Hospitality Jamaica

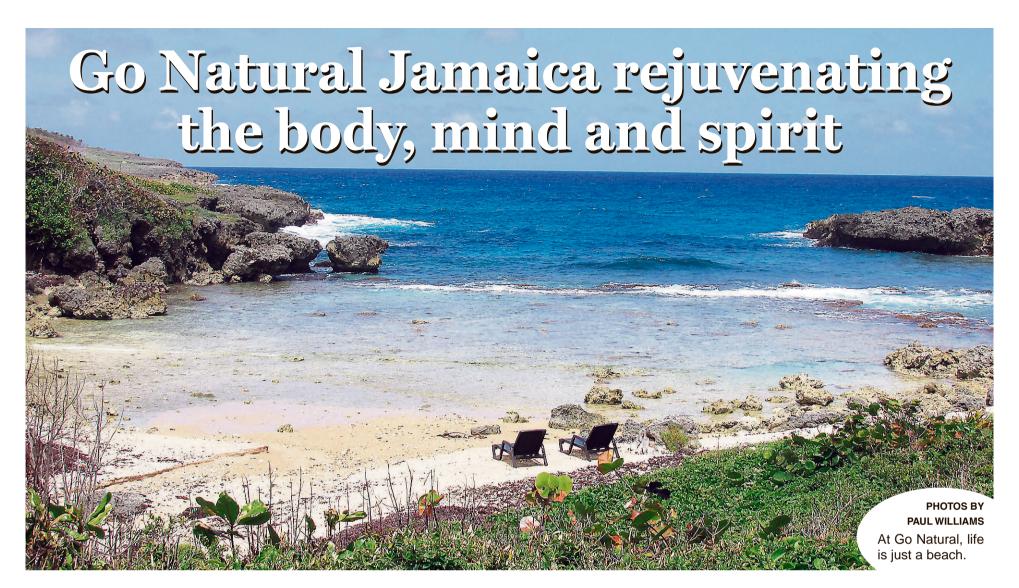
KEEPING YOU CONNECTED TO THE BUSINESS OF TOURISM

WEDNESDAY, MARCH 22, 2017



INSIDE THIS EDITION:

- American Airlines celebrates 40 years in Jamaica
 - Hilton Rose Hall rewards outstanding staff
 - Hotel rooms increasing in Portland



Paul H. Williams

Hospitality Jamaica Writer

Beside the sea, at the beginning of the community of Long Bay in Portland, there is a nature sanctuary called Go Natural Jamaica. It is almost every bit of what its name says: natural. And nature certainly is at work. The air smells clean, and the general marine vista is a picturesque one, complementing the essence of Go Natural, which operates under the tag 'Reconnect with Nature'.

The turquoise sea evolves into milk-white, foamy waves dashing against jagged rocks sometimes sending salty sprays on to the sharp honeycomb rocks, on which thousands of shelled creatures of variegated colours are glued. Soldier and hermit crabs are also in great abundance.

'White horses' continuously gallop to the shore in the alcove that ends with a small beach of fresh, shallow, crystal-clear water. When the water is still, small schools of colourful fishes can be seen. Weathered driftwoods, small, bleached honeycomb rocks, and pebbles of various shapes and sizes complete the beautiful picture of seaside ecology.



Waves crashing against jagged rocks off the coast at Go Natural.

According to Ramjas Kaur, nutritional expert, the objective of Go Natural is "to uplift people's life", and people have been travelling from all over the world to do just that at Go Natural. It aims to rejuvenate the health of the body, mind, and spirit of its guests, focusing on their needs. It is thus a healthy-lifestyle concept that is practised at Go Natural.

The small resort is a yoga and meditation centre that concentrates on the classical styles of yoga for beginners and advanced practition-

ers. There are two yoga sessions per day, led by experienced yogis. But integral to its operations are other types of programmes such as detoxification and rejuvenation, weightloss, relaxation and reconnection, juice cleansing, and master-cleanse fasting. Massage services are also offered.

And in keeping with the philosophy of the business, the food served is natural, the type that was not nurtured by man-made chemicals. The meals provided may be communal or tailored to suit individual



Guests at Go Natural show off their natural products.



Guests at Go Natural show of their natural skin-exfoliation masks.



The hammock gazebo and a villa at Go Natural.



The crystal-clear water on the beach at Go Natural.

needs such as those of the vegan or raw-food dieters. A breakfast consisting only of a variety of fruits is an example of a regular repast to start the day.

Kaur says that the idea of Go Natural Jamaica is borne out of the lifestyle of the Rastafarian culture, "which is closer to nature". She herself has a story of how she used to feel unwell and "disconnected" after eating processed food. Yet, she said, it is not just the food that is toxic, but the environment, clothes, synthetic cosmetics, and household products, as well. Thus, the approach to healthy living must be holistic.

The stay at Go Natural, to help fulfil its objectives, is an educational one. Guests are provided with printed materials on what is offered, and there are discussions about healthy nutrition and eating habits. When **Hospitality Jamaica** visited recently, there was a work-

shop on how to make household cleaners, cosmetics, and other personal effects using natural ingredients, which is what the toiletries in the units consisted of.

While guests may visit for a day or the weekend, the accommodation packages at Go Natural are mainly residential, with a minimum of three days recommended. There are five rooms, including a dormitory for five people, and two villas, one of which is detached from the main structure and is located near to the edge of a cliff. Going to sleep to the sound of the roaring waves adds to the charm of the place.

Kaur told **Hospitality Jamaica** that the idea is to share the knowledge of how to have a healthy lifestyle, "to help people to change their reality". She said that it is the hope that staying at Go Natural will inspire guests, who will continue to practise what they have started at Go Natural, to go natural.



Yoga in session at Go Natural.



It's breakfast time at Go Natural. Yes, breakfast!



Some of the natural products made at Go Natural.

American Airlines celebrates 40 years in Jamaica

MERICAN AIRLINES celebrates this year its 40-year anniversary in Jamaica. The airline began flying to Jamaica on March 2, 1977, with one daily flight from New York-JFK to Montego Bay (MBJ) and Kingston (KIN) on a McDonnell-Douglas DC-10 aircraft.

At the time, the airline employed 14 people in Jamaica. Today, American Airlines employs 94 people in the country and operates almost 90 nonstop weekly flights from KIN and MBJ to the United States.

