

The Gleaner

HospitalityJamaica

KEEPING YOU CONNECTED TO THE BUSINESS OF TOURISM

WEDNESDAY, AUGUST 12, 2015



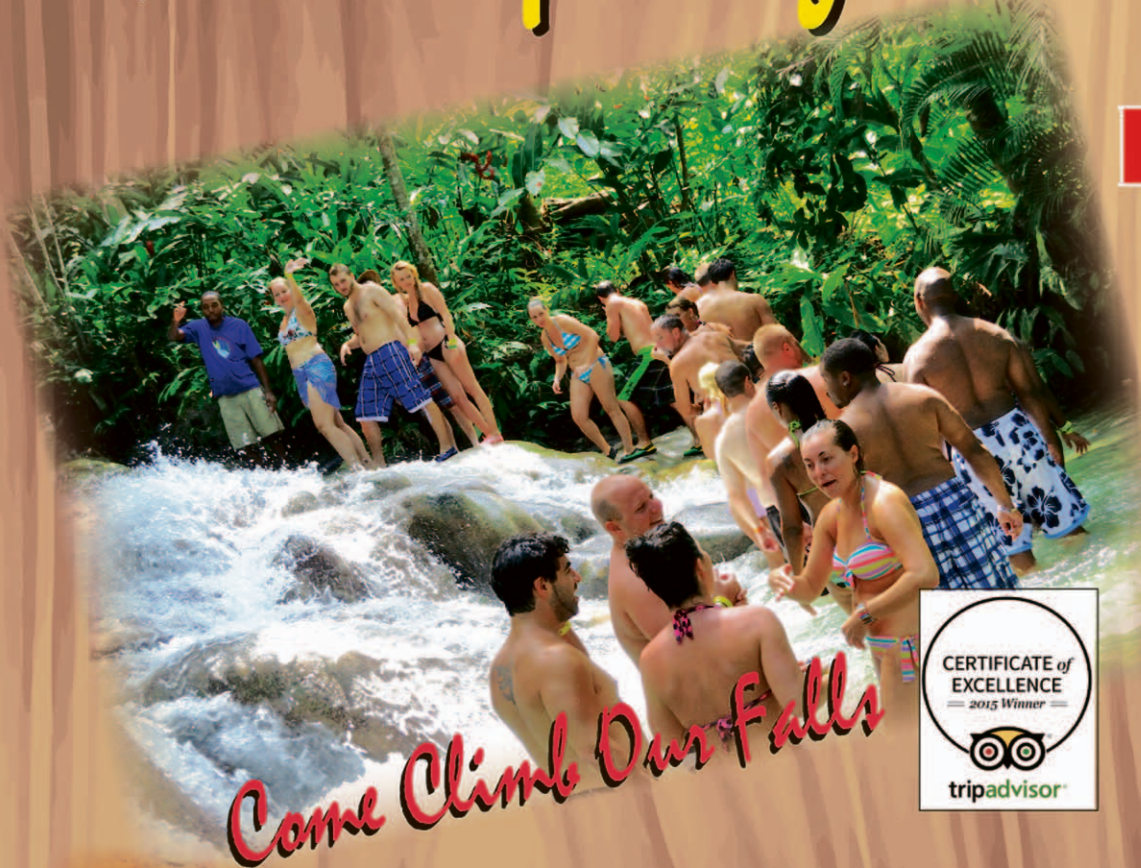
**Jamaica
Food and
Drink
Festival:**
The ultimate
Jamaican experience

Lights along
Montego Bay's
Elegant Corridor
officially
commissioned

Tourist
destination
status for
August
Town

Mid-year
Cayman
visitor arrivals
show overall
increase

Come Explore Jamaica with UDC



Dunn's River Falls & Park

Website: www.dunnsriverfallsja.com

Book for UDC attractions
from
Kingston to St. Ann.
Visit
Green Grotto Caves,
Ocho Rios Bay Beach,
Dunn's River Falls and Park,
Pearly Beach West

Come Climb Our Falls



Green Grotto

CAVES & Attractions

www.facebook.com/greengrottocaves

For Group Bookings at all properties, call
Monday to Friday from 9:00am to 4:00pm

*Come explore
with us*



**URBAN
DEVELOPMENT
CORPORATION**

47 years of making development happen
since 1968



**ST. ANN
DEVELOPMENT
COMPANY**

Ocean Village Shopping Centre

974-5015-6

tours@udcja.com

To learn more about the UDC, please visit us on



Jamaica Food and Drink Festival: The ultimate Jamaican experience

WHEN CB Foods launched the 10th season of the CB Pan Chicken Championship, dubbed PAN-X at The Jamaica Pegasus hotel recently, the company also unveiled its newest, tantalising event. Three years in the making, the Jamaica Food and Drink Festival packages the island's varied culinary offerings and Kingston as the ultimate destination for a true Jamaican experience. Described as the next phase of PAN-X, this four-day, seven-event delectable adventure is expected to build on the success of the championship now recognised as Jamaica's largest food festival.

"The CB Pan Chicken Championship was developed out of an office discussion. Persons felt that even though pan chicken was a staple in Jamaica, enjoyed by many here, with jerk having international recognition, there was no recognition for the vendors locally. We also believed there was a need for a well-produced, wholesome event the entire family could enjoy. And so the competition was born," Alicia Bogues, CB Chicken and Bad Dawg Sausages brand manager, explained.

Since then, the competition has grown annually to become a four-event series over five months, including three regional eliminations and a grand final. The competition goes around the island seeking to find Jamaica's best pan chicken chef and culminates with the big showdown. For the past three years, this grand final event has been held on the Waterfront in downtown Kingston. Starting at noon, attendees are fêted with the grand cook-off, a slew of activities, entertainment for the family, various food offerings, and a live show featuring some of the top recording artistes in Jamaica. The company estimates that more than 60,000 persons attended the 2014 series.

LIVES CHANGED

But while CB Foods is revelling in the event's success as it celebrates the 10th staging, the organisers say they are most proud of what the competition has done for the Jamaican men and women who enter. Sharing at the launch, Bogues told the stories of Sitrena Gilling, Rodney Bent, and Natalie Sill, three past entrants whose lives have



Hanover native, Sitrena Gilling (centre), the 2014 CB Pan Chicken Champion, entered the competition six times. She could hardly contain herself when the winning announcement was made. "I feel great! I feel like God chose me," an overwhelmed Gilling said. She is flanked by Alicia Bogues (left), CB Chicken and Bad Dawg Sausages brand manager; and CB, CB Chicken's energetic mascot.



Natalie Sill, who placed third at last year's Championship, shows off her creation.

changed because of the competition.

Hanover native Sitrena Gilling is the reigning Pan Chicken Champ who entered the competition six times to further her goal to become a celebrity chef. Rodney Bent, who at one time lived under a tree, now owns his own home. When he started selling pan chicken, he had two chickens. Now, he can sell more than 100 quarters in one night and still has more customers. He credits this to the popularity he gained from the competition. Natalie Sill missed out on a final in 2009 because of an unfortunate situation. After two tries, she was selected as the runner-up last year.

"At CB, we are big on entrepreneurship, and at its core, 'pan' pushes small business. The competition has evolved into so much more than a cooking competition, and presents an undeniably unique opportunity for pan chicken men and women to network and expand their businesses. As such, we include business development and marketing, plus general food handling and safety workshops as a part of

the series. Along with prize money, the top winners also get business development grants and coaching from a small business and loans financial provider. We are proud to partner with Jamaica National Building Society again, as we share the same values and hopes of building Jamaica through small business and entrepreneurship. Without a doubt, the small business sector contributes one third of the gross domestic product of Jamaica's economy and is responsible for nearly 40 per cent of the labour force. So our work with these men and women is more than just entertainment," Bogues said.

MARKETING AUTHENTICITY

On this milestone anniversary, Matthew Lyn, director and COO of the CB Group, explained that the company wanted to do more for Jamaica. He suggested that similar to the distinct taste of Jamaica's pan chicken which has become an iconic part of our culture and an enticing draw for tourists, Jamaica should market its authenticity, hence the Jamaica Food and Drink Festival concept was born.

