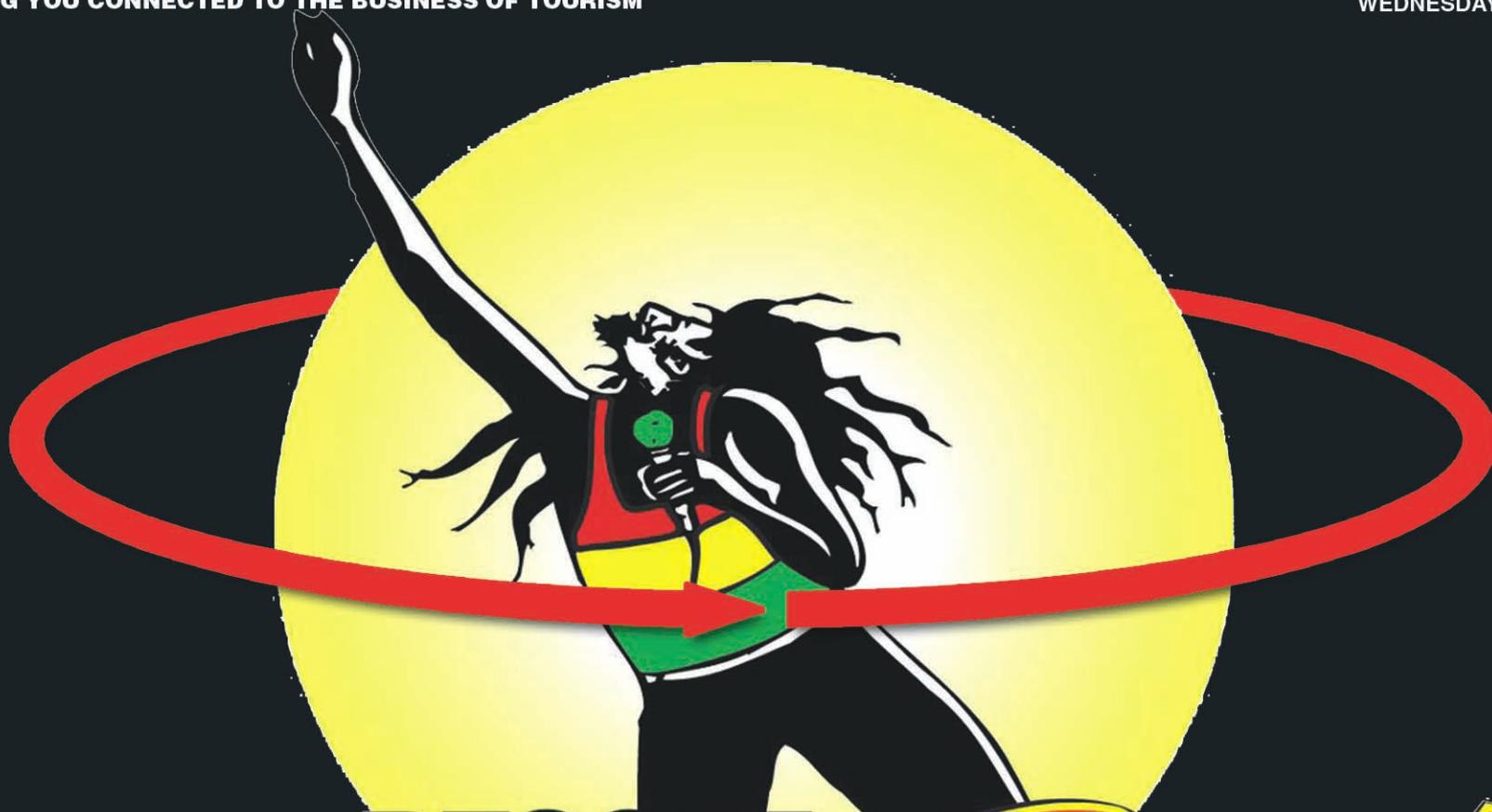


The Gleaner
Hospitality Jamaica

KEEPING YOU CONNECTED TO THE BUSINESS OF TOURISM

WEDNESDAY, JULY 13, 2016



REGGAE
Summer Fest

in **360°**

Live app takes festival to audiences worldwide

MISS KITTY



CONTRIBUTED

Reggae Sumfest organisers Josef Bogdanovich (second right), Robert Russell (right) and Johnny Gourzong (second left) pose with Royalton White Sand's Andre Hudson (left) and Stayce Ingram during the event's launch party at the Iberostar in Montego Bay last Wednesday night.

Reggae Sumfest set to make a 360° virtual reality turn

THE REVOLUTIONARY Reggae Sumfest 360° Live App is now available in the Google Play for Android and iOS Apple stores for download. The app is the first of its kind in Jamaica.

The much-talked-about 360° app enables global access to Reggae Sumfest 2016 performance nights on Friday, July 22 and Saturday, July 23. Viewers can immerse themselves in the festival from var-

ious points of view, including stage, front row and back stage. The app also gives exclusive access to the innovative 'Party Cam'.

App users can 'spin around' and see everything that is going on around them from that vantage point. The technology works with the built-in screen on most mobile phones and it works with the optional virtual reality (VR) headsets that are commercially available. While great for offsite view-

ers, the app also gives patrons unprecedented access to exclusive areas. In effect, everyone can have a front row seat to 'The Greatest Reggae Festival on Earth'.

Media pioneer Sepp Donahower and Yellow Bird developed the revolutionary Reggae Sumfest 360° Live cross-platform app.

"There is no textbook on how a 360° virtual reality app works. It is highly customised and we have worked with the best in the industry

ASHLEY ANGUIN/
PHOTOGRAPHER

From left: Print sponsors
The Gleaner's Kristina
Hylton and Adrian Frater
pose with Iberostar's
Tamika Higgins-Baker.



to make Reggae Sumfest available to markets untouched. What's more, it is available for free," said Josef Bogdanovich, chairman and CEO of DownSound Entertainment, producers of Reggae Sumfest.