"During the past 40 years, our operations in Jamaica have continued to grow, helping us become the largest airline in the country with more flights to more destinations than any other carrier," said Yvonne Pearson, American Airlines' country director for Jamaica. "The celebration of our ruby anniversary is a testament to our commitment to the people of Jamaica, as well as to promoting tourism to this important destination in the Caribbean."

The airline celebrated its anniversary in Jamaica with an event held at The Jamaica Pegasus hotel in New Kingston. The event was attended by airport and government officials; American's regional sales director for Florida and the Caribbean, Christine Valls; Pearson, representatives from the country's top travel agencies and local media.

The airline currently operates 21 weekly flights from KIN to Miami as well as 67 weekly flights from MBJ to seven destinations in the United States – Boston, Charlotte, Chicago, Dallas/Fort Worth, Los Angeles, Miami and Philadelphia.



Lorraine D'Aguilar, sales representative; Vernon Bernard, manager, Eulen; Maxine Meijerink; Patsy Yuen-Lyn, regional manager, Admirals Club Caribbean and Latin America; and Cindy Breakspeare-Bent.



From left: Karl Benjamin, Guardsman; Winston Watson, group manager, Petrojam; David Whittaker and Valerie Juggan Brown of Guardsman.



From left: Marvin Ochoa, Shona Smith, Pauline Stewart of Discovery Travel and Minister of Tourism Edmund Bartlett at the American Airlines 40th anniversary celebration.

Tourism Linkages Speed Networking Event to target investors

PLANNING IS in high gear as the Tourism Linkages Network, a division of the Ministry of Tourism, prepares to stage its fourth Tourism Linkages Speed Networking Event, with the hope of securing more investment in the sector.

The business-to-business networking event will take place on March 29, 2017, at the Hilton Rose Hall Hotel & Spa in Montego Bay and will see the participation of several investors.

The unique event is a flagship initiative of the Tourism Linkages Network and its partners the Jamaica Hotel and Tourist Association, the Jamaica Manufacturers' Association (JMA), the Rural Agricultural Development Authority, and other entities.

The venture is one that the Minister of Tourism Edmund Bartlett is proud of as he believes that it is critical to the ministry's ongoing efforts to deepen linkages between tourism and other sectors

"I am heartened by the progress and growth of the Speed Networking event over the years. Last year, we had nearly 200 participants, and we are hopeful that we will surpass that figure based on the registrations we have pouring in. This event is an important way to promote economic growth for the nation while still ensuring that more Jamaicans benefit from this great sector," said Bartlett.

Much like speed dating, based on their scheduled appointments, it will see industry executives being seated, while suppliers of goods and services used in the tourism sector will move around to discuss business opportunities then negotiate contracts in 15minute intervals.

"We will be following the usual format, but this year, we are also going to be inviting a group of investors to come to Jamaica for the event so they can see some of what we have to offer. These investors are persons who are already desirous of setting up business in Jamaica or have already broken ground in the island," said project manager of the Tourism Linkages Network Carolyn McDonald-Riley.

PAST PARTICIPANTS

Participants in the past have included suppliers of craft, toiletries and guest amenities, chemicals and cleaning products, cosmetic and spa products, furniture, bedding, food and beverage, uniforms, printing and packaging, training, ICT goods and services, electrical services, meat, and fresh produce.

This year, the linkages network has announced that these offerings will be expanded to increase the impact of the event.

"We have invited a wider variety of persons who we believe can bring new and dynamic products to the sector such as architects, videographers, photographers, ambulance services, and nanny services. We have also ensured that all our networks are represented. So you will also see participants from sports and entertainment, gastronomy, shopping, knowledge, health and wellness as well as manufacturing and agriculture sectors in attendance," said McDonald-Riley.

Interested parties are being asked to contact the JMA at 922-8880-3 or the Tourism Linkages Network at 920-4926-30 for more information.



CONTRIBUTED

From left: Dianne Edwards, president of JAMPRO; Evan Williams, architect; Edmund Bartlett, minister of tourism; and Joseph Bogdanovich, prominent investor.

Kingston's newest hotel almost complete

INGSTON'S NEW newest hotel, the 'R', is in its final stages of construction and is on track for opening in late summer 2017. The announcement came at a topping-out reception for the hotel on Wednesday, March 15, on the building's top floor.

Located on Renfrew Road in the New Kingston business district, the boutique Business Extended-Stay Hotel, which goes up eight floors, is the result of a partnership between noted architect Evan Williams and prominent investor, Joseph Bogdanovich.

Tourism Minister Edmund Bartlett, while delivering keynote remarks, noted that Kingston's current room count is short and is in need of more high-quality rooms. "Thankfully, the need for more hotel rooms is gradually being met with your 32 high-end rooms and eight two-bedroom apartments being added to the room stock. We recently had the Courtyard by Marriott in New Kingston adding some 129 rooms. The soon-to be reopened former Wyndham New Kingston will bring back some 303 rooms, and Sandals Resorts International's (SRI) 220-room AC Hotel by Marriott is slated to open for business Winter

The 'R' is the first designated corporate rental building to be devel-

oped within the New Kingston area. Both Williams and Bogdanovich are quick to point out that the hotel will offer high levels of personal service, with varied business facilities offered, all incorporated into a luxurious setting. It will afford the business traveller voice, video, and teleconferencing systems, integrated messaging wireless internet; IP video surveillance; and access control systems. The hotel will also include a roof-top restaurant and bar, a swimming lap pool, gift shops, a gymnasium, an art gallery, and an underground car park.

FULFILLING A DEMAND

In noting the uniqueness of the hotel, Williams stated: "In conceptualising this project, I was responding to a clear and unfulfilled demand for a hotel like the R in New Kingston, one that was specifi-

cally designed to provide the comforts, conveniences, and luxuries required by travelling business executives. It overwhelms me with pleasure that this project has reached the landmark topping-out stage, and I am excited that very soon, all will be able to share in my vision".

Bogdanovich added that "having personally had a need for the types of services the Renfrew Hotel will offer, it was an obvious investment for me. Jamaica is on a path to growth and economic development, which will bring an influx of international business people to the capital. By providing the luxury services they need, the Renfrew Hotel will help to ensure they will always want to return to Kingston".

The hotel is to announce special discount rates in coming weeks as it readies for opening.

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THE BUSINESS OF TOURISM

Perception, image and feeling welcome matter

David Jessop

Hospitality Jamaica Writer

PERCEPTION OF a destination, the hard-to-define sense of feeling welcome, and image, are three of the critical components that help a visitor to decide, first, on whether a destination is attractive enough to explore further, and then make a booking.