"What better way to do that than provide persons an authentic culinary experience in the Mecca, Kingston city. The Jamaica Food and Drink Festival will market this experience in the same way we package reggae or our climate. We hope that these six separate and unique events will be the catalyst to the development of destination Kingston," Lyn said.

Beginning on Thursday, October 29 the Jamaica Food and Drink Festival opens with 'Pork Palooza', the premiere pork event highlighting the versatility of pork. On Friday, CB will host three signature events: 'Sticks & Stones' – focused on food on skewers and complimenting spirits; Crisp – illustrating various techniques of fried chicken paired with Jamaica's finest imported and local beers; and 'Red, White & You'. The latter will allow patrons to sample an array of wines, paired with complementary bites.

On Friday into Saturday, persons 'Meet Street' at Jamaica's first Food Truck event, enjoying popular music and food. Also on Saturday is a take on a Boozy Jazz Brunch, with out-of-this-world food complete with the right eclectic music, decor and, of course, booze!

MINISTER OF Tourism and Entertainment Dr Wykeham McNeill has added his voice to calls for drivers or insurance companies to pay for damaging public property as a result of reckless driving on the roads.

“One of the things that we must ensure is that persons who drive recklessly and crash into utility poles and other road infrastructure that they pay or their insurance company pays for the repairs; it should not be the people of Jamaica who pay for it,” said McNeill.

He was speaking recently at the official commissioning of 800 LED lights that have been installed along Montego Bay’s Elegant Corridor, running from the Sangster International Airport roundabout to Lilliput.

McNeill said the project, which took over a year from inception, was executed on time at a cost of \$271 million provided by the Tourism Enhancement Fund (TEF).

“This project is going to enhance the lives of Jamaicans and the value of our tourism product. Value along the Elegant Corridor and hotel rates can now go up,” he added.

However, Dr McNeill also stressed that while the TEF was transforming Jamaica, the work done on projects was not being done specifically for visitors: “The

Lights along Montego Bay’s Elegant Corridor officially commissioned



In a unified action, Minister of Tourism and Entertainment Dr Wykeham McNeill (centre) and Minister of Local Government and Community Development Noel Arscott (left) flick the master switch to officially commission the 800 LED lights which have been installed along Montego Bay’s Elegant Corridor at a cost of \$271 million through funding from the Tourism Enhancement Fund. They are joined by Mayor of Montego Bay Councillor Glendon Harris.

visitor benefits from it, but it’s really done to improve our country, to make Jamaica a better place for our Jamaicans, then visitors can come and enjoy it with us.”

TRANSFORMATIONAL PROJECT

He was satisfied that the Elegant Corridor lighting project accomplished the objective of being transformational, affecting the lives of both Jamaicans and visitors to the resort city.

The LED lighting was implemented in collaboration with the Ministry of Transport, Works and Housing, and the Ministry of Local Government and Community Development.

Local Government Minister Noel Arscott also underscored that though it was a hefty sum, “when you consider the possible effect on the earning potential of the tourism industry and the safety of our citizens, then it’s not too heavy a price to pay”.

He said Government was hoping to install LED lights right across Jamaica, and if successful, that would save the country 50,000

barrels of oil per year, “therefore, this demonstration of modern technology is in itself an example we really want to appreciate”.

Arscott also welcomed the multi-ministerial collaboration as a good example of “joined-up government” adding that “it is more of these things that we need to do to enhance and stretch the dollar that we have to invest in Jamaica”.

The lights were welcomed by Mayor of Montego Bay Councillor Glendon Harris, who also pointed to the value they bring to what he said was the fastest growing city in the Western Hemisphere.

The central switch controlling the lights was switched on jointly by McNeill and Arscott, officially commissioning the lights and giving motorists who were travelling along the dark corridor a pleasant surprise.

The contractor, Y.P. Seaton & Associates, the National Works Agency and other parties associated with the execution of the project were commended for a job well done.

Minister outlines Westmoreland heritage tourism plan

ALREADY BOASTING the internationally acclaimed Negril resort town, the parish of Westmoreland is set to expand its tourist attractions with the development of a number of heritage sites.

The plan, which is under discussion by several stakeholder agencies, including the Tourism Enhancement Fund (TEF), the Tourism Product Development Company (TPDCo) and the Sugar Company of Jamaica Holdings (SCJH), was outlined by Minister of Tourism and Entertainment Dr Wykeham McNeill on Wednesday, August 5 on a tour of some of the historical sites.

“We recognise the importance of using tourism as a tool to generate employment, to develop heritage and community tourism so that people can get more involved,” Dr McNeill said at an end-of-tour news brief at the ruins of the old fort at the bottom of Great George Street.

McNeill said the tour was a follow-up to a series of meetings, noting, “We are working together and are making our plans and determining what we want done; we’re going to

push together to get it done. You can’t stay on the sidelines and bemoan what is not done, you have to be a part of the process to make it happen, and we’re all now working together to get things done correctly.”

A central component of the plan is the Fontabelle Great House at Frome. It is proposed to refurbish the house and open it as an attraction complemented by a number of historical points on the vast sugar plantation, including Workers’ Park, the site on which the 1938 Frome Estate workers’ rebellion played out.

FIRST BANK VAULT

The party also inspected the first bank vault which was installed by Barclays Bank DCO on the site where it had established its first bank on the island; an ancient waterwheel integral to the grinding of sugar cane in years gone by, and other historical structures on the plantation.

A technical team from the TPDCo has already done an analysis of the great house, surrounding buildings and artefacts to determine how they could come together as a heritage tourism trail.

The Fontabelle landmarks are



Minister of Tourism and Entertainment Dr Wykeham McNeill (foreground) examines a sugar cane grinder powered by a waterwheel used in the early days of sugar production on the historic Frome Sugar Estate. Pictured in the background is mayor of Savanna-la-Mar and chairman of the Westmoreland Parish Council, Bertel Moore.

owned by the SCJH, and Chairman Donna Scott-Motley has endorsed the proposals. Also backing the plan are the TPDCo, the Westmoreland Parish Council, the local Parish Development Committee, the

custos and members of parliament.

The view was also expressed that other agencies, including the TEF, the Jamaica Social Investment Fund, the CHASE Fund and other social agencies could be integral to

the proposed parish project.

Scott Motley envisioned the proposed development of the old fort and other landmarks as “Phoenix rising from the ashes”, adding that “it reminds us that the potential that exists in Westmoreland for heritage tourism is so significant that with all of us holding hands and coming together in a very short time, you are going to see the wealth which we are going to create in this community”.

HIGH HOPES

Asserting that “I know it can happen”, Motley promised that “It will happen”.

Mayor of Savanna-la-Mar and chairman of the Westmoreland Parish Council, Bertel Moore, expressed hope that the tour “will bear fruit in the near future”.

Member of Parliament for Central Westmoreland Dwayne Vaz underscored “the potential all the sites visited have”, and Custos of Westmoreland the Rev Canon Hartley Perrin said the people were looking “with great anticipation for the day when the promises become fulfilled”.



WE ARE MORE THAN SECURITY

MARKSMAN



KEEPING PESTS IN THEIR PLACE.

**Residential and Commercial
Services Include:**

Pest Control

Rodent Control

Termite Control

Mosquito Control

Wasp Control

www.ORKIN.com.jm

KINGSTON: 906-2306-7 MONTEGO BAY: 953-8649



#ORKINJA



David Jessop

THE BUSINESS OF TOURISM

Make EVs a part of the Caribbean's marketing offer

COULD THE Caribbean become a location where innovative new technologies might be trialled or developed in ways that offer the region and the tourism industry comparative advantage?

One interesting possibility of a technology that is new, developing rapidly, and is of particular relevance to small islands and discrete locations, is the all-electric vehicle. Known as EVs, a number of companies in the Caribbean are beginning to import these cars and vans for general use.

In one tourism-related example, Cayman Automotive recently announced that they had received a first order for electric cars for use on Cayo Largo, the tourist island off Cuba's south coast about 50 miles south of Havana, that is being developed as a fully eco-friendly tourist destination. The five-to-10 vehicle initial shipment is intended to service the destination's seven hotels which are linked

by a single paved road.