Bogdanovich admits that, "Though this 360deg technology is transforming the industry, it cannot replace Montego Bay and all the energy that is a mainstay of Reggae Sumfest."

He noted that there will also be a conventional broadcast-style stream viewable on all devices (cell phones, tablets, laptops and desktops). The festival website, reggaesumfest.com, will have a clickable link for persons to watch as well.

The consistent evolution of technology is speeding up access to content. Earlier this year, Mark Zuckerberg, the founder of Facebook, said "... pretty soon we're

“ ... pretty soon we're going to live in a world where everyone has the power to share and experience whole scenes as if you're right there in person ”

going to live in a world where everyone has the power to share and experience whole scenes as if you're right there in person.”

Many industries have experimented with 360deg virtual reality technology. Sport franchises are now signing 360deg content deals, allowing fans to feel like they are on the team and in the game. In fact, the upcoming World Cup and Olympics Games will be broadcast in 360deg video. The upcoming Democratic and Republican Conventions will also be streaming 360deg coverage.

360deg cameras were first commercially used by upscale real estate sites to show properties. Then came Google Street views which lets viewers see actual locations from a selected point of view; and now with entertainment, 360 live cameras let persons into a venue, behind the scenes – feeling as though they are right there.

The hospitality sector is embracing it quickly. It is an effective way to take people to a location and make them feel as though they are

there. Resorts and travel sites are engaging the technology.

To download the app to your device, go to your Google Play or Apple store and search for 'Sumfest Live', click 'install' and follow the instructions.

The transformed Reggae Sumfest kicks off in Montego Bay with a Beach Party at the Aqua Sol Theme Park on Sunday, July 17, hosted by Miss Kitty and Yanique 'The Curvy Diva' Barrett. The All-White Party hits Pier 1 on Tuesday, July 19; and the Sound Explosion – where anything can happen – with Tony Matterhorn and Firelinks, along with the island's top sound systems, takes place on Thursday, July 21, also at Pier 1. Dancehall Night revs up on the Friday at Catherine Hall with the big Reggae Night to close the curtains on Saturday, July 23.



YANIQUE
'CURVY
DIVA'
BARRETT

We're proud to be associated with this outstanding event

OVER THE years, Reggae Sumfest has distinguished itself as one of the best reggae music festivals in the world, showcasing many of Jamaica's most talented artistes. The event has developed an impeccable reputation of excellence and has become one of the most eagerly anticipated events on the international entertainment calendar.

Reggae represents the spirit of the Jamaican people and is an

important part of our vibrant culture. The Ministry of Tourism recognises the positive impact that events like Reggae Sumfest continue to have on the tourism sector. The festival continues to be a resounding success and remains a major crowd puller, which attracts numerous visitors to our shores. It also generates significant economic activity for the tourism sector by boosting room occupancy and ben-



BARTLETT

efiting local businesses in and around resort areas.

For this reason, the Ministry of Tourism is proud to be associated with this outstanding event. We remain committed to supporting the development and continuation of Reggae Sumfest through our marketing arm, the Jamaica Tourist Board, a major sponsor of the event.

I must commend DownSound

Record CEO Mr Joe Bogdanovich and his committed team for the innovative approach being taken in organising this year's event. Based on the strong line-up of local artistes, I am confident that the festival will deliver on its promise to provide exceptional entertainment and that it will be a very successful and memorable event.

EDMUND C. BARTLETT
Minister of Tourism

Reggae Sumfest expands shuttle service

REGGAE SUMFEST is granting access to 'The Greatest Reggae Show on Earth' with an expanded shuttle service on July 22 and 23. In addition to the services offered by return sponsor and official shuttle service provider Knutsford Express, organisers of the festival have finalised an agreement with the Jamaican Urban Transit Company (JUTC) to offer shuttle services from Kingston, Spanish Town, and Portmore to the Catherine Hall venue in Montego Bay.

"Knutsford Express is a sponsor, and we are very happy and satisfied that they have again come on board. We are also delighted that JUTC is offering more transportation solutions to this year's festival. The addition of the services of JUTC is particularly important for patrons who previously had difficulty going to and from the show," said Robert Russell, deputy chairman and co-producer of Reggae Sumfest.

JUTC buses will depart from Portmore Mall in Portmore, the Ward Theatre downtown, Kingston and the JUTC lay-by in Spanish Town at 5 p.m. each night. Patrons leaving from Papine will have two additional pick-up points: on the University of West Indies and University of Technology campuses.

The roundtrip shuttle service being offered by the JUTC is only available pre-sold at a cost of \$2,300 per night.

ACCESS POINTS

Patrons can access the shuttle service passes along with tickets to the festival at York Pharmacy in Kingston, Travelmania in Portmore, and Chin Yee's Travel Service in Liguanea, which will specifically facilitate tertiary students.

Tertiary students will also be offered a 10 per cent discount on Reggae Sumfest tickets on presentation of a valid school ID. The discounted prices are Dancehall night Friday, July 22, \$2,800 pre-sold; regular \$3,200; and VIP \$5,400. Discounted prices for Saturday, Reggae Night are pre-sold \$4,200, regular \$2,500, and VIP \$6,700.

Festival tickets are also on sale at outlets for pre-sold \$3,200, regular \$3,500, and VIP



Jamaica Urban Transit Company buses.

\$6,000 on Friday; and on Saturday, general ticket prices will be pre-sold \$4,700, \$5,000 for regular, and VIP tickets are \$7,500.

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Robert Russell



CONTRIBUTED PHOTOS

Waterpark at the Iberostar Suites.