For this reason, many in the United States (US) travel industry are becoming deeply concerned about the changes taking place in the way the US is perceived.

Driving this has been the recently reintroduced travel ban on citizens from six countries that are predominantly Moslem, other visa restrictions, and the president's rhetoric, which together send a signal that the country is no longer welcoming or well disposed to those who live outside its borders.

This is, of course, irrational, as the country, given its size and variation, should not be seen from a single social or political perspective.

However, the travel ban, added to a daily diet of tweeted insults, unsubstantiated facts, and an 'America First' policy that conveys a general sense that the US has ceased to be interested in the world, is now having a demonstrably negative impact on many travellers.

Since the early part of this year, quite literally thousands of media stories have appeared around the world noting the rapid decline in US visitor arrivals and the falling interest in many countries, including, for example, nations in Europe that have always had a historic affinity with US culture, but are now seeing the US less favourably as a vacation destination.

As evidenced by an analysis of forward enquiries on a number of booking sites, this is unlikely to be a short-term issue.

KAYAK, the UK-based vacation travel site, says that searches related to the US by potential British visitors



JESSOP

have fallen by 17 per cent since the US presidential inauguration in January. They also note that searches relating to South Florida fell by 58 per cent, for Las Vegas by 36 per cent, and for Los Angeles by 32 per cent. Another report by the flight analysis site, Hopper, said that interest from China fell by 40 per cent and that global searches on its site for flights to the US fell in the first two months of this year by 22 per cent.

UPWARD SURGE

Interestingly, in contrast and in a clear demonstration that the issue is about perception, Hopper also reported an upward surge of 66 per cent in interest by Russian travellers reflecting, it seems, the US president's apparent warmth towards their country.

If, as many in the industry in the US expect, the present negativity about the US continues, it will have serious economic implications.

According to the World Travel & Tourism Council (WTTC), tourism has become of great importance to the US, with the industry generating over eight per cent of the country's GDP and supporting nearly 10 per cent of total employment. In addition, US federal agencies note that overseas visitors spent US\$247.1b in 2016, and the sector employed 7.6 million people and generated US\$1.6 trillion in economic output in 2015.

Speaking in Las Vegas on March 14, the WTTC's president, David Scowsill, could not have been clearer. The Trump administration,



TRUMP

he said, was in danger of steering the country in a direction that could have an impact like that experienced after 9/11, when the industry stagnated for a decade because of strict visa policies and inward-looking sentiment.

Mr Scowsill also reminded the US administration that travel and tourism thrives by breaking down barriers, and that the industry bridges divides between cultures, and fosters understanding across religious and geographic boundaries.

That this is happening under the presidency of a hotel developer and industry expert is a paradox, although it could be argued that his brand's rapid expansion into nations around the world will enable his corporation – now run by his two oldest sons – to offset any downturn in the US market.

Others in the industry in the US, however, may not be so fortunate having also to contend with a stronger dollar and a likely decline in migrant labour.

As the Caribbean now knows well, perception, and the sense that visitors from everywhere must be made to feel welcome, matter hugely when it comes to marketing a destination.

For this reason, the US's loss may well become the Caribbean's gain.



A guest holding a stingray on Chukka's Reef and Rays tour in Grand Turk.

Chukka cited for excellence in tourism

FOR THE second year in a row, Chukka, one of Jamaica's leading attractions, has been cited by Carnival Cruise Line for excellence in tourism.

The attraction, which was founded in 1983 and had its origin in the garden parish of St Ann, has been named one of the Caribbean's leading tour operators in Montego Bay and Grand Turk.

An elated Marc Melville, director of group revenue and new development, said the management and staff of Chukka are extremely pleased but humbled at being recognised for excellence by the world's biggest cruise line.

Adding that this was something they were very proud of, Melville said, "As Chukka continues to grow throughout the Caribbean, we aim to provide our guests with memorable experiences, while maintaining the natural beauty that each destination has to offer".

According to him, the Tour Operator Award Programme was a prestigious one and this award was a huge accomplishment. Over the years, the attraction has strived to provide its customers with adventures that showcase the environments that surround them and incorporates nature, history and culture every step of the way.

"With locations across Jamaica, Grand Turk and Belize, we offer a vast variety of tours that cater to thrill seekers, history buffs, and adventurers of all ages," he stated.

Melville pointed out that there

was no place for complacency in the business he is in, noting that the organisation had recently pumped US\$3.5 million into the Good Hope, Trelawny project.

CHANGING THE GAME

"We are very excited about this game-changing Good Hope project," he added. "There, you will find some very exciting adventures and also a little gastronomy with the first-class restaurant facility we have included. At Chukka, we have a reputation, and have to constantly be on our toes, ensuring that our large customer base is satisfied with the product we are delivering. This prestigious award and acknowledgement from Carnival is a testament that we are still on the right track."

Melville added that it was not difficult for his organisation to want to continue investing that kind of money in Jamaica, noting that "we are extremely satisfied with the direction in which tourism is going, particularly cruise shipping".

Chukka currently offers over 60 tours in Jamaica, Belize and Turks & Caicos. With a commitment to offer only the highest-quality tours with well-trained guides and stringent safety standards, Melville added that Chukka takes pride in showcasing the natural beauty of the Caribbean "through unique and sensational experiences, while providing opportunities for local residents and businesses".



Hilton Rose Hall rewards outstanding staff



PHOTOS BY JANET SILVERA

Managing director of Jewel Resorts and general manager of Hilton Rose Hall, Carol Bourke, and her hotel manager, Daine Golaub, celebrating their staff at their second annual Service Awards Ceremony.



Denny Hines (centre), Most Recognised Associate, flanked by Romona Davis (left) and Patrick Samuels.



From left: First runner-up, Hilton Rose Hall Associate of the Year 2016, Clover Hanson, receives some of her awards from Everton McNaught and Patrick Samuels.

Janet Silvera

 $Hospitality \ Jamaica \ Coordinator$

Bay staff who performed outstandingly in 2016 were recently celebrated and awarded at the hotel's second Service Awards Ceremony.

Top performer, Debbie Irving, of the Purchasing Department, who was named Associate of the Year, walked away with a brand-new Nissan Tiida motorcar; a five-nigh, six-day stay at Doubletree by Hilton at the entrance of the Universal Studios; a two-night, three-day stay at the Round Hill Hotel; and more than \$250,000 in cash.