According to the company, if the test order proves successful, further vehicles are likely to be supplied to three neighbouring Cuban islands and eventually nationwide. The vehicles, which can travel at a maximum speed of 25 miles per hour, have been purchased by Transtur with the related charging stations being purchased separately.

AVAILABLE FOR RENT

In Cayman itself, EVs are also available for rental alongside hybrids and other vehicles from Budget-Rent-A-Car, which has shown an interest in marketing an emissions-free choice that they promote to visitors as helping to protect the island's natural environment.

Another interesting example is in Barbados, though not yet aimed specifically at sales to the tourism sector, a young dynamic company, Megapower Ltd, is selling and operating EVs. The company imports the all-electric Nissan LEAF builds and manages solar carports, and is

in the process of establishing a growing network of electric vehicle charging stations strategically located across the island.

The company's owners, Joanna Edghill and Simon Richards, say that Barbados, with its relatively short driving distances and constant sunshine, make the island, and the Caribbean more generally, an ideal location in which to operate electric cars recharged by the sun.

Edghill believes that the region may be the best place in the world for the mass adoption of EVs, especially in those nations that are small, have relatively flat terrain, an abundance of solar energy, and are reliant on imported petroleum products.

That said, electric cars do not yet make sense everywhere in the region and need to overcome a number of constraints of both a practical and local nature if they are to become a part of the Caribbean's marketing offer, whether for tourism or in relation

to the way in which governments present the region internationally as an all but zero-carbon emitter.

The biggest obvious challenge is technical, but likely to be overcome before too long as almost every major motor manufacturer is working on moving beyond hybrids to full EVs that will have greater range between charging and higher speeds.

CHALLENGES FOR REGION

From a regional perspective, however, the challenges relate to recharging, taxation and those with vested interests in maintaining the status quo.

Most vehicles currently available in the Caribbean have a range of around 100 miles, making the development of recharging points essential. This ideally requires the development of solar panel recharging centres, costs to fall, and solar to be incentivised and encouraged.

However, the biggest obstacles to developing a greener presence are

very high import duties on EVs and related equipment and governments' reluctance to show the leadership or vision that would enable tourism-dependent nations in the Eastern Caribbean to capture international media attention and visitor imagination.

Hoteliers in one way or another are anxious to establish their green credentials so as to demonstrate to clients that not only are their properties eco-friendly, but they are actively engaged in improving the Caribbean environment. In this context, many larger Caribbean properties have been using for some years now, variations on electric golf carts to move clients, bags, staff, and catering around their properties.

Perhaps as a first step, properties that want to go further to demonstrate that they are taking global warming seriously should consider making use of true EVs for short visitor journeys to airports, cruise ports or local attractions.

JetBlue CEO to keynote industry conference

THE HEAD of one of the world's most acclaimed airlines will keynote the region's most valued tourism gathering. The president and chief executive officer of JetBlue Airways, Robin Hayes, will address the Caribbean Tourism Organisation's (CTO) State of the Industry Conference (SOTIC), which takes place from October 21-23 in Curaçao.

Hayes joins an impressive list of top industry executives, including Willie Walsh of International Airlines Group, one of the world's largest airline groups; Keith Williams of British Airways and Alex Zozaya of Apple Leisure Group, who have keynoted this important conference.

"As chief executive of a leading airline between the United States and the Caribbean, I look forward to joining the Caribbean Tourism Organisation in Curaçao this October to discuss all the exciting developments in this vibrant part of our network," said Hayes, who joined JetBlue in 2008 and served as the company's executive vice-president and chief commercial officer until his appointment as president of the airline in January 2014. He became JetBlue's third CEO in February 2015.

"Aviation is the lifeblood of Caribbean



Robin Hayes, president and chief executive officer of JetBlue Airways.

tourism, and we are delighted to be part of the community in 30 destinations across the region," he added.

Prior to joining JetBlue, Hayes was executive vice-president for The Americas for British Airways (BA). He spent 19 years with BA in various capacities, including area general

manager for Europe, Latin America and the Caribbean.

"Our members will be pleased to welcome Robin Hayes as our keynoter for this valuable conference. His insights will add an interesting and exciting dimension to the event and will help to illustrate how partnership and innovative thinking can produce steady, sustainable growth within our industry," said Hugh Riley, the CTO's secretary general.

BIGGEST GATHERING FOR THE SECTOR

The CTO SOTIC is the pre-eminent tourism gathering in the region. It brings together tourism decision-makers, including ministers, commissioners and directors of tourism, hotel and airline executives, travel agents, students, the media and persons directly and indirectly involved in tourism. It is preceded by CTO business meetings, including meetings of the board of directors and the council of ministers and commissioners of tourism.

This year's conference, which has as its theme, Caribbean Tourism: Growth Through Innovation, is organised in collaboration with Curaçao's Ministry of Economic Development and the Curacao Tourism Board, with support from the United Nations

“Aviation is the lifeblood of Caribbean tourism, and we are delighted to be part of the community in 30 destinations across the region.”

tourism agency, the World Tourism Organisation, and the World Travel and Tourism Council. It will be held at the World Trade Centre in Willemstad.

For more information on SOTIC, including how to register, participate and benefit, visit www.onecaribbean.org.



UnWine
with CPJ

Possibly the world's coolest Chardonnay.

A breath of fresh air that's captivating Chardonnay
lovers the world over. Oyster Bay is a contemporary
cool climate style of Chardonnay, fragrant with elegant
summer stonefruit and a lively citrus freshness.

oysterbaywines.com

Oyster Bay
NEW ZEALAND
Sometimes the world really is your oyster.

Tourist destination status for August Town

Paul H. Williams
Hospitality Jamaica Writer

AUGUST TOWN was so named in commemoration of the month of August when enslaved people were emancipated on the 6th day, 1838.

Formerly part of the Papine Estate, after Emancipation, in the late 1800s, it evolved into a community in which labourers from the Mona Estate lived, and was called African Hill, Free Hill and Pumpkin Hill. It was located on a hill in a valley, so to speak, a valley through which the Hope River flowed rapidly.

At a point along the river, there was Bedward's healing stream into which popular Revivalist, Alexander Bedward would dip his many followers monthly to rid them of their physical, psychological and spiritual malaises. A district near the river is now called Bedward Gardens, evolving from Bedward Pasture.

Bedward was born in 1859. He spent some time in Panama. Upon his return, he started a millennium movement and was known as the Mona Prophet. The movement drew a huge following that congregated in Bedward's yard, also called Union Camp.

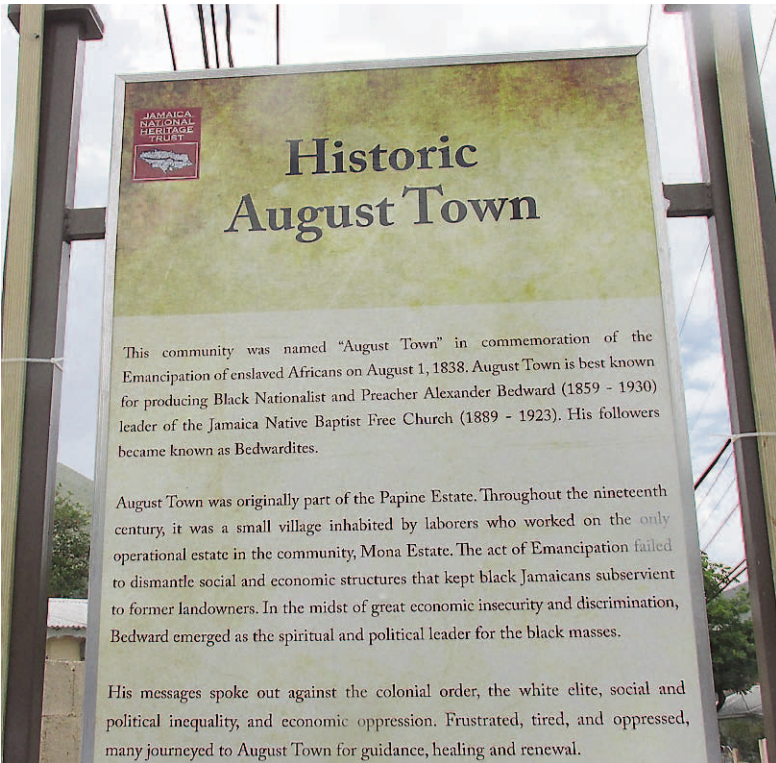
The charismatic Bedward and his healing stream were a magnet for poor people, some formerly enslaved, who were trying to find themselves spiritually in post-Emancipation Jamaica. They could relate to his passion and zeal for redemption from oppression.