Iberostar for the ultimate vacation

FEW DESTINATIONS offer the spectacular service and stunning surroundings of the Iberostar Rose Hall Beach & Spa Complex. Here, you will find the best in gourmet dining, spacious rooms, and a range of activities to please every interest. Whether you're seeking a luxurious, romantic getaway in an adults-only setting at the Iberostar Grand Hotel Rose Hall or looking to please every member of the family at the Iberostar Rose Hall Suites or Iberostar Rose Hall Beach, you'll enjoy the all-inclusive vacation of your dreams. Sparkling pools, stunning beaches, challenging golf, and a relaxing spa, it's all here and waiting to treat you like a star.



Pool shot at Iberostar.

IBEROSTAR GRAND

Sure to please those in search of the world's finest vacation experience, the AAA Four Diamond Iberostar Grand Hotel Rose Hall offers an unrivalled experience designed to pamper like never before. Here, guests are treated to an all-suites, adults-only paradise, rich in luxurious personalised butler service, gourmet dining, and dazzling amenities.

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AAA Four Diamond Iberostar Rose Hall Suites. In this all-suites destination, Iberostar is here to cater to your every whim. Float along a lazy river while the kids enjoy the splash park. Snorkel over colourful exotic fish, or simply relax in your own well-appointed suite, intricately detailed in classic Caribbean style.

Iberostar Rose Hall Beach blends the charm and authenticity of classic colonial decor and architecture with world-class amenities. Wake to spectacular sea views from your balcony. Take a dip in the expansive pool, complete with swim-up bar and whirlpool. For couples or families, it's the ultimate vacation.



Iberostar Rose Hall Beach & Spa Resort are proud Diamond Sponsors for the 2016 staging of **Reggae Sunfest**

IBEROSTAR Grand Hotel Rose Hall

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USD 239 per person/per night based on double occupancy
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(Family-friendly)

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USD 242 per person/per night based on single occupancy
USD 166 per person/per night based on triple occupancy
USD 50 per child ages 3-12

IBEROSTAR Rose Hall Beach

(Family-friendly)

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USD 204 per night based on single occupancy
USD 146 per person per night based on triple occupancy
USD 40 per child ages 3-12

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Preparing the Caribbean tourism industry for Brexit

David Jessop

Hospitality Jamaica Writer

ON JUNE 23, by a small majority, the British people voted to leave the European Union (EU). It is a decision that has consequences for the Caribbean tourism industry.

What happens next is far from clear. This is because only when a new British prime minister is appointed in September will a formal period of reflection begin on the future options for the United Kingdom's (UK) relationship with the EU 27. Then, sometime after that, possibly at the year end, will the UK decide to invoke the relevant article of Europe's Lisbon Treaty to leave and embark on an uncertain two-year process of departure, probably followed by a negotiation on a new relationship.

This process is likely to be lengthy and far from easy. It will require high-level national leadership in both of the main UK political parties; the civil service to develop objective options and to negotiate; and possibly up to 10 years to unravel EU regulations and laws, with extraordinary additional complications arising if Scotland seeks independence based on its desire to remain in the EU.

It is, therefore, possible to envisage a long period of economic and political uncertainty, a possible recession in the UK, the diminution in the short to medium term of the British economy, and the continuing weakness of the sterling.

Moreover, there is now widespread concern with the EU that the vote could play to political and economic tensions within the EU 27 and may mortally weaken the already shaky foundations of European unity.

Despite this, it is important to understand that nothing structural in the region's relationship with either the UK or a Europe of 27 member states will happen suddenly. Moreover, the Caribbean's relationship with the EU 27 on trade, through the Economic Partnership Agreement (EPA), sums already programmed for development sup-



FILE' Remain' supporters demonstrate in Parliament Square, London, to show their support for the European Union in the wake of the referendum decision for Britain to leave the EU, known as 'Brexit', on Saturday, July 2, 2016. The UK's vote to leave the EU creates uncertainty for its territories.

port, and all else will continue unchanged well into the future.

In general terms, this provides the industry with some breathing space in which to study the strategic longer-term impact on the region, how these changes might affect its tourism markets in the EU 27 and the UK, and how best to respond.

EFFECTS OF BREXIT

That said, tourism, unlike any other industry in the region, is uniquely exposed to the short- and medium-term economic effects of Brexit. This is because the industry depends on consumer and investor confidence in its principal feeder markets, the currencies of visitors retaining purchasing power, the predictability of regulation, and investor certainty.

A quick analysis suggests that the region's industry will be affected in a number of ways.

First, the collapse in the value of sterling to US dollar rate and, by extension, its decline in relation to all dollar-related currencies in the

Caribbean is likely to last for some years. While no doubt sterling will settle – some financial analysts suggest at around US\$1.25 to the pound sterling – the present weakness suggests that the short-term outlook for most destinations, particularly for mid-market and family vacations in Caribbean is in particular likely to be uncertain in the 2017 low season.

Second, there will be a negative effect on trade flows. The UK will have to make up its mind what trade relationship it wants with the EU and with the rest of the world. The three main options it has with Europe all involve, in due course, a future Caribbean trade negotiation with the UK. While in the shorter term, because of the weakness of the sterling, purchases from the UK will become cheaper, the trade relationship for goods and services with the UK will eventually depend on what type of trade deal the Caribbean and UK want and whether this is similar to the EPA.

Third, issues arise in relation to development assistance. The indus-

try and some governments had been making significant progress with UK support in having the EU recognise the importance of tourism and providing the industry and government with related development support. When the UK departs the European Development Fund (EDF), it will lose the UK contribution which currently accounts for almost 15 per cent of the total of around €500m (US\$553m) per annum. How the UK then decides its bilateral development priorities outside of the EU remains to be seen, but will likely take account of Prime Minister Cameron's recent commitment of US\$400m in grant assistance for an infrastructure fund for the region.

Fourth, there are likely to be regulatory issues that will arise. Everything from standards to consumer legislation, open-skies agreements and environmental issues which have been agreed at an all EU levels will have to be looked at again in the context of a future relationship with the UK. While it is quite pos-



David Jessop

sible that much will remain the same, the UK's limited negotiating capacity suggests that the Caribbean will not be a priority if it comes to resolving region-specific issues.