She shared the spotlight with first runner-up associate, Clover Hanson; and second runner-up associate, Sandre Frazer.

"All the awardees must be outstanding employees and exhibit commitment to quality in carrying out job responsibilities and is an asset to his/her department," said Nadine Reid, human resources manager at the resort.

She added that the recipients are selected based on their willingness to take initiative and accept and carry out additional responsibilities beyond regular job assignments.

"Consistently dependable and punctual in reporting for duty, completing assignments on time, and participating in additional responsibilities, are among the attributes," said Reid.

Longstanding and renowned employee, Janett Wedderburn, copped the Manager of the Year award, taking home \$239,800 in the process, while Shane Lewis was named Supervisor of the Year. Lewis received \$229,800.

"These are persons who portray a positive attitude towards work responsibilities, their co-workers, and guests and serve as role models for others," Reid pointed out, noting that all the awardees exhibited exemplary service in daily work, and gave contribution to department, community and hotel projects.

The others recognised at the event vere:

- Special Recognition Karl Whonder
 Top Wine Sales Beyon Smith
- Sales Achievement Golda Lovelace

 Regress of the Year Kedien Clerks
- Bartender of the Year Kadian Clarke ■ Chef of the Year – Dennis Gilling
- Blue Energy Award Junior Nash ■ Guest Services Award – Desmond Donegan
- GM Merit Award Dion Marks ■ Hilton Ambassador – Vinessa Uter
- Department of the Year Laundry
 Most Exemplary Annie-Kay Royce
- Smile Award Kelvin Morris ■ Most Recognised – Denny Hines.



Hilton Rose Hall Resort staff sing and dance to the words of gospel artiste Kevin Downswell.



Hilton Rose Hall's Associate of the Year 2016 Debbie Irving (centre) is flanked by (from left) Wendy Gallagher, Rich Cortese, Stephanie Vassell, Carol Bourke, Marie Brown, and Robert Burg.



Janett
Wedderburn
(centre) is all
smiles as
she accepts
her cheque
and prizes
from Robert
Burg and
Gary
Holgate.

Manager of the Year



Sandre Frazer, second runner-up Associate of the Year, is hugged by her boss, Stanley Clarke.



Dion Marks (right) and his boss, Carol Bourke, dig into one of his many prizes after receiving the General Manager's Merit Award.



Hilton

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Supervisor of the Year Shane Lewis accepts his awards from Stephanie Vassell.



Most Exemplary Associate of the Year, Annie Kay Roye (left), accepts her award from Tamika Green.



Desmond Doneghan accepts the Guest Services Award from Hospitality Jamaica coordinator Janet Silvera.



COME! #FEELTHEVIBEJAMAICA

Engaging influencers in marketing Destination Ja

JAVACA TOURIST BOARD

HERE IS no better way to experience Destination
Jamaica than to dive in and feel the vibe. Time and again, visitors to the island have testified that their best memories are made when they take the plunge to explore and enjoy the multifaceted tourism product that is available.

To position Jamaica as an epic must-do destination for travellers wanting to experience the pulsating vibe of the island, the Jamaica Tourist Board (JTB) is currently hosting the #FeelTheVibeJamaica influencer campaign. During the campaign, selected social media influencers with large followings are invited to come and explore and find their own 'vibe' in Jamaica. These influencers have been creating waves on digital platforms for Destination Jamaica. Targeting niche markets in the major source markets of the United States, Canada and the United Kingdom, the influencers are increasing awareness about Jamaica as they chronicle their exhilarating curated experiences across the island.

Beginning with travel film-makers and YouTubers the 'Vagabrothers', to 'Indulgenteats', a globetrotting foodie; from romantic adventurers 'The Planet D', to travel and lifestyle blogger 'I am Ella'; in six weeks since the campaign began, their 51 posts have achieved over 22 million impressions and over 456,000 engagements. The campaign hashtag #feelthevibejamaica has garnered over six million impressions and reached over two million persons from the US, Canada, the Caribbean, the UK, Japan and Australia. 'Indulgenteats' Instagram patty challenge video has had 191,252 views.

#FeelTheVibeJamaica influencers are living the Jamaican vibe bit by bit through the island's eclectic culture, outstanding cuisine, multifaceted adventure menu, lifestyle escapades and family-centric experiences. The social media mavens



CONTRIBUTED PHOTOS

'I am Ella' poses with the #FeelTheVibeJamaica car.

have flooded Twitter, Instagram, YouTube, Facebook and blogs, generating content that is connecting with their loyal following. Indulgenteats gushed, "Cooking up oxtail pasta with Miss T herself at @misstskitchen. Loved this fusion dish with cheesy, creamy pasta and traditional Jamaican oxtail in gravy."

NUANCED CULTURE

The Vagabrothers, whose mantra is to stay curious and keep exploring, were captivated by many nuances of the island's culture. One of their Instagram posts declared, "Blue Mountain coffee in Blue Mountains of Jamaica, best way to start the day." In a YouTube video, one of the brothers said, 'I've gotten into ska,' as they both break out into singing Toots and the Maytals' 54-46 (That's My Number), while the other said reggae is his favourite as he belts out lines from Love and Affection by reggae artiste Pressure. Video link:

www.youtube.com/watch?v=GD Bi96eEdwk

Undoubtedly, the influencers' experiences have caught on with their followers who have been living vicariously through their stories. Some other favourites are the patty challenge; Appleton Tour and tasting; Mystic Mountain Sky Explorer, Blue Mountain coffee and vistas; Trench Town Culture Yard; YS Falls; the Pelican Bar; highlight tour of Kingston; tour of the National Gallery of Jamaica, about which 'I Am Ella' commented, "They have some pretty abstract

artists here. Seen some things I'd like to have at home."

Love was definitely in the air for 'The Planet D', "The real honeymoon in Jamaica starts when you explore the island," they said.

"The #feelthevibejamaica social media campaign has been phenomenal. We are even reaching persons outside our targeted geographical markets, which is incredible," said Marcia McLaughlin, deputy director of tourism, marketing, Jamaica Tourist Board.

"Travel industry trends show that influencers have the ability to increase social media exposure to a wide and captive audience. We are capitalising on this trend by hosting a number of credible social media influencers who have come to feel their vibe of the island and have left, truly in love with what we have to offer. The residual value will be far-reaching, long after the campaign has ended," she explained.

