

The Gleaner
Hospitality Jamaica

KEEPING YOU CONNECTED TO THE BUSINESS OF TOURISM

WEDNESDAY, NOVEMBER 29, 2017

Caribbean **future** rests in differentiation



Caribbean future rests in differentiation

TOURISM STAKEHOLDERS and professionals have underscored the need for the Caribbean to look more keenly at innovation and differentiating its offerings in order to broaden its share of the tourism market.

The Caribbean currently enjoys only five per cent of the world market, the stakeholders said, although many of the islands in the region are dependent on the industry as a source of income. At the same time, tourism accounts for 15 per cent of the region's gross domestic product and 13 per cent of employment.

The stakeholders and professionals were part of a panel discussing titled 'The Future of Tourism at the Global Conference on Jobs and Inclusive Growth: Partnerships for Sustainable Development' at the Montego Bay Convention Centre on Monday.

The conference was hosted by the United Nations World Tourism Organisation (UNWTO), World Bank Group, Inter-American Development Bank and the Ministry of Tourism, with major sponsorship from Airbnb, AM Resorts, Chukka Cove, The Jamaica National Group and Sandals Resorts International.

Pointing to the rise of Airbnb in the Caribbean, which offers tourists an opportunity to experience their stay in an authentic community setting, Emmy Award-winning investigative journalist and travel editor Peter Greenburg argued that the rise of Airbnb was a result of an unfilled gap by brand-name large hotel chains.

"You can't depend on branding to solve your problem. You can't depend on messaging to solve your problem. The new travellers are demanding something else. They are demanding an authentic, genuine experience, they are demanding differentiation," he emphasised.

Greenburg said players need to look beyond infrastructure and marketing programmes, and focus on "emotional assets" in order to create a new experience for visitors.

"How many of you get emotionally excited about staying in a big



PHOTOS BY ASHLEY ANGUIN

Minister of Tourism Edmund Bartlett (right) sits in the audience listening to the various presentations.



Permanent secretary in the Ministry of Tourism, Jennifer Griffiths, (right) and other members of the audience.

brand?" he asked the approximately 1,300 registered conference attendees. "How many of you can't wait to get there, other than the fact that you're a member of their loyalty programme, or you're going to a convention and that hotel is located directly next to the convention

centre? Those days are coming to an end, and if you don't differentiate ... you will not be prepared," he said.

As factual as Greenburg's suggestions were, executive director of the UNWTO, Carlos Voegel, feels that although digital platforms have made it easier for people to identify



Two members of the audience deeply engrossed in the UNWTO Conference.

community-based experiences in tourism, he cautioned that it raises visitor-resident relationship issues that need to be managed.

"I believe that is one of the challenges that we will face in the very near future," he said.

He agreed, however, that beyond expanding the types of accommodations available, Caribbean states need to embrace innovation to gain a

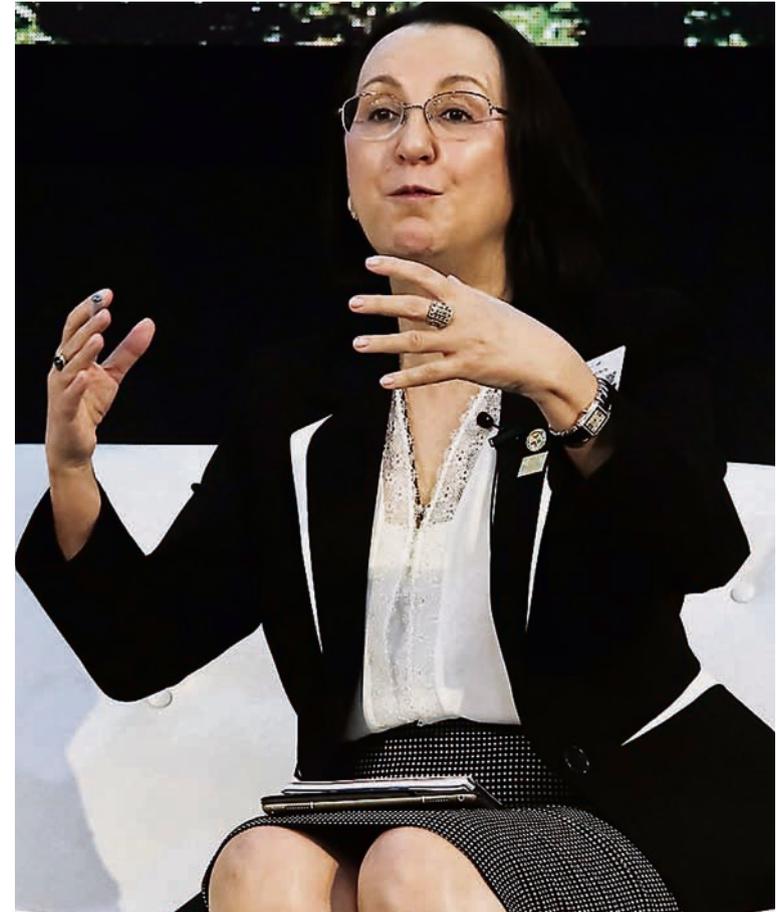
competitive edge.