LESS SUPPORT

And fifth, more generally, the region will no longer have Britain's voice in its support in the councils of Europe, suggesting a much closer relationship with France, Spain or the Netherlands will be required, as well as enhanced dialogue with the French- and Dutch-speaking parts of Europe in the Caribbean.

It is still early days, but there are some steps the tourism industry could take now.

The first is to develop a detailed assessment of how much the UK market matters to each nation, and study the likely issues that will arise out of having eventually parallel trade and regulatory environments with the UK and the EU 27.

The second is to get to know, on a sustained basis, those in the UK who will be politically and administratively responsible for negotiating the UK's exit and its future relationship with the rest of the world. The same holds true of the European Commission and in key EU 27 member states.

The third is to continue the process already under way of market and airlift diversification in countries that rely heavily on British visitors.

And the fourth is for the industry, tourism boards and governments to genuinely work together on this issue to determine how to respond when negotiations are required.



THE
CALIFORNIA
CLASSIC
SINCE 1968



Luciano endorses Reggae Sumfest as tourism brand

INTERNATIONAL REGGAE artiste Jephther McClymont, OD, better known as Luciano, has stepped out in support of the revamped Reggae Sumfest, which will feature an all-Jamaican line-up for the first time in 2016 under the theme 'Our Music, Our Festival'.

The Give Praise singer says the all-star Jamaican line-up is "a great way to attract tourists and nationals alike".

Commenting on the new direction set by Josef Bogdanovich, chairman and CEO of DownSound Entertainment, producers of the festival, the Messenjah says, "Honestly, nuff props to Mr Joe. It's like a new light, a vision."

REGGAE COUNTRY

Luciano explains that Reggae Sumfest allows people to experience not just the music, but also Jamaican cuisine, the land, and the people of "reggae country, which is Jamaica".

As an international reggae artiste, Luciano, The Messenjah, joins Super Cat, Sanchez, Barrington Levy, Tarrus Riley, Busy Signal, Christopher Martin, and a host of others for Reggae Sumfest's Reggae Night on Saturday, July 23, at Catherine Hall, Montego Bay.

Luciano's breakout album *Where There Is Life*, released in 1995, saw the baritone singer emerge as one of the most prominent reggae singers of all time. Having produced more than 40 albums throughout his musical career, the singer boasts quite a few stand-out albums, namely *The Messenger* (1997), *Sweep Over My Soul* (1999), *A New Day* (2001), *Serve Jah* (2003), *Serious Times* (2004), *Child of A King* (2006), *United States of Africa* (2010), and *Rub-A-Dub Market* (2011). He is affectionately known for his songs *It's Me Again Jah*, *Your World and Mine*, and *Lord Give Me Strength*.



Romain Virgo to be 'Lifted'

REGGAE CROONER Romain Virgo promises to bring the heat at this year's staging of Reggae Sumfest as this will be the first time he performs with his own band.

This is not the only proof that Virgo has been growing and evolving throughout his career as he recently released his third project, an EP called *Lifted*. The *Lifted* EP is a precursor to Virgo's highly anticipated album *Love Sick*, which is expected to be released in August.

He explained that this EP is to show that his aim was not to be doing the same type of songs over and over. "I'm just stepping out of the box a little bit and showing the world what we have to offer." Even with all the new developments in his career, he likes to reminisce on the years building up to his current progress.

Virgo recalls one of his most memorable moments on the Reggae Sumfest stage to be the 19th staging of the event in 2012 when he performed for the first time on Dancehall Night, July 22, for the fifth time.

When asked if there was anything else up his sleeve, besides the debut of his band on the Sumfest stage, he said that there might be a surprise guest in his set, but mum was the word for now.

in the energy, the vibe, and the size of the crowd.

He said he also enjoyed the acts featured on that night. As someone with a deep interest in music and all its facets, Virgo believes in separating himself from the rest by learning all he can about music. "I always wanted to do music, but I also wanted to be different or else I would sound like some of the artistes nowadays who just go on stage and sing or perform but don't understand music, theoretically speaking."

He also wants to gain this knowledge for the purpose of teaching others. Virgo has been quite busy lately as he expects to do a few shows in Africa in the coming months. He just released the music video for the title track *Love Sick* from his upcoming album. Virgo will be gracing the Reggae Sumfest stage on Dancehall Night, July 22, for the fifth time.



Matterhorn, Firelinks for first-ever Sound Explosion

ON THURSDAY, July 21, Jamaicans will experience Reggae Sumfest's first-ever Sound Explosion to take place at Pier 1, Montego Bay.

The inaugural event promises a display of authentic Jamaican sound-system showmanship led by popular DJs Dufton 'Tony Matterhorn' Taylor and Dwayne 'Firelinks' Johnson.

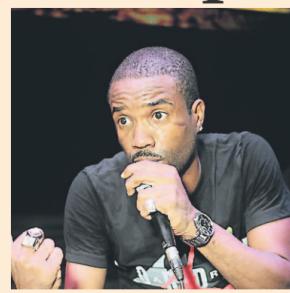
The sound system culture is the backbone of the dancehall culture, having been the medium through which artistes connect with audiences for years. The event will feature sound systems Stone Love, Metro Media, Black Kat, and Pieces on one big stage. Patrons will also enjoy what is dubbed a strong showing from Super Strong, a top sound system from Montego Bay. Tony Matterhorn looks forward to entertaining local and international audiences "on a big stage like Sumfest in Jamaica".

Matterhorn was part of the win-



TONY MATTERHORN

ning Mixpak team of four crews who competed in the Red Bull Culture Clash in London earlier this year. The Mixpak team also included dancehall artistes Spice and Popcaan, who are both slated to perform at Reggae Sumfest's Dancehall Night on Friday, July 22, at Catherine Hall, Montego Bay.