At the end of her trip, 'I am Ella' exclaimed, "I want to stay for another week. Jamaica is so diverse, it's insane! If you ever get a chance to go anywhere in the Caribbean, come here for at least a week! It's epic, it nice, it's the #homeofallright!"

Don't be a spectator, come
#FeelTheVibeJamaica. To share in
their experiences and to plan your
own Jamaican itinerary go to
www.feelthevibejamaica.com or
follow @visitjamaica; #feelthevibejamaica; #homeofallright;
#livefunner.



Love is in the air as 'The Planet D' takes a romantic trip rafting on the Martha Brae.



Indugenteats
Sugar & Spice Pastries

191,460 views

3w

Indulgenteats Jamaican beef patty
sandwich! JM (2000)
Sandwich! JM (20

'Indulgent eats' patty challenge.





Above:

'I am Ella' admiring handcrafted jewellery at Mystic Mountain.

At left: 'Vagabrothers' captures a scene in the Blue Mountains.



Valedictorian Sanjay Watson expresses gratitude to the Sandals South Coast team for affording him and his batchmates the opportunity to participate in the company's hospitality training programme.



CONTRIBUTED PHOTOS

HTP graduate and Sandals South Coast new hire Jodian Beckford accepts the award for most outstanding female trainee from Hotel Manager Matthew Cornall during the graduation ceremony for hospitality trainees recently held at the resort.



CONTRIBUTED

Hospitality trainees at Sandals South Coast gather for a group photo moments before their graduation ceremony recently.

Sandals trained and employed!

South Coast hospitality training programme provides free training, jobs for youth in the west

AST WEEK, 24 young people successfully completed a six-week hospitality training programme (HTP) offered by Sandals South Coast.

The participants, some of whom have never worked in the hospitality industry, were exposed to the operations of several departments within the hotel. These departments included housekeeping, food and beverage, entertainment, human resources, watersports, front desk, accounts, and revenue.

At the end of the programme, each graduate was presented with a certificate of completion and a letter of recommendation.

During the graduation ceremony, training and development manager Lennox Lawrence lauded the group for its commitment to the programme as well as the value it brought to the team.

General Manager Adrian Whitehead also commended the group for persevering to the end, reminding persons that their completion of the programme was just the beginning. He encouraged the graduates to not sit still with the knowledge they had gained, but to use it as a stepping stone and consistently seek ways to build on their skills and expand their knowledge.

Of the 24 participants in the graduating batch, the first for 2017, at least eight have already been confirmed in positions at the luxury-included resort.

Among those already employed is 19-year-old Sanjay Watson, who also received the award for most outstanding male trainee and who was named valedictorian.

Watson, who will be working in restaurant services at the resort, said that he entered the training programme with the intention of shining and exceeding expectations. "I came here with one goal in mind, and that was to get the job."

He added that he knew it wouldn't be easy because Sandals looked for the very best, "so I knew I'd have to work hard and gather as much as I could".

SANDALS INVESTING IN PEOPLE

Prior to entering the HTP, Watson worked at a call centre in Montego Bay but was never able to save enough money towards furthering his education, which is currently his main goal. "Sandals is a phenomenal company that actively invests in people's development, and for someone like me who wants to advance my career and grow as an individual, it is ideal. I'm excited about what the future holds."

For 22-year-old Jodian Beckford from Haughton, St Elizabeth, it was the desire to provide a better life for her young son that drove her to apply for the Sandals initiative.

"I'm really thankful for Sandals and for this opportunity," said Beckford, who has been placed in the resort's housekeeping department. "I've never worked anywhere before. I was actually helping my mother in her cook shop in Haughton for the past several years, but lately, the cook shop wasn't making much money, and as a single mother, I needed a proper job that could help me to better care for my son."

The HTP was initiated in 2006 by the resort chain. Since its inception, the programme has benefited thousands of young people from the communities and countries in which Sandals operates.



RECENTLY, I attended the opening of Africana House, which was featured in a previous edition of this publication. It is the latest extension of Great Huts, Paradise on the Edge, located at Boston, Portland. The addition means four more hotel rooms for the scenic parish, a popular destination for eco- and community tourists.

But, it was not just five ordinary rooms, and I cannot get over how chic and sumptuous they are without being overstated. The spaciousness, colour scheme, the motifs and creative accents, and Gilbert Nicely's asymmetrical wooden pieces of furniture will make any guest not want to leave. But they will very likely leave with lasting memories of their stay in the house as it oozes African panache.

The food served by waiters and waitresses, dressed in African-inspired outfits, was prepared by Café Africa, operated by Steven



Opened November, last year, Sea Hanger Resort and Spa at Ross Craig has added 15 rooms to the Portland tourism landscape.

Golding. And you've got it, the food was African delights, created in a kitchen that is as artistically designed and accented as the rest of the unit. Café Africa will be the in-house caterers for guests staying in Africana House. The original restaurant is located on a property at the corner of Lady Musgrave and Trafalgar roads in St Andrew. Owner/chef Golding was present at the opening, as well as other players in the hospitality industry.

VILLAGE CHIEF

The event, compered by General Manager of Great Huts Dilton Bartley, was addressed by President and CEO of Jamaica Public Service Kelly Tomblin; Jamaica Tourist Board's regional director, Janice Allen; Nicola Madden-Greig of The Courtleigh Hotel and Suites; and the artist Mazola, who 'enstooled' Dr Paul Rhodes, owner and designer of Great Huts, as the 'village chief'. Mazola, whose artistic



DJ Nigel Sheppy, in his African-inspired outfit, spinning the music at the recent opening of Africana House.



At Sea Hanger Resort and Spa, the living is easy.



From left: The artist Mazola 'enstooling' Dr Paul Rhodes as the 'village chief' during the recent opening of Africana House. In the background are Steven Golding and Pauline Petinaud.



One of the African-inspired dishes, created and served by Café Africa at the recent opening of Africana House.



From left: Nicola Madden-Greig, Dilton Bartley, Janice Allen, Steven Golding, Kelly Tomblin, Pauline Petinaud and Dr Paul Rhodes at the recent opening of Africana House at Great Huts, located at Boston in Portland.



Inside one of the breezy rooms at Sea Hanger Resort and Spa at Ross Craig in Portland.

assemblage are part of the decor in Africana House, presented Rhodes with a robe, a staff and a stool from his collection.