ENEMY OF THE STATE

Yet, his anti-establishment rhetoric and his black-empowerment message were regarded as seditious. In 1895, he was arrested and tried for sedition, but released on the grounds of insanity. His influence was a cause for concern for the authorities, and Union Camp was subsequently raided several times by the militia.

However, attempts to stifle Bedward didn't kill his resolve. In 1904, he built a church which came to be called the Jamaica Native Baptist Free Church. It was not a place only to fulfil the spiritual needs of his flock. It was a social and economic outlet for his members who lived in communal camps, and benefited from welfare schemes.

One of the biggest gatherings at Bedward Church occurred on Sunday, January 13, 1907. It was a great



August Town was so named in commemoration of the emancipation of enslaved Africans on August 1, 1838.

Bedwardite festival to which people from all over Jamaica travelled. Many went in from the night before with their own food. There were stalls selling food and drinks and miscellaneous items. Hymn after hymn was sung throughout the night.

When dawn broke, it was time for some to be baptised by Bedward, dressed in white, likewise the candidates. Bedward was assisted by evangelists. After the immersions, it was time for breakfast. The process continued at the church, near Bedward's home, with more singing and praying. Hundreds queued up to meet Bedward, who sat in an armchair surrounded by his operatives.

BEDWARD'S DECLINE

The beginning of the end of Bedward's church came in 1921 when he was arrested and thrown into a lunatic's asylum. It is said that Bedward told his following that he would ascend to Heaven on a certain day. Many travelled from across the island to see the ascension at Racecourse in Kingston. Some were prepared to take off with him, so they sold their worldly possessions. But Bedward's elevation was not to be.



The remains of Alexander Bedward lie in the Bedward Cemetery at August Town, St Andrew. He died in 1930.



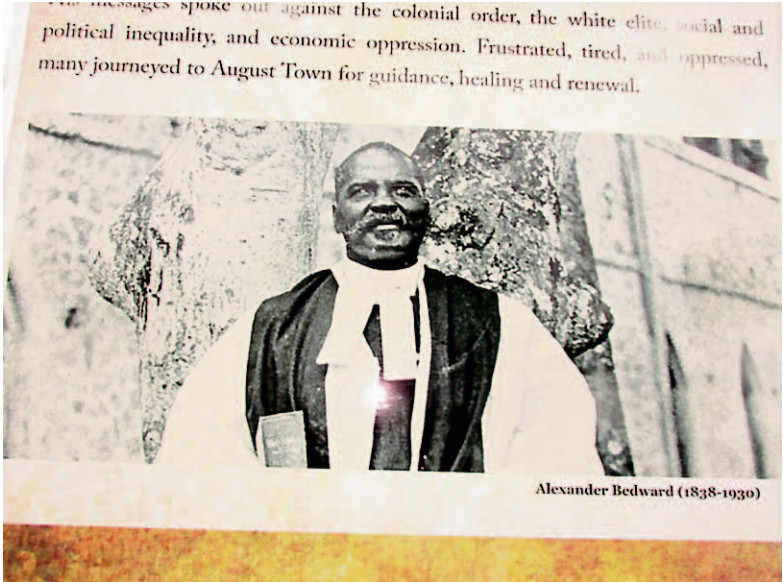
Some of the women who attended Emancipation Day activities at August Town on August 1.

His death in 1930 was another blow to the movement, Bedwardism, whose members were known as Bedwardites. The remains of some, along with those of Bedward, are in the Bedward Cemetery at August Town. The church was destroyed by Hurricane Charlie in 1951; the ruins are still in the churchyard.

It was among the ruins that a brief ceremony was held on Emancipation

Day to commemorate the naming of August Town and Emancipation. The ceremony was one of many Emancipation Day activities organised by the Sizzla Youth Foundation (SYF) and community stakeholders. There were also the unveiling of four storyboards, which documents the story of Bedward and August Town.

In speaking with **Hospitality Jamaica** about the importance of



Alexander Bedward was born 1859, and not 1838, as this recently unveiled storyboard says.

the storyboard to the community, which has suffered from negative media stories over the years, Miguel 'Sizzla' Collins, president of the SYF, said, "When you come to August Town, you would have known what community you are in, and how long this community has been in existence, and you could best condition your mind as to how to deal with the people because

you have read and know what is here."

It is the hope then, that people, local and visitors, would go to August Town to see what the community is like and to learn about its evolution. The storyboards are part of the strategies to remove the tarnished image of the town. According to Olimatta Taal, a member of the SYF, Sizzla and Member of Par-



The ruins of Alexander Bedward's church at August Town, St Andrew.



Objects from the past on display at August Town on Emancipation Day.

liament (MP) Andre Hylton are the persons behind the erection of the signage, and were done in collaboration with TPDCo and the Jamaica National Heritage Trust.

The signage, Taal said, will help bring tourists into the community, which will present the resident with community tourism opportunities. But that can only happen if



Lloyd Henry removing weeds from his Bedwardite grandparents' grave.



Alexander Bedward's healing stream was on the Hope River, now dried up in August Town.

there is no violence. And gone are the days when vehicles would be driving around picking up dead bodies, she said. MP Andre Hylton, too, believes the storyboard will improve the image of August Town.

"The people of August Town will learn a little bit more about August Town, but it also sets the foundation for community tourism. We want to have community tourism as part of the development of August Town ...

We want to see thousands of tourists coming into August Town each day, enjoying the young people, showing off their talent, earning from their talent," Hylton told **Hospitality Jamaica**.

The thrust will be focused mainly on the story of Alexander Bedward, the healing stream, the ruins of Bedward's church, the Bedward Cemetery, and a museum to be built.

JTB summer students enjoy destination Jamaica

THE JAMAICA Tourist Board (JTB) has, for some time, engaged in a summer internship programme. Through this initiative, tertiary students have the opportunity to gain first-hand experience of the role of the JTB in marketing destination Jamaica.

The interns work in various departments, where they acquire diverse skills relevant to their academic and career pursuits. For the JTB, the initiative is an investment that continues to empower young minds, a legacy of which the JTB is extremely proud.

The students place high value on the chance to work and interact with leaders and directors of the various tourism agencies and tourism partners. The encounters and experiences have often generated long-term interests and given assured direction to their careers in the hospitality industry. In fact, some summer interns have become permanent staff members at the JTB.

The internship experience also involves interacting with the tourism product, which is made possible through partnering with tourism stakeholders. The 2015 intern cohort thoroughly enjoyed their time as they toured the Carnival Victory Cruise ship as it docked at the Ocho Rios pier as well as the diverse offerings at Dolphin Cove Ocho Rios. The group also included JTB staff members as well as children of staff members who are Grade Six Achievement Test (GSAT) awardees.

TOURING CARNIVAL VICTORY

Ocho Rios is one of the main ports of call for the *Carnival Victory* Cruise. It is one of the desired ports as it offers diverse and iconic attractions as well as many shopping and dining opportunities. Remaining true to its 'Fun for All, All for Fun' tagline, the *Carnival Victory* tour was enjoyed by interns and students, many of whom were having their maiden tour of a cruise ship. They found the adventure a fun, exciting and educational experience. They were all impressed with the high standard of customer service provided during the tour, especially by their escort, Michele-Patrizio Rossi, group coordinator.

"The host was really good and made us feel welcome," said Lorna



The group of interns and students after the tour.



Danae Newman (front) kayaking.



The group with Michele-Patrizio Rossi (forefront), group coordinator.