FIRE LINKS

Firelinks has been making great moves as a disc jockey and was recently featured on internationally acclaimed controversial rapper Kanye West's single, *Waves*. The track was released in February as a single on his *The Life of Pablo* studio album, which had Firelinks' voice running throughout the song dubbing the

popular Jamaican slang 'tun it up'.

The two DJs have made reputable names for themselves in the industry, not just as rival sound-clash selectors, but also as strong individual acts. They have continuously made strides over the years, generating large local and international audiences.

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Spice up your life

CHARISMATIC, SEXY, and lyrically lethal are words that could be used to describe the fast-rising deejay Spice, who, at her first major appearance at Sting 2000, made it clear she was here to stay.

Today, she continues to enjoy unprecedented success courtesy of her recent hit, *Jim Screechie*, and the collaboration hit *Ramping Shop*, with Vybz Kartel, which had become a fixture on the Billboard R&B charts, debuting at the #96 spot.

The single also received immense rotation on mainstream urban stations, including HOT 97 and POWER 105.1, all of which helped to boost her international appeal.

But getting to this point started more than a decade ago. Born Grace Hamilton, she grew up poor in the Old Braeton community in Portmore, St Catherine. While attending St Catherine High School, she distinguished herself in the annual Jamaica Culture Development Commission's (JCDC) festival contest in music, winning several gold medals. Spice eventually graduated from school with eight CXC subjects and immediately enrolled at the Edna Manley School for the Visual and

Performing Arts to study voice and drama. However, she soon began to experiment with deejaying, and, in no time, she generated interest in her community with her musical abilities at local stage shows. In 1999, her appearances on popular JACS cable station gave her exposure and soon after, Spice began to gain a reputation for her blistering lyrics, high energy, and risqué stage performances.

BIG BREAK

In 2000, veteran promoter Heavy D from Supreme Promotions discovered her talent and wasted no time giving her the chance to perform at Sting 2000. There, she delivered an excellent performance in front of Sting's usually acerbic crowd and earned four encores. That night, a dancehall star was born.

Following this, well-known manager Earlton Clarke, who is credited with dancehall artiste, Mr Lexx's early success, saw Spice's potential. He went on to manage her for two years until she went on to self-manage her career. Spice has since maintained that her early training with Clarke helped her career over the years.

In early 2002 while on tour in

England with Ward 21 and Baby Cham and no hit to her credit, Spice again delivered an astounding performance and in the process earned the respect of Baby Cham, who later took her under his musical wings and introduced her to Dave Kelly. There, Spice recorded her first single on the Mad House Label *Mi Gone* on the Pretty Pretty rhythm.

The single went on to do well both locally and internationally. Soon after, Spice recorded *Hype and Right There* (with TOK) on Dave Kelly's Bad Gal rhythm, and the videos created even more inroads for her. She then released one of her biggest local hits, *Fight Ova Man*, which created major waves in the dancehall.

In late 2008, she visited Guyana to do a show with Vybz Kartel and while there, a beverage company asked both artistes to stay an additional two days to shoot a commercial. There, she began a friendship with Vybz Kartel, so much so that they decided to do collaborations together and after returning to Jamaica, they voiced *Ramping Shop*.

Music festivals: An integral pull factor for Destination Jamaica

JAMAICA

TOURIST BOARD

JAMAICA IS a multidimensional destination with many layers of intrigue and mystique. The diversity of the island belies its 4,411 square miles, boasting many natural wonders, attractions and heart-warming people. Among her many attributes, Jamaica is renowned for world-class events such as its literary, food and music festivals that are staples on the island's calendar of events.

Music has been a conduit of expression for the island's colourful and captivating culture. As the place that gave the world reggae, rocksteady, ska and dancehall music, Jamaica is the destination with year-round musical offerings. Music festivals are a formidable element in the Jamaica Tourist Board's (JTB) marketing mix as it promotes the virtues of the destination. Jamaican festivals have earned the loyalty of music connoisseurs worldwide, who eagerly anticipate the yearly shows. But enjoying music on the island isn't limited to a designated calendar event, as in any given community on any day, music is the order of the day and people are rocking to its infectious rhythms.

JAMAICAN AMBASSADORS

The island's musicians have been incomparable ambassadors in spreading the country's strong cultural heritage around the world. Their musical prowess in the international marketplace has aroused the appetite of music lovers, who journey to the island to experience the music in its birthplace. Jamaica's picturesque scenes and exhilarating activities only add to her allure as the ideal backdrop to the numerous music festivals across the island.

The summer months in particular serve up treats with events like Reggae Sumfest and Dream Weekend. Dubbed the 'Greatest Reggae Show on Earth', Reggae Sumfest is



Beenie Man (left) and Bounty Killer – two of the most anticipated artistes for Reggae Sumfest 2016.



Some of the many persons who turned out for the Reggae Sumfest 2015 All-White Party at Pier 1, Montego Bay, St James, in July 2015.

one of Jamaica's premier music festivals. Now in its 24th staging, it remains a celebrated festival that features reggae and dancehall acts

delivering scintillating performances. The diverse talents represent the range of the genre of music made popular by Jamaican musicians.

This year, Reggae Sumfest will introduce live 360 degree virtual reality streaming for the public to experience the festival on mobile

phones, thus adding to the appeal of the event.

Dream Weekend's themed parties, scheduled to take place during Jamaica's Emancipation holidays, have the reputation of a strong fan base among Jamaicans and visitors alike. Now in its eighth year, the live shows, the venues and the food are some of the pull factors that attract patrons. The exposure that Destination Jamaica receives from these festivals is not limited to the rave reviews from patrons, but has much to do with the international media that cover the events.

Music festivals will remain a dominant pull factor among travellers worldwide. Jamaica will continue to benefit from this trend as the demand for Jamaican music increases among international travellers. Summer is a time for festive activities and Jamaican music festivals continue to attract repeat and first-time visitors from around the world.

Ishawna for Dancehall Night

THIS DANCEHALL recording artiste has enough energy to power a small fleet of motor vehicles.