"We need to compete in a different way ... We need to respond to the tourist of the future, not the tourist of the present or the past," he said, noting that multi-destination tourism has to become part of the consideration by Caribbean countries.

According to the UNWTO official, the modern tourist is



Senior advisers and strategists to the minister of tourism, Dr Lloyd Waller (left) and Delano Seiveright, had a lot to be happy about on the first day of the UNWTO Conference.



President of the Caribbean Hotel and Tourist Association, Karolin Troubetzkoy, arguing a point at the UNWTO Conference now on in Montego Bay.

official, the modern tourist is informed and demanding and, therefore, the sector needs to be prepared for them. He, however, argued that the need for growth must be balanced to ensure the region achieves sustainability.

The comments by both men were bolstered by Karolin Troubetzkoy, president of the Caribbean Hotel and Tourist Association, who gave another perspective of the importance of the region fostering entrepreneurship in the tourism sector in order to encourage the development of more small enterprises that will diversify the visitor experience.

“I hope that [by] opening up to more types of travellers, we will see the emergence of more accommodation choices as part of the diversification of the product itself,” she stated.

She argued that there was no lack of innovation in the Caribbean, pointing to the existence of strong expertise in tourism throughout the region.

“However, there is a lack of capacity that Caribbean countries struggle with in terms of academic research. We have a lack of buy-in because we don’t have enough research to showcase to our stakeholders the important role tourism could play to drive all economies forward,” she said.



Peter Greenberg presenting at the UNWTO Conference on Monday.



A member of the audience listening keenly on Day One of the UNWTO Conference.





**Please join us in Congratulating the Management and staff of
Couples Swept Away Resort on winning Jamaica’s Most
Eco/Sustainable Resort award at the
RJRGLANER Communications Hospitality Jamaica
Awards 2017**

Bright future for CPJ

ESTABLISHED IN 1994, Caribbean Producers Jamaica Limited (CPJ) is now well-known as one of Jamaica's leading food-service manufacturers and distributors in the retail and hospitality sectors. CPJ offers a wide array of internationally and locally manufactured products including wines, spirits, beverages, groceries, meats and seafood. The company is headquartered in Montego Bay, with subsidiaries CPJ Market and CRU Bar + Kitchen operating in Kingston, and a new branch of the company opened in St Lucia in 2014.

A large, diverse product portfolio CPJ carries well over 3,000 SKUs, including its eponymous brand of meats and juices. Company founder and chairman, Mark Hart, says, "We are proud to be the purveyor of choice for our extensive selection of products, which allow us to meet the varying needs of all our customers, from owner-operated restaurants to large hotel chains."

TOP TEAM

CPJ counts its people as its greatest asset. Dr David Lowe was appointed CEO of the company in June 2016, and he describes his tenure thus far as challenging, yet fulfilling. Under Lowe's strategic course, the company is focusing on developing talent from within. "Fostering professional development motivates and empowers our workforce to peak performance,



and only a high-performance culture will sustain our business evolution," says Lowe, who plans to leverage CPJ's strong business model and deep industry knowledge to unlock further potential.

Corporate social responsibility CPJ continues to uphold its reputation as a responsible corporate citizen by giving back to the communities in which it works, supporting ventures in education, youth development, and health. Dr Lowe notes, "moving forward, we want the corporate social responsibility initiatives we support to align with our business mission, vision, and values and have the greatest possible impact in our communities. We expect that by 2018 we will be well on our way to the development of a CSR framework that positively impacts our people, the planet



FILE

Caribbean Producers Jamaica, co-chairmen, Tom Tyler (left) and Mark Hart showing off their coveted Jamaica Hotel and Tourist Association 'Purveyor of the Year' award at the association's Annual General Meeting at the Sunset Jamaica Grande in 2011.

and continued shareholder value."