Anderson-Livingstone, an intern.

Jervaine Simpson, an intern, liked the fact that reggae music was played on board the cruise, which allowed all passengers to be exposed to one aspect of Jamaica's rich musical heritage. Some members of the group commended the many age-appropriate activities that occur on board which ensure that passengers are entertained during their sojourn. For Kayla Minott, a GSAT awardee, the game room, the candy store and the tasty food had her in "heaven". She was so excited about her experience on *Carnival Victory*, that she would want to experience a cruise with her friends and family.

DOLPHIN COVE EXPERIENCE

At Dolphin Cove, the water slide was a hit among the group. Many, including Trevor Duncan, expressed delight that the attraction offers more than dolphin activities such as Jungle Trail, interaction with parrots, snakes and iguanas. Some of them laid aside their inhibitions, touched, and took pictures with the animals on the trail. The group had high commendation for the fact that members of the Dolphin Cove staff were multilingual, which adds value to the visitor experience.

Shauna Housen, tourism awareness officer, JTB, anticipates that the students, through their internship, will develop an appreciation of the value of the tourist industry to Jamaica.

"I know that our interns have been exposed to many facets of our diverse tourism product. One key take away from their time spent with us at the Jamaica Tourist Board is the value of the industry to our economic development. It is my hope that they will share these experiences with their peers," she stated.

In responding to the importance of the cruise industry to Jamaica, Housen said: "It is important that we recognise the short window of opportunity to create a lasting impression on our cruise passengers. We all play a part in creating that memorable experience."

Tertiary students who are interested in internship opportunities should contact their placement office or the human resource department at the JTB.



World Tourism Day 2015 launched

THE UNITED Nations World Tourism Organisation (UNWTO) has launched this year's World Tourism Day (WTD) campaign, highlighting the transformative potential of one billion tourists.

Ahead of the September 27 event, the UNWTO stated, "We would like to invite you to speak with a common voice on what matters most to us: tourism's ability to drive inclusive development, create millions of jobs and build the sustainable societies we want for our future."

Against this backdrop, this year's WTD theme, One Billion Tourists, One Billion Opportunities, aims to raise awareness among decision-makers and the general public of tourism's global socio-economic impact and its capability to drive positive change in countries, communities, and ultimately, people's lives across the world.

You are invited to join the UNWTO in spreading this message and showcasing the power of the tourism sector in a global conversation by using the hashtags #1billiontourists and #WTD2015 in social media.

You can also visit their website at wtd.unwto.org, where you can find information and promotional material related to World Tourism Day.

“... speak with a common voice about what matters most to us ...”

CHTA lines up leading industry professionals for CHIEF

THE CARIBBEAN Hotel & Tourism Association (CHTA) has tapped leading tourism industry professionals to engage members during the general sessions of the association's Caribbean Hospitality Industry Exchange Forum (CHIEF). CHTA members will learn valuable business practices which can be implemented to generate revenue, reduce costs and become more efficient.

CHIEF, scheduled for October 2-4, 2015 at El Conquistador Resort, A Waldorf Astoria Resort, in Puerto Rico, will bring together global experts with regional expertise to share insight with Caribbean hoteliers and other tourism and hospitality providers.

"We are bringing together the best tourism professionals as CHIEF panellists and moderators so all of our members can exchange ideas that lead to a more successful and profitable business model," said Emil Lee, president of CHTA. "Members who participate in CHIEF will return home with the tools and contacts to help them implement strategies in their businesses right away," Lee noted.

MONETISING IDEAS

The general session, Peering into the Future: Turning Knowledge into Dollars, provides insight into global and regional economic performance, industry and travel trends, and other factors that must be considered when making sound business decisions such as currency fluctuation, taxes, fuel prices and technological changes. Leading that session will be John Fareed, principal, John Fareed Hospitality Consulting, LLC; Gary Brough, managing director, KPMG Turks and Caicos and head of Caribbean Leisure Tourism Unit; Greg Oates, senior editor, Skift; and Nicola Madden-Greg, president, Jamaica Hotel and Tourist Association, and group director of marketing and sales, for the Courtleigh Hotel.

The Future of Travel Distribution: Are You Tuning into the Right Channels? panel explores the ever-changing dynamics of consumer buying behaviour and travel distribution. Hoteliers will look at how

best to tap into the channel trends and the pros and cons of each as well as become better equipped at generating sales through the various available travel channels. The panel will be led by Clayton Reid, president and CEO, MMGY Global. Joining Reid will be Karen Cardwell, senior revenue manager, RockResorts; Demetrius Canton, director, market management – Caribbean, Expedia; Andrew Von Luchene, CEO, JackRabbit Systems Inc; and Manny Melendez, director strategic sales, Travelclick.

Cuba: Opportunity or Threat? will examine how the US/Cuba normalisation will impact CHTA members' businesses and provide solutions for minimising the potential downside from the displace-



Emil Lee

ment of US-based business. The session will also present the opportunities Cuba offers for CHTA member hotels and the region. This session will be moderated by Anton Edmunds, president and CEO, The Edmunds Group, joined by Vincent Vanderpool-Wallace, principle partner for the Bedford Baker Group.

FUTURE OF THE INDUSTRY

Travel + Leisure's editor, Nathan Lump, CHIEF's keynote speaker, will define the future of the hospitality and travel sector from the consumer's perspective, particularly as it relates to leisure travellers to the Caribbean.

CHIEF offers three days of value-packed and engaging exchange sessions focused on helping businesses

to generate revenue, reduce costs and become more efficient. CHIEF incorporates a variety of educational tracks so attendees can walk away with practical business tips. Peer-to-peer opportunities will be provided to allow hoteliers to learn from one-another's best practices and their success in tackling operational and marketing challenges. The educational tracks will be led by experts from a variety of travel, tourism and hospitality industry segments featuring roundtable panels with one-one-one discussions in operations, sales and marketing, and sustainability. An interactive tradeshow format, featuring an open floor plan, has been designed so participants and exhibitors can interact through live demonstrations of new products.

MYERS FITNESS CENTRE presents their 5th Annual Event: Gym Expo

Island Plaza | Burger King Plaza, Ocho Rios

104 MAIN STREET, OCHO RIOS

SHOP # 4 EVELYN STREET, POLICE STATION ROAD

DAYUN KENDA TIRES & TUBES

Hair & Beauty Supplies

Your Occasion Destination
974-5175

The Gleason Company Limited
www.jamaica-gleason.com

102 MAIN STREET, OCHO RIOS, ST. ANN

PORT MARIA ST. MARY

GYM

Over 16 GYMS across Jamaica bring fitness awareness, fun, dance aerobics LIKE NEVER BEFORE!

Enjoy the likes of aerobics such as African Aerobics Dance, Soca, Dance Hall, Zumba, Kickboxing, Dynamic Aerobics and Many more

LOTS OF PRIZES AND SURPRISES. RAFFLING A 30" TV AND OVER \$150,000 IN CASH AND PRIZES AND MORE....

PICTURE THIS, A COMPLETE GYM SETUP IN THE CENTRE OF THE STREET

YES YOU HEARD RIGHT WE WILL BE TAKING IT TO THE STREET THIS YEAR!!!