It's a fuel that burns full throttle, ignited by the heat of her soulful voice and the power and passion of her performance. Born on September 29 in Kingston, Jamaica, Ishawna has been making music as long as she can remember. She has memories of penning her first song at the age of six and recording her first track at the age of eight.

Ishawna went through various incarnations, singing a mix of gospel, rhythm and blues, and dancehall. "I'm a musical chameleon," Ishawna boldly proclaims. Her early musical aptitude is not surprising when one considers the musical background of her father, Don Angelo – a singer who worked alongside legendary producer King Jammy in the '80s.

Ishawna broke out as a name to watch after a performance at the legendary Asylum nightclub in 2006. Dancehall veteran Bounty Killer witnessed her set and thought she had potential. He took her under his wings and made her a part of his squad, the Alliance. Two years later, she was in the spotlight with her collaboration with Demarco dubbed



For You. Two tracks with Elephant Man followed and Ishawna quickly became an underground sensation.

In 2011, the artiste started building on her hard-core street-fan base and moving into the mainstream. Around this time, she was noticed by DownSound Records (DSR) and

was signed by the label's CEO, Joseph Bogdanovich, in 2012.

She has been putting in heavy work ever since and has worked with some of the industry's most notable producers, including Baby G, Jam2, Jon Fx, Skatta Burrell and Don Corleon. Ishawna displays

vocal control and range uncommon for most dancehall artistes, and her talent has placed her on some of Jamaica's leading stage shows, including Reggae Sumfest, Sting, Ghetto Splash, GT Christmas Extravaganza, Full Black and Chug It. In 2015, the songstress recorded the single, **Try My Love**, with Nicki Minaj's much talked-about ex, Safaree.

Her latest singles, **Pretty Girls Only**, **Everybody Needs Someone** and **Larger than Life** have been receiving airplay on XM Satellite Radio and over 20 radio stations islandwide. Her unique combination of raw talent, hard work and a powerful team guarantees longevity in a rapidly fluctuating entertainment industry.

She is booked for Reggae Sumfest's Dancehall night on Friday, July 22.

"My sights are set on global takeover and I am poised, polished, fierce and ready to take on the world!" she declares.

Reggae Sumfest 2016 fact sheet

THE 24TH staging of Reggae Sumfest, 'The Greatest Reggae Show on Earth', is set to kick off with the Beach Party on Saturday, July 17 at Aquasol Theme Park, followed by Blitz, the All-White Edition on Tuesday, July 19 at Pier 1, Montego Bay.

Reggae Sumfest introduces its first sound clash event, Sound Explosion, on Thursday, July 21, with Tony Matterhorn and Firelinks.

Performance nights are slated for Friday, July 22 and Saturday, July 23 at Catherine Hall, Montego Bay, with a new format: Dancehall Night and Reggae Night.

REGGAE SUMFEST 2016 LINE-UP

Dancehall Night Friday, July 22: Beenie Man, Bounty Killer, Popcaan, I-Octane, Agent Sasco, Dexta Daps, Romain Virgo, Nesbeth, Spice, Ding Dong, I Shawna, Chi Ching Ching, Tanto Blacks, Harry Toddler, Charly

Blacks, Ryme Minista, Masicka, Vershon, Devin Di Dakta, Jahmiel, Don Andre, Rickey Teetz, Teejay, Savage, Dre Zee and Clymaxx.
Reggae Night Saturday, July 23: Super Cat, Barrington Levy, Luciano, Sanchez, Tarrus Riley, Busy Signal, Christopher Martin, Nature, D-Medz, Nicky Silk, Adahzeh and Dann I.

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For more information, please visit the official website: www.reggaesumfest.com Facebook Page: <https://www.facebook.com/ReggaeSumfest> Twitter Page: <https://twitter.com/reggaesumfest> Instagram: [@reggaesumfest](https://www.instagram.com/reggaesumfest).



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AROUND JA WITH PAUL H.



PHOTOS BY PAUL H. WILLIAMS

Shrimp and fish canoes anchored at the 'beach' at Punches, St James.



Side by side they wait for the end.

Palm burning, chicken killing, croc baiting

THE BLACK River watershed in St Elizabeth, one of the biggest on the island, is extensive. It encompasses many square miles of wetlands, including the Great Morass. Within it runs the Black River, Jamaica's longest navigable river, and its tributaries, such as the YS, Smith, and Broad rivers. Peat bogs flourish, too.

The biodiversity of the region is rich, consisting of flora and fauna that thrive in abundance in a complex ecology. Mangroves, a variety of grasses, and water lilies are fed by the nutrient-rich waters in which fishes, shrimp, and crocodiles teem with other aquatic creature. It is also crab country.

Recently, I travelled with a group on a tour of parts of the lower morass, which is said to be the largest freshwater wetland ecosystem in the Caribbean. It is a Ramsar Site inhabited by rare, endangered and endemic species.

Apart from the aquatic vegetation, I saw an abundance of logwood, acacia and thatch palms. The palms were everywhere in the districts of Salt Spring, Cattaboo, Punches, Slipe, Frenchman, etc. I



A fisherman arriving at the 'beach' at Frenchman in the lower Black River Morass.

have never seen so many thatch palms in any one region.

Their fan-shaped fronds, those that were still green, seemed to be waving to us, to go to their rescue, as residents have been burning them. The damage is widespread. Grief! And the sight of the partially burnt trees threatened to spoil my day, so I had to find other things to focus on.

We stopped at two idyllic spots,

one at Punches and the other at Frenchman. To reach Punches, we drove through a place where logwood and acacia dominate. Not a soul in sight, no dwellings. When we finally reached some houses, nobody was still to be seen. The rest of the journey to Punches was like that, not many houses, not many people along the way. Yet, there were many burnt palms.



Residents in the lower Black River watershed are setting the thatch palms on fire.