After responding, Rhodes, who, some people say sounds like Frank Sinatra, serenaded the guests, some of who were obviously surprised by his performance. People were also happy with the show put on by Portland's Manchioneal Cultural Group, which mesmerised onlookers with traditional singing, drumming and dancing to climax the evening.

Also present at Africana House's opening was restaurateur and hotelier, Errol Hanna, operator of Cliff Hanger Restaurant and Lounge, and Sea Hanger Resort and Spa Ltd at Ross Craig district in Kensington, Portland. With Sea Hanger, opened November last year, Hanna has added another 15 rooms to the Portland tourism landscape.

OVER THE SEA

The three-storey structure, like Africana House, is located beside the sea, thus the name Sea Hanger. Imagine lying in a hammock on a third-floor balcony rocking to the sounds of the waves dashing on to the cliff below. Then you get the feeling that you are hanging over the sea. All rooms have a balcony facing the sea, and each balcony has a hammock. The breezy, shiny, board-floor rooms are furnished and decorated with local wood pieces, including bamboo, and offer different types of accommodation.

The 15-room, concrete, stone and wood structure has been in the making for quite some time, and now that it is open, it is ready to snuggle guests in the bosom of Portland's hospitality. Recently, construction on a wellness centre at Sea Hanger, to provide yoga and massage services, has begun, and Hospitality Jamaica was shown the spot where it will be, which is even closer to the sea than the rooms. The centre will be built among the vegetation, maintaining the rustic look of the place.

While the emphasis in resort towns like Ocho Rios, Montego Bay and Negril seems to be on the creation of massive, multi-room, concrete structures, Portland is maintaining its bucolic charm and natural allure with the addition of rooms that invite you to relax in their memorable, carefree, but classy embrace.

Jamaica seeks to secure 50,000 German tourists by 2020

▼ITH JAMAICA welcoming just over 20,000 German tourists last year, Tourism Minister Edmund Bartlett has mandated the Jamaica Tourist Board (JTB) and key tourism officials to double the number to 50,000 German tourist arrivals into the island by 2020.

He made the point while meeting with the leadership of the world's largest tour company, TUI Group, in Berlin, Germany. Bartlett noted that the tourism ministry and the ITB would be working closely with TUI to achieve the target. TUI Group brought over 150,000 tourists to Jamaica's shores last year.

TUI is the largest leisure, travel and tourism company in the world and owns travel agencies, hotels, airlines, cruise ships, and retail stores. The group owns six European airlines – the largest holiday fleet in Europe – and nine tour operators based in Europe. The company is jointly listed on the Frankfurt Stock Exchange and the London Stock Exchange as a constituent of the FTSE 100 Index.

Noting Jamaica's important position in his company's growth plans over the next five years, TUI senior board director David Burling highlighted that the island was a "premium destination" with a very rich culture and high repeat business. He urged Bartlett to increase Jamaica's hotel room count in order to effectively secure more business and growth in coming



Tourism Minister Edmund Bartlett and his team meet with TUI Group executives at their Berlin, Germany, office. On the left side of the table (from far left), TUI executives Dr Ralf Pastleitner, head of Brussels, Belgium office, TUI GROUP; Garry Wilson, managing director, product and purchasing, TUI GROUP; David Burling, member of the board, TUI GROUP; Frank Püttmann, head of public policy, TUI GROUP office Berlin; Antonia Bouka, general manager, tourist board and hotel partnerships product and purchasing, TUI GROUP and a TUI public policy adviser. On the right side are: Michelle Fox, JTB United Kingdom representative; Margaret Jobson, ambassador to Germany; Edmund Bartlett, minister of tourism; Paul Pennicook, director of tourism; Marcia McLaughlin, deputy director of tourism; Delano Seiveright, senior adviser and senior communications strategist; and Gregory Shervington (hidden), JTB Germany representative.

Meanwhile, Bartlett highlighted a stream of hotel investments that have been completed, or are in

phases of construction, to assist with rising demand. Earlier in the week, he had

announced that one of Europe's leading airlines, Eurowings, a subsidiary of one of the world's biggest

airline companies, Lufthansa, would begin operating twice a weekly scheduled service between Germany's largest populated metropolitan region and Montego Bay beginning on July 3 this year.

FLIGHT SCHEDULE

The scheduled flights will operate every Monday and Friday from Cologne and Bonn, with Eurowings using their Airbus 330 aircraft, which has 310 seats. Flights will run from July 3 through to October 27, 2017, and will bring over 10,000 seats from Germany for the summer.

Already, Eurowings has informed Bartlett and his team that they will extend the service into the winter. with those seats opening up for sale within days.

The new scheduled service will complement weekly charter services operated by German air carrier Condor from the German cities of Frankfurt and Munich into Montego Bay.

Bartlett also participated in a special press briefing to boost publicity worldwide for the United Nations World Tourism Organisation's historic Global Conference on Building Partnerships for Sustainable Tourism for Development, which has now seen the World Bank Group come on board as partners. The event, which is being hosted by Jamaica, will run from November 27 to 29, 2017, at the Montego Bay Convention

Beaches Turks & Caicos prepares to welcome World Travel Awards

WORLD TRAVEL Awards has revealed that Beaches Turks & Caicos Resort Villages & Spa will host the Caribbean & North America Gala Ceremony 2017.

Situated on 12 miles of crystal white sand on Grace Bay, Beaches Turks & Caicos will welcome leaders from across the region on Saturday, September 16, as they gather to see who among them has been voted the pinnacle of the travel industry.

This will be the fifth time World Travel Awards has visited Turks and Caicos, following glittering ceremonies at Beaches Turks & Caicos Resort Villages &

Spa back in 2006, 2007, 2008, and 2012.

Located in the unspoiled group of British islands known for being 'Beautiful by Nature', Turks & Caicos is home to Beaches Turks & Caicos Resort Villages & Spa. The luxury-included resort encompasses the ultimate getaway for every member of the family from outrageous waterparks, an XBox Play Lounge, a Scratch DJ Academy, and exclusive Kids Camp to certified nannies, butler service, two Red Lane Spas and an

CONTRIBUTED

PLEASE SEE **AWARDS**, 15

Beaches Turks and Caicos.

Stacy Cox to lead Society of Hotel Association Executives

Stacy Cox is the new president of the Caribbean Society of Hotel Association Executives (CSHAE).