AUG. 22, 2015
@ MAIN ST., OCHO RIOS
IN FRONT OF OLDE CRAFT MARKET
IN THE CENTRE OF THE STREET.
1:00PM-9:00PM
TICKETS ONLY \$500

FUN COMPETITIONS FOR THE DAY:

- Family Boot Camp (\$20,000)**
- Push-up (\$10,000)**
- Muscle Endurance (\$20,000)**
- Boot Boxing Routine (\$10,000)**

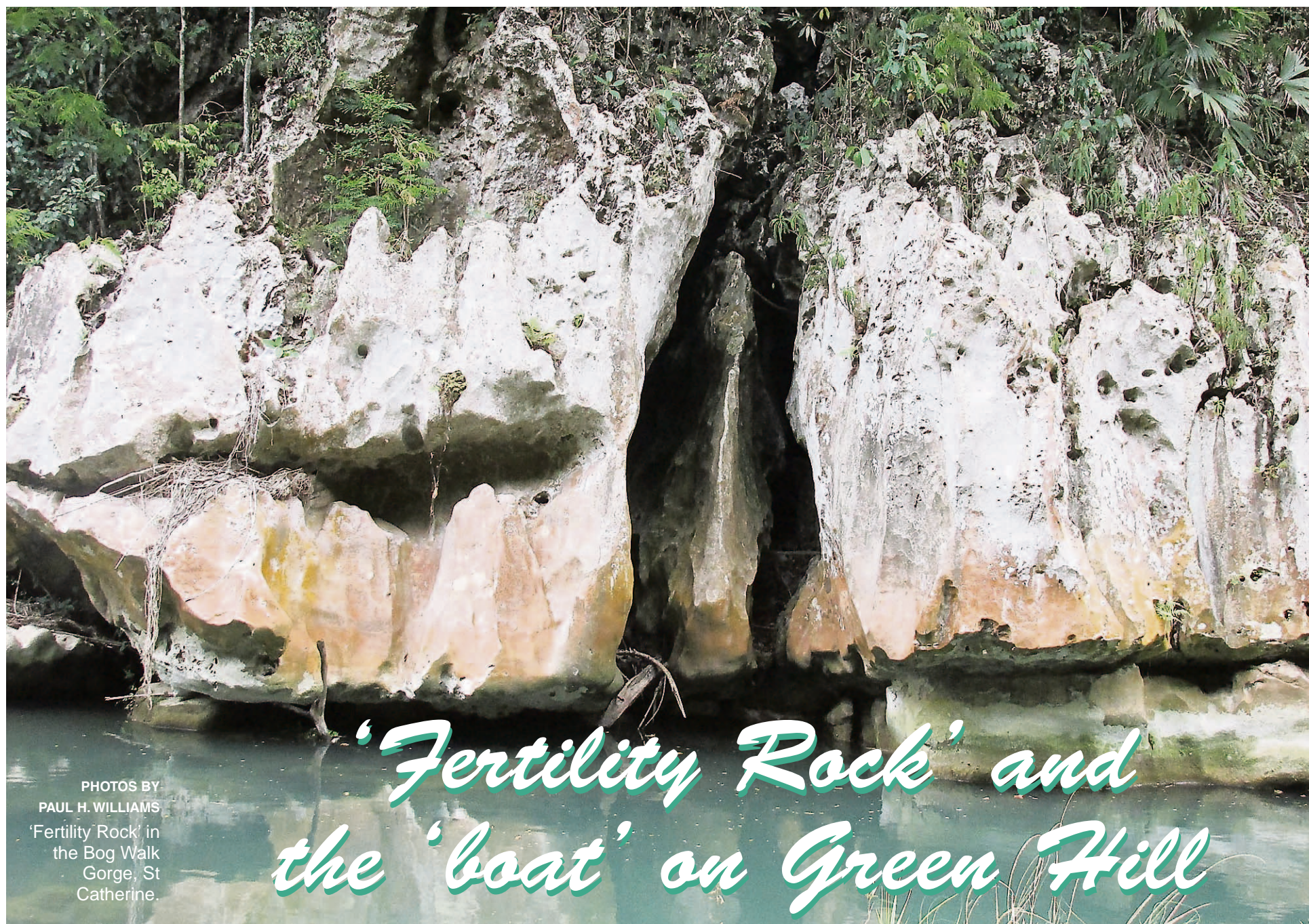
Main 3 1/2 Hour Aerobics Class begins at 5:30-9:00 p.m.

MUSIC BY : SOUND MACHINE

FREE ACTIVITIES FOR THE KIDS

FREE MEDICAL CONSULTANT - FREE HIV TEST - FREE BLOOD PRESSURE CHECK - FREE WEIGHT LOSING TIPS - FREE MEMBERSHIP

AROUND JA WITH PAUL H.



PHOTOS BY
PAUL H. WILLIAMS
'Fertility Rock' in
the Bog Walk
Gorge, St
Catherine.

'Fertility Rock' and the 'boat' on Green Hill

THERE IS a rock in the Bog Walk Gorge, St Catherine, which I call 'Fertility Rock'. It has been gaping perhaps from time immemorial. Its interior used to be glossy as the mighty Rio Cobre washed and splashed against it.

But of late, Fertility Rock is dry and scaly because the level of the Rio Cobre is falling. People still stop and stare at it. There are no doubts in my mind that one day, without notice, the river will rise again, soothing and rejuvenating its rustiness.

I was in the Gorge, recently, *en route* to Time and Patience/Cheese-field, in the same parish. At Cheese-field, I engaged some youth in a conversation about Emancipation and Independence. They were gathered at Skywalker Headquarters, a



The Skywalker Headquarters crew getting reading to 'run the boat'.

social space at a section of the area called Green Hill.

They were about to 'run a boat'. The 'passengers' were ready, and before it set sail, the 'crew' knocked the wind out of Independence.

They were so passionate that they all spoke at the same time. The essence of their utterances was that Independence is meaningless, and that if Jamaica goes back to colonial rule, things would indeed get better.

LOVE AND UNITY

Milton Francis, in his late 40s, was the 'captain', the godfather of the group, which includes his sons. It's all about love and unity, in the spirit of which they share their resources everyday. To him, as for the rest of the group, "we not inde-

pendent".

"We hear say before the Independence, we did a live a better life, we did a use pound ... Mi feel like the Independence nuh really mean nutten to we, enuh. We no independent ... We cyaan help wiself," Francis said.

Everybody was quick to say Jamaica would be a better place if it were returned to Britain.

"Yah man, yah man!" Ricardo Rhooms, shouted, "If we did under Britain same way, we would get better education, so we have a better country, for if everybody have a good education, yuh a go have less things happening."

Politics, the 'crew' said, is to be blamed for the disunity in the country.

"A politics divide the country,

man. We young and we know that. We see and we know. If Portia and Andrew Holness come together, we would have a beautiful Jamaica ... but dem nah can come together,” Rhooms declared.

And in reacting this year’s celebratory motto – Proud and Free ... Jamaica 53! – they are asking, “Proud a wha? We no have nutten fi proud a. An we cyaan help wiself?”

After the remarks about Independence were passed, it was time to start rowing the boat. The iron vessel set sail over a sea of fire. Shortly after that, the weather changed. Luckily the boat was sheltered when the rain came in torrents. I was told I brought the blessings to a place where water seems to be ‘in malice’ with the people.

END TO RAIN

The thundering on the roof of the shelter was soothing. Yet that mood was short-lived. The clouds didn’t have enough water. And as the crew members got busy with the rowing, I jumped ship to speak with retired basics school teacher, Letriana English.

The walk to Teacher English was short, but after the rain, the weather become warmer and sweat poured. Yet, Teacher English’s memories of Independence Day 1962 were not so profuse, despite owning two commemorative plates.

From commemorative plates, I went back to the headquarters where a styrofoam plate of dumplings, and ackee and salt fish was awaiting me. It seemed I had hijacked the boat without realising it.

The taste of the food brought back childhood memories. Big up to the crew and Rastaman Mark ‘Meally’ Hutchinson who brought me to them.

After I bade the crew farewell, Meally also brought me to a big family of Cheeses. And that is a totally different story, published in the **Family and Religion** section of last Saturday’s **Gleaner**. Enjoy!



For the fire, Jermaine Francis fetches the wood.



It’s Paul Sewell’s duty to keep the fire raging.



“Who’s going to pick the codfish?” Milton Francis seems to be asking.



The waterman is Arodon Angus.



Deran Francis’ job was to get the dumplings right, and he did.



PHOTO BY ERROL CROSBY

Is it the food or is it Lisa Stewart or both why Hospitality Jamaica writer Paul H. Williams is in ecstasy?



From left: Jermaine Francis and Odane Gordon prepare the ackee.

Grand Bahama Island visitor occupancy soars

GRAND BAHAMA Island visitor arrivals and occupancy levels have increased significantly this year. Statistics show that the occupancy rate for Grand Bahama Island in June has increased by 18.2 per cent compared to the previous year, to 72 per cent.

