

Also known as the crucible of Jamaica, the island's capital city Kingston, is a melting pot of tastes and flavours and offer visitors a wide range of culinary experiences.

True foodies would not want to miss the annual Jamaica Food and Drink Festival which takes place this year October 21 to 29 and get the opportunity to see Kingston's fierce cultural energy comes alive.

Eight events over six delicious days allow visitors at this amazing festival to experience the vibrant flavours of Jamaica's cuisine, partake in the nectar of our spirits, and revel in the masterpiece that is the uniquely Jamaican vibe.

Taste the Jamaica Food & Drink Festival... TASTE THE VIBE!



Other not to be missed epicurean experiences in the city are listed below and includes a visit to **DEVON HOUSE** for a historical tour followed by a visit to the recently renovated and expanded I Scream shop. Using Jamaican inspiration, the flavours are amazing...from guava to stout (ale). www.devonhousejamaica.com



The **Bob Marley Museum** takes visitors inside his former home and recording studio walking through the history of the legend's musical journey with the chance to pick up some unique souvenirs and visit the One Love Café which specialises in a mix of Ital and Jamaican dishes, juices and more. www.bobmarleymuseum.com



Seafood at **Gloria's** has been a longstanding favourite of seafood lovers and locals. Located in Port Royal, it gives a great opportunity to explore the historical sites before tucking into flavourful dishes such as the steamed fish with bammy or the garlic lobster or conch when in season. The true experience can be had as you are seated on the sidewalk for the delicious meal. Tel: (876) 967 8066



The place to be seen is the **Regency Bar and Lounge** located at the award winning Terra Nova Hotel. This lively cocktail bar also features live music and an expansive wine selection. To tickle the taste buds, try the Lobster mac 'n' cheese when lobster is in season. www.terravajamaica.com



Lunch at **Usain Bolt's Tracks and Records** is one of the city's most famous locations to spot local celebrities and reggae entertainers. Don't be surprised if you see the legend himself inside having lunch with Sean Paul or Shaggy. www.tracksandrecords.com



EVENTS

Jamaica hosts a wide range of events throughout the year catering to various audiences across the island. Visitors are welcomed to join in the fun and it's even better when a travel agent can recommend events happening on island when clients are visiting. Below is a small selection of upcoming events scheduled to take place on island. For a comprehensive list of events in Jamaica, visit our events calendar at: www.visitjamaica.com

21ST – 29TH OCTOBER JAMAICA FOOD AND DRINK FESTIVAL

This amazing festival over six days gives the opportunity to experience the wonderful flavours of the island's iconic cuisine.

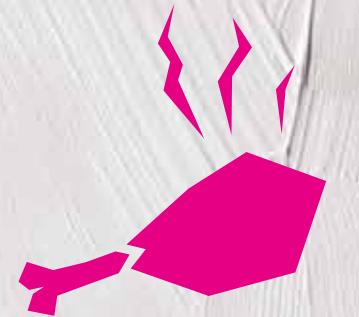
www.jafoodanddrink.com/



The poster for the Jamaica Food & Drink Festival in Kingston, Jamaica. It features a large orange circle at the top containing the text "JAMAICA FOOD & DRINK FESTIVAL KINGSTON JAMAICA". Below this, in red script, is "The Caribbean's #1 URBAN FOOD FESTIVAL". The date "October 25-29" is prominently displayed in white on a green banner. At the bottom, there are four small images showing food and drink: a glass of red wine, a skewer of kebabs, a cocktail, and a plate of fried chicken. The website "www.jafoodanddrink.com" is at the bottom left, and a responsible drinking message "MUST BE 18 YEARS AND OLDER TO DRINK. PLEASE DRINK RESPONSIBLY." is at the bottom right.

25TH & 26TH NOVEMBER ONE WORLD SKA & ROCKSTEADY FESTIVAL

The annual One World Ska & Rocksteady Music Festival is an event held in Kingston, the birthplace of Jamaica's popular music industry. The festival targets Ska and Rocksteady music lovers around the world and promises an exciting line up of acts. This year's festival will be held on Saturday November 25th and Sunday November 26th 2017. For further details: www.dehaneydestinations.com



CONGRATULATIONS

Jamaica Rewards would like to congratulate the top five bookers for the third quarter.

- 1 **Paul Salisbury**, Hayes Travel
- 2 **Robert Ingram**, Thomson
- 3 **Victoria Dyer**, Travel Counsellors
- 4 **David Walker**, Not Just Travel
- 5 **Chloe Hewett**, Travel Bag



Keep logging your Jamaica bookings on jamaicarewards.co.uk and remember the agents with the highest number of bookings will be invited, along with a partner, to our annual "White Affair" in December at one of our top resorts on island.



REGIONAL ACTIVITIES

The Jamaica Tourist Board's Business Development Officers are on the road weekly visiting you, our valued travel agents and we are always looking for opportunities to engage with you. Here are some of the activities we have planned for the next few months:

Luxury Fam trip

30th October – 5th November, 2017

NORTHERN BLITZ

21st - 24th November, venues tbc

Come dine with us Jamaican style: **Dates to be confirmed**

Manchester, Birmingham, London

Our events cater to limited numbers so don't wait to contact us to secure your attendance!

YOU CAN WIN



**Dinner
for two at
RUDIES
London**

Imagine sitting in a hip Jamaican joint serving banging real jerk and small plates with a contemporary twist rooted in authentic flavours and using freshest ingredients. Washed down with thirst quenching signature rum cocktails and all served up with a generous sprinkling of classic reggae sound tracks.....this is Rudie's in Dalston London. www.rudieslondon.com

The first agent to book and log a holiday at www.jamaicarewards.co.uk in October 2017 for travel to Jamaica over Christmas 2017 will win dinner for two at RUDIES London. Conditions apply.



December 6th – 11th 2017 will see some lucky agents and their guest visit Jamaica for the annual White Affair.

You have to be in it to win it and the more bookings logged the greater the chance to securing your place on this trip.

Only top booking agents on the Jamaica Rewards programme will be invited to attend so don't forget to log your bookings. www.jamaicarewards.co.uk

TEAM JAMAICA PON DI ROAD



AM RESORTS SUMMER TIME BUS TOUR



Thomson holidays managers meeting



Jamaica Mi Hungry cookery school and product training with Sandals

WE ARE HERE TO HELP

The sales team are here for you and currently assist travel agents / agencies, tour operator staff and homeworkers. We now have a wedding kit that may be loaned to you and it includes graphics, pop up banner and dedicated Augmented Reality romance brochures.

We also offer in house Jamaica Product Training and webinars at your convenience.

To request, kindly email us at mail@visitjamaica.com

POINT OF SALE MATERIAL NOW AVAILABLE



We now have a selection of glossy pop up display units available.

To order your pop up units, kindly submit the request to mail@visitjamaica.com stating the name of the agency and postal address.

Agents visiting Jamaica on their own holiday can also qualify for a discount to use Club Mobay and Club Kingston, the airport's VIP arrival and departure lounges pending availability. To view the services available visit www.vipattractions.com

To request, kindly email us at mail@visitjamaica.com stating your full name, store address, dates of travel and services required.



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