With the tourism industry in Jamaica positioned for growth, especially as vacations are rerouted from our hurricane-affected neighbours, CPJ prepares to meet this increased demand with its trademark quality customer service. In addition to a new 65,000 sq ft mixed-use distribution building, the company is arming themselves with new technology to enhance efficiency, communication and supply chain management.

"At CPJ, it's important to remain on the cutting edge of smart technology to better serve our employees and customers and retain our leading market position," says Hugh Logan, director of hospitality sales. "We're always working to meet our goal of providing the highest levels of service



CPJ trucks.

delivery to both new and existing clients. CPJ will continue to

measure its success by its customers' success."



David Lowe, CEO of Caribbean Producers Jamaica Limited.



FILE PHOTOS

Doctor's Cave Beach in Montego Bay

Expedia trend shows MoBay up nearly 25 per cent in searches

WITH THE winter holidays on the horizon, the Expedia group is reporting a large influx of searches and interest for travel to the Caribbean.

As snowbirds start travelling south, the company says its in-depth insights for holiday travel can provide hoteliers the opportunity to better connect with travellers and target the right consumers.

The Caribbean is seeing a large influx of group travel (bookings with three or more people) around the Christmas holidays with an increase in searches of more than 30 per cent for Christmas Day and nearly 25 per cent for New Year's compared to holiday travel searches for 2016.

Per Expedia group search data, the Caribbean destinations with the highest amount of interest for travel during the month of December compared to the same month in 2016 are:

- Montego Bay up nearly 25 per cent
- Punta Cana up nearly 10 per cent
- San Juan up nearly 10 per cent
- Aruba up nearly 15 per cent

WAVE OF TRAVELLERS

"The holiday season is always an exciting time for the Caribbean, as the region receives a wave of travellers from top markets like the US and Canada who are looking to escape the winter cold," said Rafael del Castillo, senior director, Resorts, Market Management, the Expedia group. "Expedia is proud to work with our Caribbean hotel partners to ensure they are capitalising on the heavy influx of travellers. Winter season

represents an opportunity for partners to utilise Expedia's platforms, tools and strategies to increase visibility and bookings. Expedia's local market management team is present to serve as a support system to hotel partners and to provide specific recommendations for hoteliers to best navigate the holiday season."

Data indicates that nearly 30 per cent of bookings for the holidays happen more than three months in advance, and about 20 per cent happen between 31-60 days. Additionally, more than 15 per cent of holiday travellers book their stays less than six days in advance, which allows hotels to push last minute travel deals to entice these travellers to choose their property. The Expedia group's hotel partners can take advantage of the company's experience and understanding of holiday trends to set rates with certain booking windows that can best attract target audiences. Valuable insights also allow hoteliers to fully plan their marketing and distribution strategy depending on their intended audience.

Inbound markets to the Caribbean with the highest interest for travel during the month of December compared to the same month last year were the US with nearly 15 per cent growth, and the UK and France with nearly 20 per cent growth from each market. During this time frame, the Caribbean is also seeing growth through mobile searches and packages, which combine aspects like hotel, airfare and/or car bookings.

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Making the face fit – biometrics and airports

The Business of Tourism

David Jessop

IMAGINE THIS. You arrive at the airport for your flight. At an airport kiosk, or more likely earlier from home, using your PC or laptop, you digitally provide your biometric identity in a way that enables everyone concerned to identify you as the passenger.

At the airport this enables you to use the self-check-in kiosk, the self-service bag drop, and obtain automated access to security check points before passing through border control using an unmanned but remotely observed e-gate. Then, after having more time for shopping or eating, you proceed onto the plane through an electronic self-service boarding gate.

This far from futuristic scenario, enabling airports, airlines, immigration, and security to have a joined-up biometric approach to travellers, is where most major airports are now headed. Already in different parts of the world, including the US, New Zealand and Singapore, versions of this are being introduced or are under trial and are expected to become commonplace within the next few years



DAVID JESSOP

Biometric identification of travellers will not end annoying but essential security checks on carry-on items, but it will speed up the overall process for passengers between arriving at an airport and departure.