Another sign of increased demand is a 40.1 per cent increase in the year-to-date number of room nights sold in June, which was 253,941 versus 181,248 from the previous year. The amount of available rooms was 352,767 in June 2015, as compared to 337,009 last year, an increase of 4.6 per cent.

Partnerships with Vacation Express, Sunwing Travel Group, Bahamas Ministry of Tourism, the Grand Bahama Island Promotion Board, Balearia and Grand Celebration Cruise Line have all been instrumental in the outreach efforts this summer, selling great package deals and fantastic accommodations. Sunwing Travel Group, specifically, has sold 76,538 room nights in June 2015 – a phenomenal increase of 90.52 per cent, which could not have been accomplished without strong collaboration between all part-



ners, said a media release from the Grand Bahama.

Since the inception of Sunwing's operation on Grand Bahama Island in January 2014, they have sold an average of 8,100 room nights per month, through June 30, 2015.

Additionally, Vacation Express' summer programme has booked 21,153 passengers this year compared to 10,000 passengers booked last year. One of the main factors in the success of

the packages offered by Vacation Express and Sunwing Travel Group has been the strategic multi-pronged promotion plan implemented by the Bahamas Ministry of Tourism in the US market. The plan included not only national promotion of the packages, but media blitzes in the eight gateway cities in the US, with multiple interviews with local media from broadcast to print to radio, geo-targeted radio and digital ads and geo-targeted PR outreach. The marketing plan resulted not only in successfully raising Grand Bahama Island's brand awareness and driving destination desire, but also in increased bookings.

Rounding out the successful increases in visitors, since resumption of service in February of this year, the Grand Celebration Cruise Line has sold a resounding 23,804 room nights, with the Grand Lucayan receiving 78.5 per cent.

"The Bahamas' tourism industry continues to reap the results of all of its hard work and dedication from both the public and private sector. The increase in business is a direct result of the combined, strategic efforts across the board. We still have lots of work to do, but we are on the right track," said minister of tourism, Obie H. Wilchcombe.

Barbados' new air travel record

DURING THE first six months of 2015, Barbados recorded 303,592 long-stay visitors, the first time the destination has ever topped 300,000 visitors in the January-June period in the 29 years of recording air arrivals tourism statistics.

This also represents a 14.3 per cent increase or 37,945 more passenger arrivals over the comparative period in 2014.

Chairman of the Barbados Tourism Marketing Inc (BTMI) Alvin Jemmott made the announcement during that organisation's second quarterly press conference for 2015 at their Warrens headquarters.

"This exceptional double-digit performance has been credited as the primary reason for the 0.5 per cent increase in local GDP (gross domestic product) and comes against the backdrop of the Caribbean Tourism Organisation's five per cent growth projection for our region for 2015. It also surpasses the global industry forecast issued by the United Nations World Tourism Organisation in January this year for international tourist arrivals to increase by three to four per cent. Indeed, we are even above our own internal target for the year," Jemmott said.

The BTMI chairman also noted that visitor spend was up by five per cent though there was a reduction in the average length of stay. He cited a number of macroeconomic factors, including the United Kingdom air passenger duty adjustments, which took effect during the last quarter; falling unemployment in the US; and lower oil prices reducing the cost of business and improved travel schedules within the Caribbean region. An economic slowdown in Europe, lower oil receipts in Trinidad and economic challenges in Latin America, he observed, represented the major downsides.

CRUISE SHIP ARRIVALS UP

The local cruise tourism continued to hold its own during the period April-June of 2015 with preliminary figures showing there were 52 cruise ship calls and 115,231 cruise passenger arrivals – an increase of six percent in calls and 12 per cent in passenger arrivals for the same period in 2014.

The chairman also revealed that Barbados' accommodation sector is projected to receive new and refurbished plant or 2,300 additional rooms between 2015 and 2019 to the tune of US\$2 billion.

CEO at the BTMI, William

Griffith, said, even with the current positive momentum, they had been working with their partners to ensure Barbados performed similarly during the softer months ahead, particularly September and October.

Through the Brilliant Barbados campaign, which was valid for travel during the period May 9-December 19, over 1,000 booking were received after the first month of sale. This is equivalent to 5,500 room nights by over 2,000 visitors. The BTMI also proactively held meetings with eight of its airline partners to explore additional cooperative marketing efforts for the upcoming winter season, as well as opportunities to grow the number of available gateways.

The CEO also cited a number of important strategic projects currently under way, including plans to creatively articulate the island's brand positioning and a request for proposals for the creation of a new destination website. He stated that the organisation has tightened expenditure controls across the board, which was challenging the BTMI global team to become more creative and more targeted in the execution of its marketing initiatives.

Mid-year Cayman visitor arrivals show overall increase

FOLLOWING ANOTHER consecutive record breaking year in 2014, the Cayman Islands has remained in a modest growth position year-to-date June 2015. Overall air arrivals for 2015 have remained steady with year-to-date arrivals increasing by 1.43 per cent. The month of June saw a slight decrease in stay-over visitors when compared to the same month in 2014. Year to date 2015, there have been 213,495 air arrivals, compared to 210,491 for the same period of 2014.

Cruise arrivals for the Cayman Islands have shown a marked increase with a 9.21 per cent increase for the month of June 2015. The total numbers of cruise visitors in the month of June were 94,511. Year-over-year statistics also demonstrate that cruise visitation for the first six months equalled 908,881, a 5.50 per cent increase over the 861,517 visitors in for the same period in 2014.

"We understood heading into

the shoulder season that arrival figures would be challenged," said Minister of Tourism Moses Kirkconnell. "Despite the minor decline for the early summer period, I am pleased the destination has maintained positive growth in arrivals for both air and cruise."

At 32,573 stayover visitors, June 2015 saw the second highest June visitation rate for the Cayman Islands since 2000.

Director of Tourism Rosa Harris shared, "My department's 2015 forecast indicated a slowed growth due to capacity constraints. The Department of Tourism continues to work very closely with our tourism partners through marketing and promotional efforts to flatten the seasonality of tourism. We are encouraged by the continued confidence demonstrated by airline partners through the addition of new and expanded winter service from key markets in the US, such as Chicago, Dallas and Washington, DC."

Sandals Whitehouse's Poetry and Presentation Camp ends on a high

TWENTY-EIGHT YOUNGSTERS from Westmoreland and St Elizabeth recently participated in the first ever Poetry and Presentation Summer Camp facilitated by Sandals Whitehouse European Village and Spa.

The camp, driven by the slogan, 'Play with your words – create your poetic masterpiece', ran from July 27 to August 2 at the Whitehouse Branch Library. Youngsters between the ages of eight and 16 years were given the opportunity to work with writers, English teachers, actors from the Tight Theatre Company and representatives from the Jamaica Cultural and Development Commission's (JCDC) St Elizabeth office.

The week culminated with a Grand Poetry Show, where participants took to the stage on Sunday, August 2 to showcase their poetic talents to colleagues, family members and the wider community.

HOLISTIC DEVELOPMENT

The camp, which was conceptualised by Sandals Whitehouse's general manager, Courtney Miller, and hosted by the resort's public relations department, represented the resort chain's commitment to the holistic development of youth.

"The results of the camp were



Sandals Whitehouse's public relations manager and camp coordinator, Jervene Simpson (left, stooping); camp teacher, Sheree Reid (left, standing) and camp teacher, Rosey Palmer (right, standing) share in a photo op with youngsters who participated in the first ever Whitehouse Poetry and Presentation Summer Camp hosted by the resort.

exactly what we hoped for. Not only were the campers' writing skills developed, but also their confidence and poise. Many of them recognised their talent there and we saw them grow in confidence throughout the week," Miller said.

The youngsters also received formal training in stage presentation and public speaking from JCDC's parish manager for St Elizabeth, Casmarine Daley. They also benefited from life-skills

training through sessions on self-esteem, conflict resolution, goal-setting, team work, self-value and leadership conducted by Sandals Whitehouse managers Chris Ghita and Girdeen Myers as well as Camp Hope's Suzette Hardeen.