Cox was recently appointed to the leadership position during board meetings that preceded the Caribbean Hotel and Tourism Association's (CHTA) annual Caribbean Travel Marketplace event in The Bahamas.

CSHAE is an independent organisation aimed at advancing professional development and strengthening networking among Caribbean hotel and tourism association executives

Cox, who has served as the executive director of the Turks and Caicos Hotel and Tourism Association (TCHTA) since September 2011, is a native of The Bahamas and a citizen of the Turks and Caicos Islands. She has amassed more than 20 years of hospitality experience in both destinations

As executive director, she represents the membership of TCHTA on matters affecting the tourism and hospitality industry, both locally and internationally, including advocacy issues and marketing initiatives, which help build a sustainable tourism product through awareness, outreach and educational programmes.

"To be elected by my counterparts throughout the Caribbean for such a role speaks volumes, and I am truly honoured," said Cox, who promised she will not take the role lightly. She looks forward to continuing her advocacy efforts for local members, while "taking our collective voice to CHTA, with the hope of having our issues addressed at the top of the regional association's agenda".

"It is a blessing to have Stacy in this leadership role," said Director General and CEO of



CONTRIBUTED

Stacy Cox

CHTA Frank Comito. "She has been a model member of this group for several years, and we always look forward to her wise counsel and enthusiastic, solutions-driven approach to addressing challenges for our members. She leads by example and has done outstanding work in her role with the TCHTA," he added.

Cox began her hospitality career as an activity

coordinator in 1991 at what is now the world-famous Atlantis Paradise Island, Bahamas, and quickly moved her way up the ranks, receiving the coveted 'Cacique' Award prior to leaving her island home.

In 1997, she moved to the Turks and Caicos Islands, where she held general manager positions at Windsong Resort and Royal West Indies Resort

COMMITTED TO ADVANCEMENT

The hospitality professional is committed to the advancement of the tourism industry and believes that education and awareness of opportunities within the sector are critical in the region. "One of my first tasks as president of CSHAE is to meet with the team to determine how we can better raise the profile of the Society and to identify networking and developmental opportunities for all associations," she said.

Cox volunteers her time to organisations and events such as Youth Explosion, Maskanoo, TCI Shines Clean-up Campaign and TCI Little Chefs. She has also served on various executive boards, including TCHTA, Turks and Caicos Tourist Board, Turks and Caicos Animal Welfare Committee, CHTA, CSHAE, Junior Achievement Turks & Caicos Islands, and The Salvation Army.

An advocate of continuing education, she has furthered her own professional development through online courses at Cornell University and the American Hotel & Lodging Association.

Cox's favourite motto is 'Living with purpose, because of the promise'. She regularly mentors young women, especially those in the hospitality industry.



She has been a model member of this group for several years, and we always look forward to her wise counsel and enthusiastic, solutions-driven approach to addressing challenges for our members.

AWARDS

CONTINUED FROM 14

Aqua Centre with unlimited water sports.

World Travel Awards President Graham Cooke said: "It will be an absolute pleasure for us to return to Turks & Caicos for our annual Caribbean & North America Gala Ceremony."

"We have had a long and fruitful relationship with Sandals Resorts International and I can think of no better partner for this event.

Cooke added: "I can't wait to welcome all of our nominees to Beaches Turks & Caicos Resort Villages & Spa in September."

All accommodations at Beaches Turks & Caicos Resort Villages & Spa boasts arresting views of tropical gardens, pools or the sea – and feature mahogany and rattan furniture and Italian tile floors.

Elsewhere, there are endless activities for everyone from tots to tweens and teens to enjoy, while adults will love the sumptuous Red Lane Spas, 21 restaurants and array of water- and land-based sports on offer.

PROUD HOST

"We are delighted to once again play host to the World Travel Awards Caribbean & North American Gala and to welcome the region's hospitality stars to Beaches Turks & Caicos Resort Villages & Spa," said Chairman of Sandals Resorts International Gordon 'Butch' Stewart.

"It is an honour and privilege, especially during our 35th anniversary year, to celebrate this industry which brings joy to our guests and is so critical to the success and well-being of the Caribbean and its people."

Voting for the World Travel Awards Caribbean & North America nominees will open today, March 22, 2017.

World Travel Awards was established in 1993 to acknowledge, reward and celebrate excellence across all sectors of the tourism industry.



MINISTRY OF TOURISM

Travel Agencies Regulations Act 1956

In accordance with the Travel Agencies Regulation Act, 1956 the following travel agencies have been duly registered and the particulars of each recorded in the Register of Travel Agencies at the Ministry of Tourism as at **February 16, 2017.**

REGISTERED TRAVEL AGENCIES (AS AT FEBRUARY 16, 2017)