The approach is based on facial recognition technology and every individual's consequent unique biometric identity. In outline, it

involves a passenger's face being checked against the image held in the biometric chip of their e-passport, and the information an airline holds, making redundant the need for manual identity checks

Although such systems might initially issue a 'token' in the form of an upgraded electronic version of present-day self-printed boarding passes, it is more likely that once travellers come to accept the full biometric system, it will simply be a case of passing almost seamlessly document-free to the gate.

The aviation industry and those responsible for security believe that once passengers see utility being in better control of their own time, comprehensive biometric face recognition will be the future of arriving and departing from airports.

The relatively small number of companies developing the technology and its roll out point to a range of potential benefits. They say that for airports and airlines, biometrics will reduce staffing, save costs, reduce congestion, and improve security.

However, there are potential downsides.

As with the more general application of artificial intelligence, it will likely mean significant job losses. Biometric recognition systems also raise significant issues about who will have access to the data, whether it might be made available for other purposes, how securely will it be held, and what data laws will govern its retention. For example, there are issues emerging in the US about why its laws allow data to be gathered on foreigners departing the US, but not on US citizens. In contrast, the EU requires all such information to be deleted once a passenger has departed.

Biometric facial recognition is opposed by

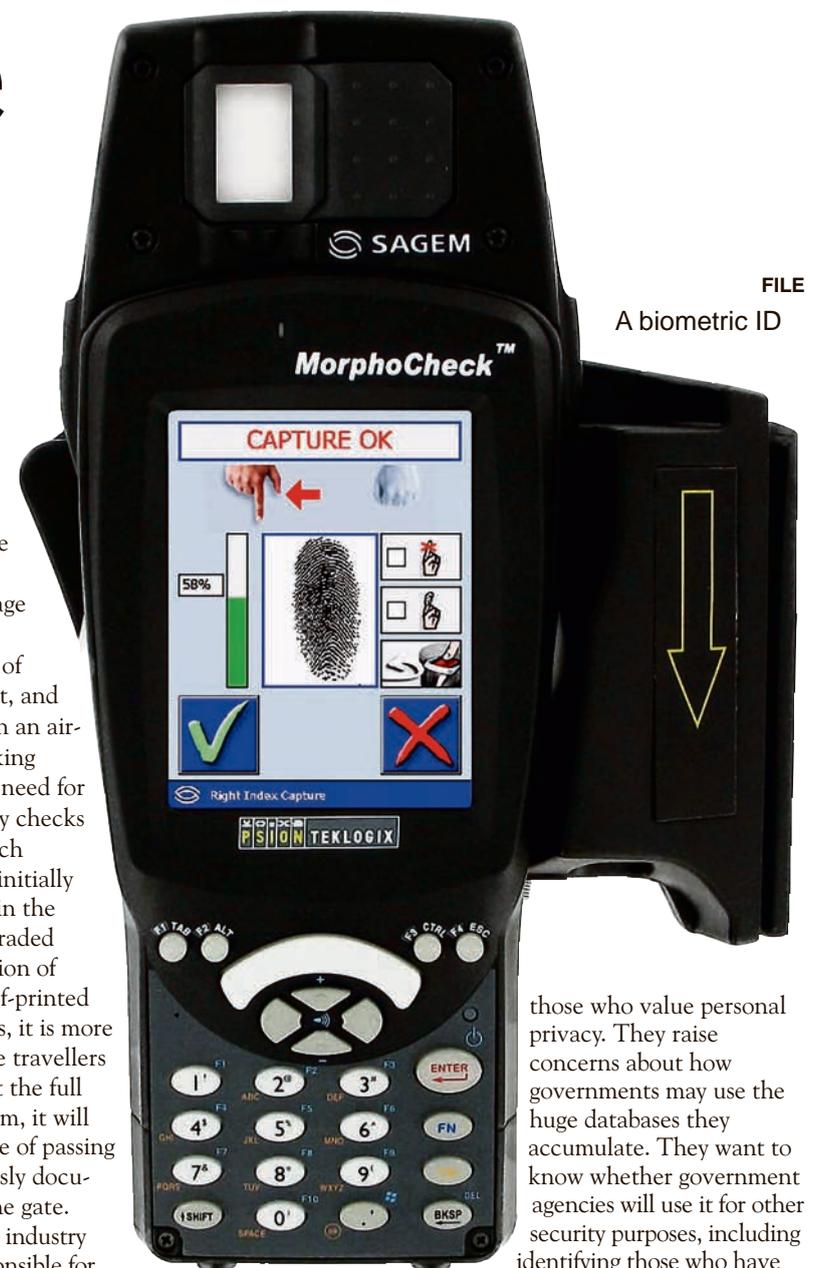
those who value personal privacy. They raise concerns about how governments may use the huge databases they accumulate. They want to know whether government agencies will use it for other security purposes, including identifying those who have