At Punches, we went to the edge of the morass. Small fibreglass canoes were anchored. They belong to shrimp catchers and fishermen who paddle them through narrow clearings among tall grasses. Much of the shrimp sold in Middle Quarters are caught in this area. There was a group of mainly young people, waiting for a crocodile to go get a piece of chicken leg that they had set for it.

It was massive, "an look good", one youth said. He looked at me and said, "It bigga dan yuh!" I was silently offended. Then he asked me how much I weigh. Another youth looked at a woman travelling with us and said the croc's head is bigger than the woman's belly. Insensitive or hyperbolic were they?

They had been trying to catch the croc from the day before, but I told them it, too, is smart. It knew

piece of chicken leg without any seasoning was not going to draw it out from among the grass. Its “big yeye dem” can see very far. They were waiting in vain, it seemed, and so was I as I hid behind logwood clumps trying to snap bright orange crabs that scuffled into their holes and refused to emerge.

On the way from Punches to see a canoe made of cotton tree wood, I came upon a scene that created flashbacks. My eyes caught a woman and her children killing and cleaning white chickens. Four were dangling from a cord. They were going through their last minutes on Earth. Not far from them a pot of hot water waited. There were headless fowls, gut-churning entrails, wet white feathers, and a pan of chickens’ feet and gizzards.

NO PICTURES

The woman demanded that their pictures not be taken unless she was paid \$2,000. A friendly chat ensued, but she insisted that no pictures of her and her children be taken. She has seven of them, one still being breastfed, and wants another – another boy. “I need one more,” she kept saying, but could not tell why. The older children looked at her, somewhat incredulously.

There were signs of poverty everywhere, but it was a very beautiful, rural sight. The woman’s mood swung from friendly to hostile, from hostile to friendly, to hostile, and her chicken knife looked threatening. So, I left feeling a little peeved.

The next stop was at Frenchman ‘beach’ that looks so much like Punches’: anchored fibreglass canoes, a narrow passage through the grasses for the canoes, one of which came into view, paddled by a youth, who said he is a shrimp catcher. He changed his attire quickly and did not tarry. Found out later that he was more than just. Apart from him, there was absolutely no one else on the ‘beach’, and no crocodile waiting to exhale.

It was an interesting tour, despite my nearly being gutted by the irate chicken farmer. Memorable. But I am worried about the thatch palms. I wonder if they are protected by the law as the lower morass, a bird sanctuary, is a conservation and protected area.



Summertime and the living is easy for these youths at Punches, located near the lower Black River Morass.



Chicken foot-cum-crocodile bait.

Jamaican Folk Singers serve Pepperpot again

Paul H. Williams

Hospitality Jamaica Writer

ON SATURDAY, July 2, The St Luke's Church Hall in Cross Roads, St Andrew, was transformed into a marketplace, a fair, and the vendors and hosts were sopranos, altos, tenors, basses, and in-betweens, and instrumentalists.

Hospitality Jamaica was there to hear the voices and see The Jamaican Folk Singers sharing the contents of their Pepperpot. It is one of their annual fundraising events, and it was chock-full of fun, entertainment, and bargains.

Musical director of the group Christine McDonald Nevers told the tourism-trade publication that the aim of the fair "is to provide an opportunity to expose more Jamaicans to aspects of our folk culture that they might not otherwise have been able to experience". And the name of the event itself is adopted straight from our folk culture.

Pepperpot is a traditional Jamaican soup that has a peculiar peppery flavour and texture, a pot-pourri of seasoning, vegetables, and ground provisions. And there was a big pot of it on Saturday, scorching and tantalising the taste buds of patrons. **Hospitality Jamaica** witnessed a woman nearly breaking the bottom of her Styrofoam cup with her plastic spoon just to get the last drop.

And while she was at it, she was drooling over the array of Jamaican pastries and confectionery. Corn-meal and potato puddings, toto, drops, rock bun, etc, were enticing her sweet tooth.

INGREDIENTS ON SALE

In front of the pans of hot cooked food, the scale was going up, way up as 'market vendors' weighed ground provisions. From their 'trapaulin', people were buying ingredients for their own pepperpots. Other things on sale were books, antiques, footwear, clothes, groceries, and personal effects.

But the Pepperpot would not be complete without sweet melodies, so in between sales, the singers and the musicians added their unique flavours, thrilling patrons, as they are known to do, with engaging Jamaican folk songs. They were supported throughout the event by other vocal groups and musicians.

The interactive element was very high as patrons got a chance to



PHOTOS BY PAUL H. WILLIAMS

Jamaican Folk Singers' Hazel Ramsey-McLean serving up pepperpot soup with a smile.



The Jamaican Folk Singers thrilling the audience at Pepperpot 2016.

participate in activities such as ring games and pottery-making. "As with everything that the Jamaican Folk Singers do, there must be some educational aspect to it," McDonald Nevers said.

Master drummer and potter

Philip Supersad demonstrated why he is one of Jamaica's best. From the drum to the potter's wheel, he was mesmerising, the essence of the Pepperpot, the aroma of which is still strong after 20 years of bubbling on the 'Rock'.



Jamaican folk singer Coleen Lewis biting ravenously into a piece of 'pitata puddn'.



Pepperpot ingredients at bargain prices.



Master potter Philip Supersad watches Kijani Williams practising what he has learnt.

Clymaxx, Savage added to Sumfest Dancehall Night

REIGNING QUEEN from TVJ's talent competition Clymaxx and Gully Squad's lyricist Savage have been added to Reggae Sumfest's Dancehall Night set for Friday, July 22, at Catherine Hall, Montego Bay.

Clymaxx and Savage will join other fierce young acts on the Sumfest stage come Dancehall Night. Ryme Minista, Masicka, Vershon, Devin Di Dakta, Jahmiel, Don Andre, Rickey Teetz, Ishawna, Teejay and Dre Zee have already created a buzz in the streets.