NAME & ADDRESS OF TRAVEL AGENCY	PROPRIETOR(S)	NAME & ADDRESS OF TRAVEL AGENCY	PROPRIETOR(S)	NAME & ADDRESS OF TRAVEL AGENCY	PROPRIETOR(S)
Apollo Travel Services Limited Suite 6B, New Kingston Business Centre 30 Dominica Drive, Kingston 5	Shirley Lee Warren Lee Kirk Lee	Jet-Away Travel Services Limited Shop # 5, Monty's Plaza 26 Old Hope Road, Kingston 5	Pamela Reece	Trafalgar Travel Limited Shop #23, St. Jago Shopping Centre Spanish Town St. Catherine	Conrad Graham Peter Monteith Derek Young Michelle A. Davis-Roper
Apollo Travel Services Limited Shop #3, Sagicor (LOJ) Shopping Centre 17 Burke Road Spanish Town, St. Catherine	Shirley Lee Warren Lee Kirk Lee	Kingston Travel and Tours Limited 26 Duke Street, Kingston	Talia Hamilton Sophia Thompson	Trafalgar Travel Limited 48-50 Main Street	Christopher Preston Conrad Graham Peter Monteith
Atlas Travel Limited 9 Trevennion Road Kingston 5	Patricia Pessoa Hopeton Pessoa Lisanne Pessoa	Leisure For Pleasure Holidays & Tours Limited 32 Havendale Drive, Kingston 19	Judith James	May Pen, Clarendon	Derek Young Michelle A. Davis-Roper Christopher Preston
BJ's Travel Limited Shop #8, Bargain Village 35 Main Street	B. Jean Dawkins	Lins Travel Fusion 21 King Street, Linstead P.O. St. Catherine	Denise Dunn	Trafalgar Travel Limited Unit # 12, Central Plaza Mandeville, Manchester	Conrad Graham Peter Monteith Derek Young Michelle A. Davis-Roper
May Pen, Clarendon Campus Travel Limited The Students' Union	Pamela Fenton Reece Clair Tavares-Bertram	National Travel Service & Tours Ltd. 46 Great George Street P.O. Box 82 Savanna-la-Mar, Westmoreland	Jenepher Baugh	Trafalgar Travel Limited	Christopher Preston Conrad Graham
U.W.I., Mona, Kingston 6 Caribbean & Latin Travel Consultants Limited	Donna Remekie Julio A. Delgado Aura Y. Larrahondo	National Travel Service & Tours Ltd. Shop #1B, Sunshine Plaza Negril, Westmoreland	Jenepher Baugh	Shop # 69, Ocean Village Shopping Centre, 29 Main Street Ocho Rios, St. Ann	Peter Monteith Derek Young Michelle A. Davis-Roper
Suite 40A, New Kingston Business Centre 30 Dominica Drive, Kingston 5	11.500 D	National Travel Service & Tours Ltd. Shop # 2C, Uptown Shopping Centre	Jenepher Baugh	Trafalgar Travel Limited Shop # 2	Christopher Preston Conrad Graham Peter Monteith
Centro Latino 134 Constant Spring Road, Suite 21 Kingston 8	Bramwell Shepherd	Mosley Drive, Lucea, Hanover National Travel Service & Tours Ltd. 116 Great George Street	Jenepher Baugh	DaCosta & Graham Streets Ocho Rios, St. Ann	Derek Young Michelle A. Davis-Roper Christopher Preston
Chin Yee's Travel Service 121 Old Hope Road Kingston 6	D. Chin-Yee M. Chin-Yee R. Chang	Savanna-la-mar, Westmoreland National Travel Service & Tours Ltd. Lot 101A-101B Catherine Hall.	Jenepher Baugh	Trafalgar Travel Limited Main Street Brown's Town, St. Ann	Conrad Graham Peter Monteith Derek Young
Cosmopolitan Travel & Tours Limited Caldon Finance Centre 52-60 Grenada Crescent	Hugh Senior Thelma Senior	Montego Bay, St. James Pauline's Travel Services Limited	Pauline Levy	Trafalgar Travel Limited	Michelle A. Ďavis-Roper Christopher Preston Conrad Graham
Kingston 5 Dateline Travel Limited Shop 21, St. Claver Place	W. Lloyd Clarke Karen Campbell	Winchester Business Centre Suite # 58, 3rd Floor 15 Hope Road, Kingston 10	Mortimer Levy	Shop #10, City Centre Plaza 28 Harbour Street Port Antonio, Portland	Peter Monteith Derek Young Michelle A. Davis-Roper Christopher Preston
4 St. Clavers Avenue Montego Bay, St. James Digicel (Jamaica) Limited	Sydney Campbell Mark Linehan	Pleasurable R Travel Agency Limited Shop #7, 25A King Street, Linstead P.O. St. Catherine	Wayne Stanbury	Trafalgar Travel Limited Shop # 3, Heritage Mall	Conrad Graham Peter Monteith
14 Ocean Boulevard, Kingston Discovery Travel	Vincent English Pauline Stewart	Praise Travel Limited 103 Maxfield Avenue Kingston 13	Owen Dyer Sylvane Cross-Jones D. A. Williamson	34 St. James Street Montego Bay, St. James	Derek Young Michelle A. Davis-Roper Christopher Preston
Unit 29, Seymour Park Kingston 6 EE-Zee Go Travel Limited	Carolgene Williams	Sher-Funtastic Travels & Resorts Old Baptist Manse, Vernon Avenue Oracabessa, St. Mary	Sharon-Sheriff-White Marcia Johnson Webster Spencer	Trafalgar Travel Limited Shop # 2, Savanna-La-Mar Plaza 118-120 Great George Street Savanna-La-Mar, Westmoreland	Conrad Graham Peter Monteith Derek Young Michelle A. Davis-Roper
Shop 32, Mandeville Plaza Mandeville, Manchester Global Travel Service Limited	Paul McLeod Henry Rainford	Sterling Travel (Ja.) Limited Shop # 8, Caledonia Shopping Plaza 7B Caledonia Road	Jennifer Nembhard	Travel Incorporated Limited	Christopher Preston Janice R. Collins
19 Duke Street, Kingston Global Travel Service Limited	Dorothy Rainford Jean Anderson	Mandeville, Manchester Talia Travel and Trade Limited	Augusto A. Hernandez Albis	11A Central Plaza Constant Spring Road Kingston 10	P.B. Collins
Manchester Shopping Centre 18 Caledonia Road Mandeville, Manchester		Shop #2, 3-5 Fort Street Victory Building Montego Bay, St. James	,	Travel Solutions Limited 14A Lady Musgrave Road Kingston 5	Janet Johnson Jacqueline Powell Orville Johnson
Global Travel Service Limited Junction Plaza Junction, St. Elizabeth	Jean Anderson	Total Travel Services Limited Building B, Unit 26 80 Lady Musgrave Road Kingston 10	Margaret Croskery John Desnoes John Andrews Et al	Travelmania Limited	Lloyd Pusey Derrick Stephenson
Global Travel Service Limited Main Street, Christiana, Manchester	Jean Anderson	Kingston 10 Trafalgar Travel Limited 14 Garelli Avenue	Conrad Graham Michelle Roper	Shop 37B Portmore Mall Waterford P.O., St. Catherine	R. Patricia Fullerton Olga Hamilton Ruth Fullerton
Global Travel Service Limited Santa Cruz, St. Elizabeth	Jean Anderson	Kingston 10 Trafalgar Travel Limited	Peter Monteith Derek Young Conrad Graham	Tropical Travel Service 2 Church Street, P.O. Box 339 Montego Bay, St. James	Lorna Pitter
Global Travel Service Limited 17 High Street Black River, St. Elizabeth	Henry Rainford Jean Anderson Dorothy Rainford Richard Rainford Andrea McFarlane-Swee	Shop #63, Sovereign Centre 106 Hope Road Kingston 6	Peter Monteith Derek Young Michelle A. Davis-Roper Christopher Preston	Unique Travel Service Limited 72 Half Way Tree Road, Kingston 10	Carol Whittle