Sandals Whitehouse's public relations manager and camp coordinator, Jervene Simpson, expressed happiness to be a part of the initiative and pride in the youngsters.

"This is the camp's first year and



Camp participant Avianna Spence gives a spirited presentation of her 'Independence, Jamaica 53' poem during the poetry show.

we are already having children wanting to sign up for next summer. Next year, we hope to increase the number of available spaces so more youngsters can be given a voice through poetry and presentation. This camp really touched many of our participants. Many of them didn't know they could write poems and stand in front of scores of people to present their pieces."

One participant, Alessandra Brown, who walked away with the prize for top student in the high school category said, "Camp was so much fun, I learnt so many things

that I didn't know much about, met a lot of fun, new people and bonded so well with the campers and our camp coordinators. My confidence level soared throughout the week especially after learning about all the presentation techniques. I felt really good sharing my 'Mi Culcha' poem and getting rave reviews from the audience. Next year, I am definitely signing up early for camp."

PARENTS PLEASED

Parents, community members and well-wishers were all in awe of the production on Sunday, with many revealing that they didn't know that their children could create such great poetry and recite them so confidently.

"Micale learnt so much over the past seven days at camp that she was even teaching me! When she went on that stage, took the microphone and recited her poem so boldly, my heart felt full. She made me proud, and I am thankful to Sandals Whitehouse for giving her the opportunity to show off her talent. She even won a prize for most outspoken student!" shared Ann-Marie Jones, a proud parent.

All camp participants received a daily complimentary meal from Sandals Whitehouse, camp-branded T-shirts and back-to-school packages courtesy of the Sandals Foundation.

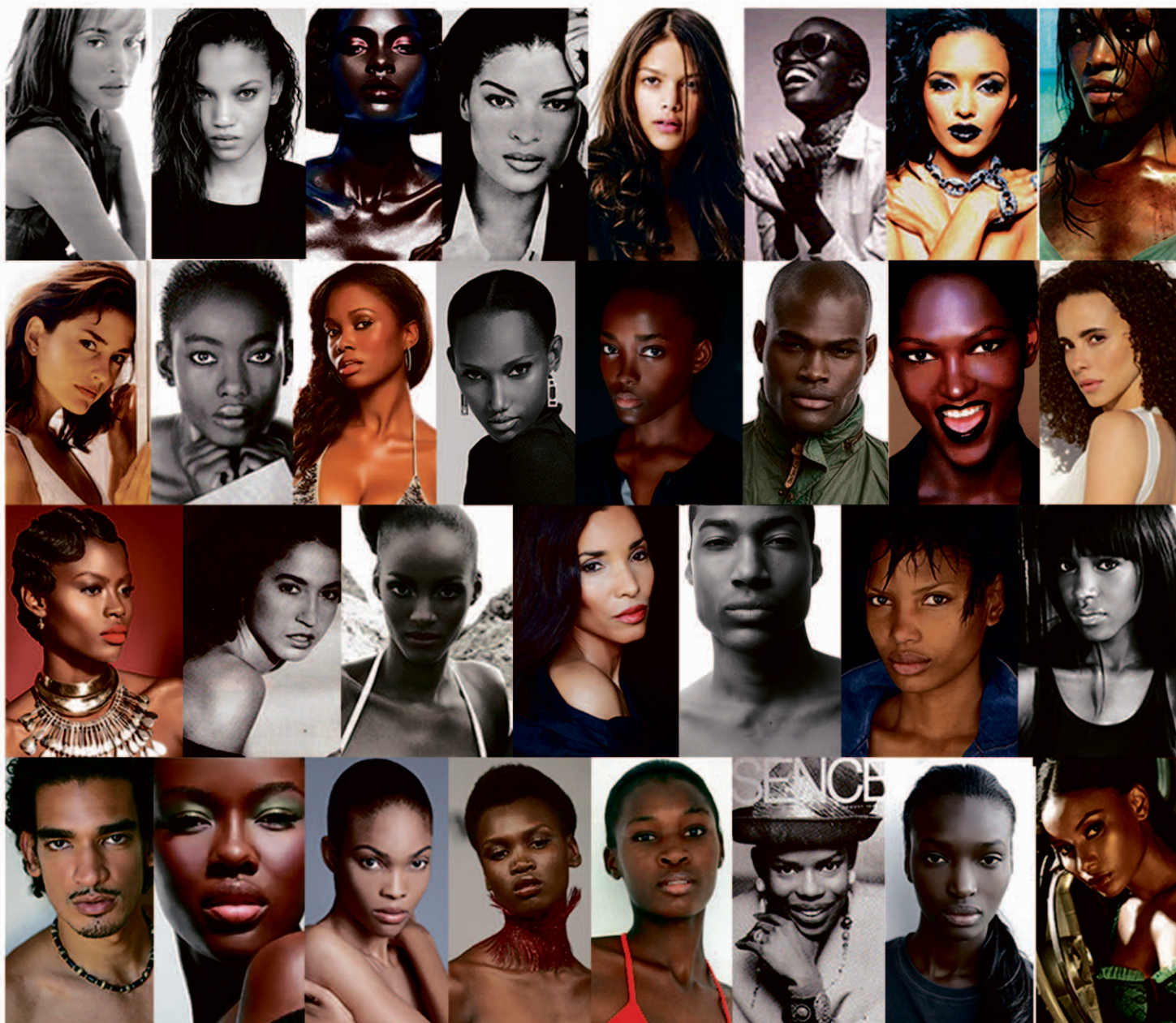
Sandals Negril SCU Graduation



Some of the Sandals Negril managers and team members who participated in the resort's inaugural Sandals Corporate University graduation proudly display their certificates. More than 100 team members completed training in art of selling, customer service, professional communication, leadership development, departmental trainer, M3 sales training system and guest services gold. Joining in the occasion is Sonia Wynter (front, centre), former training and development manager.



PULSE LIVING FASHION HISTORY OVER AND OVER AGAIN! YESTERDAY.. TODAY.. TOMORROW



JENEIL WILLIAMS • SKY GREY • RACQUEL SMITH • LOIS SAMUELS • SEDENE BLAKE • JAUNEL MCKENZIE • FRANCINE JAMES • ORAINE BARRETT • ANGELA NEIL • GAYE MC-DONALD • CARLA CAMPBELL • OREINTHIA RUSSELL • HECTOR WYNTER • KIMBERLEY MAIS • SUNNA GOTTSALK • ROMAE GORDON • SANYA HUGHES • ALTHEA LAING • JULINE SAMUELS • RESHIMA HEMMINGS • JUSTINE WILLOUGHBY • ROCHELLE WATSON • ALEXIA PALMER • NADINE WILLIS • NELL ROBINSON • NIKKI VASSELL • COLLENE MILLS • KHALIL MARKS • TRUDY GRAY • PARISA FITZ-HENLEY • NIKKI MORRIS • JHEANELLE AZAN • AYSIA FRANCIS • KHALIL MARKS

Since 1980, Pulse has pioneered, defined and developed a modern modeling industry for the Caribbean. Over the years, Pulse models have achieved many firsts, feats that remain unequalled today... multiple covers of Vogue, i-D, Love, Arena, Marie Claire, Cosmo, Essence, The Wall Street Journal and Esquire... global campaigns for Gucci, Jimmy Choo, Armani, MAC, Chanel, Victoria's Secret, Nike, Iman, L'Oreal, Nordstrom, Calvin Klein, Benetton and Jean Paul Gaultier... miles and miles of runway for Burberry, Polo, Lacoste, Kenneth Cole, Prada, Oscar de la Renta, Tommy Hilfiger, Derek Lam, YSL, Lanvin, Vivienne Westwood, Ungaro, Stella McCartney, Alexander McQueen, Dolce & Gabbana, Michael Kors, Kenzo, Ferragamo and Max Mara... assignments for Sports Illustrated, Seventeen, GQ, Ralph Lauren and Elle to name a few. The one and only Pulse... Yesterday... Today... Tomorrow!

CARIBBEAN ENTER NOW! **FINALS SUN AUG 30**
MODEL SEARCH Call 960 0049