Josef Bogdanovich, chairman and CEO of DownSound Entertainment, producers of the festival, believe the curiosity of dancehall fans will be



SAVAGE

quenched at this year's staging. "This is a great time for dancehall music. Jamaica has quite a few major up-and-coming acts and we have managed to secure the cream of the crop. People know their songs but may not have seen them perform.

When they come to Reggae Sumfest, they'll see them in their element," says Bogdanovich.

MAJOR ATTENTION

Clymaxx's singles **When Mi Ride It** and **Good So** have received major attention in the entertainment industry. The raunchy, radical lyricist is being sought after by industry greats. Some have gone as far as to say that she may be dancehall's next Lady Saw.

"They [Reggae Sumfest organisers]

gave me the opening act slot, but nonetheless, I am very grateful because Sumfest is a big show, so even if me get to go on the stage at 5 p.m., me still appreciate it and me a look forward to it. So me just a gwaan practise, work pon me voice, and thing so I can leave a good impression at Sumfest," says Clymaxx.

Dancehall reggae act Savage, popularly known for his singles **Nuh Tek Chat**, **Doan Diss Nuh Man**, **Graveyard**, and **Mi Nah**, the latter released on Jah Snow Cone's *Ital Stew Riddim*, has received much attention for his strong disposition. Savage has worked with many Jamaican labels and producers such as Big Ship, Don Corleon, Chimney records, DJ Frass, and Fagan Fraternity.

These young stars, coupled with greats like Beenie Man, Bounty Killer, Popcaan, I-Octane, Agent Sasco, Dexta Daps, Romain Virgo, Nesbeth, Spice, Ding Dong, Chi Ching Ching, Tanto Blacks, Harry Toddler, and Charly Blacks see Dancehall Night promising a powerful dose of high-energy and unparalleled performances for 2016.

Don Andre set to light up Dancehall Night

THE LATEST breakout 'Bashment' artiste from the United Kingdom goes by the name Don Andre.

Born Carlos Robinson to Arlene Bryan, who died suddenly two months after his birth, Don Andre's fate forever changed his destiny as his 'Auntie Gloria' assumed responsibility to raise him.

She noticed his passion for music early and encouraged him to strengthen his composition skills at the tertiary level. He took her advice and pursued university studies. However, music remained his priority, and soon enough, he officially started his career as a recording artiste. To develop his career, Don Andre teamed up with Speak World Entertainment to complete his first recordings: **Hennessy**, **Oh Girl**, and **Imagine This**.

He later recorded his first widespread favourite, **Rave All Night**, and commenced work on his debut EP, *Roll Wi A Roll*. Don Andre was now prominent and identified as the new sensation in South London. He became the go-to artiste, supporting international reggae stars performing in the UK such as Gyptian, Beenie Man, Spragga Benz, Assassin, Black Ryno, Lisa Hype, and the comical Twins Of Twins.

BRITISH EXPOSURE

In 2010, Don Andre made substantial progress with mainstream radio, appearing on Choice FM's Focus show, and gained significant rotation from world renowned BBC's Radio 1 and 1Xtra stations.

Don Andre was also on British Television in Living TV's **Party Wars** with **X-Factor** contestant Stacy Solomon. The need to expand his catalogue was aroused and Don Andre subsequently formed his own record label, KMG. He earned his first number-one record, **Show Mi Yuh Motion**, a mega success in Costa Rica.

His remake of Shabba Ranks' **Needle Eye** also became a hit. He later won *Crytal Blues'* song of the year for the hit record **Tom**



DON ANDRE

Cruise. The **Tom Cruise** song and dance move catapulted to the top, making Don Andre a household name, especially in Jamaica. The **Tom Cruise** remix video was also released to rave reviews and featured recording artistes and acclaimed dancers Ding Dong and Chi-ChingChing.

His follow-up single, **Swaggy Board**, has been approved by Billboard hit-makers Major Lazer, which provided the instrumental for the track. Don Andre's latest project is titled **Jog**, a dance move and track that is warming up parties for the summer Olympic season. He is currently at a great place in his career and is very confident that he is getting closer to his goals of being a worldwide ambassador for reggae and dancehall/bashment music.

"This is just the beginning. My hard work will pay off. Success is the only option, cruising all the way to the top," Don Andre says.



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FILE

Spice went all out with her fairy-like costume in 2012. She is one of the big names for this year's event.

Sumfest acts expected to raise the bar

DAYS AHEAD of the 'The Greatest Reggae Show on Earth', fans eagerly await the unveiling of a transformed festival.

The 24th staging is offering a jam-packed all-star local line-up under the 2016 theme, 'Our Music, Our Festival', over two performance days – Dancehall Night on Friday, July 22, and Reggae Night on Saturday, July 23.

According to the new festival organisers, DownSound Entertainment (DSE), the acts hitting the Sumfest stage this year are expected to bring spectacular sets.

Joe Bogdanovich, chairman and CEO of DSE, said, "Patrons should leave Dancehall and Reggae Nights satisfied that they have seen their favourite acts perform out-of-this-world sets with novel aspects to them. We have left this element of creativity to the artistes. Whatever support they [the artistes] need from us, the producers will be provided – within reason."

Patrons have witnessed some of the most amazing costumes, stage presence, props, back-up dancers, surprise collaborations and gim-

mickry on the Reggae Sumfest stage. Dancehall acts Spice and Lady Saw have etched great memories in the minds of their fans with their imaginative ensembles year after year. Spice's most memorable moment was in 2013 when she walked on stage in a bubble; while Lady Saw's white, angelic-like dress in 2015 may very well have been a preamble to her recent transition to gospel music as Marion Hall.

Many remember Elephant Man climbing the stage trusses in recent years and, in 2014, when Mr Vegas wore a purple suit with white platform shoes and took the thousands in attendance at Dancehall Night through a musical timeline.

The infamous Kartel took the Sumfest audience by surprise when he was escorted on stage by police officers, wearing handcuffs and orange overalls, after being released from prison in 2010. It is these great Reggae Sumfest moments that cause thousands to turn out year after year. Who knows what will take place this year.