overstayed or who may have irregularities in their migration documentation. They also warn that biometric information, if placed in the hands of commercial entities such as airlines or airports, might be sold on to big data accumulators for marketing and other retail purposes.

Despite this, most research suggest that anything that offers a less hindered approach to flying will be popular, and that most travellers have few concerns about the use of their biometric data.

Aruba and Nassau already have automated US passport control terminals for pre-clearance for US, Canadian and travellers using the US visa waiver system, making it likely that their airports will be the first where full biometric face recognition is adopted.

How Caribbean Governments and citizens respond has yet to be seen, but there will likely be concern expressed about the cost, and the implications for sovereignty and personal freedom. Nevertheless, what becomes the norm for travellers to and from North America and Europe usually transfers rapidly to the region; particularly if it relates to sustaining the tourism economy.



FILE

A biometric ID



FILE

The aviation industry and those responsible for security believe that once passengers see utility being in better control of their own time, comprehensive biometric face recognition will be the future of arriving and departing from airports.

THE RJR GLEANER COMMUNICATIONS GROUP

BEST PURVEYOR 2017



CPJ executive team accepts the Best Purveyor 2017 plaque at the Hospitality Jamaica Awards Banquet.



We are deeply appreciative of this award, which reflects our valued customers' confidence and support. CPJ will continue to provide the highest levels of customer service and quality products available, because our success is measured by our customers' success.

Caribbean Producers Jamaica Limited: Where service is just the beginning!



PHOTOS BY COREY POLUK

Visitors to the Feel the Vibe Jamaica Pop Up Shop feel the magic of the island as the venue was transformed into an oasis complete with beach hammock and fresh coconuts.

JTB promotes luxury offerings to affluent members of Canada's The Spoke Club

THE JAMAICA Tourist Board in Canada recently hosted an exquisite evening for approximately 60 VIPs at Toronto's private member's club, The Spoke Club. Delectable Jamaican cuisine, complemented by live entertainment was the backdrop to the evening affair which was designed to promote Jamaica's luxury offerings to this affluent group, and inspire them to book a trip.

Philip Rose, regional director, Jamaica Tourist Board, Canada and Elaine Carnegie of The Tryall Club welcomed guests and introduced them to Jamaica's luxury portfolio and the offerings available at The Tryall Club, including their five-bedroom Sea Salt villa.

"Luxury travel continues to be a growing niche for Jamaica," said Rose. "This Spoke Club event allowed us to reach an affluent group of Toronto's elite who have the means to travel to Jamaica and stay at a luxury villa like Sea Salt at The Tryall Club. We are confident that events such as this help build our luxury brand in Canada and encourage



Sunwing staff were on site selling discounted Jamaica vacation packages and promoting the new direct Vancouver-Montego Bay flight service.

new villa bookings".

The Tryall Club and their Sea Salt Villa had Chef Garrett Gordon prepare a custom Jamaican menu for the event that featured a signature hibiscus and rum cocktail, curry roasted pumpkin soup, lemon grilled snapper and a coffee Appleton rum brownie with coconut ice cream. A three-piece band entertained the guests throughout the evening. The grand finale was a prize draw that surprised lucky

winner, Ben Lefevre (a model with Suderland Models), with a trip for two to stay at Sea Salt Villa at The Tryall Club.

Attendees included Jamaican-born Canadian Olympic gold medalist Donovan Bailey; president, The Spoke Club, Pierre Jutras and his wife The Real Housewives of Toronto's Gregoriana Minot; actress and model Celest Chong, and other local business executives.

Happy to see you!



CONTRIBUTED PHOTOS

Minister of Tourism Edmund Bartlett (centre) plays host to executives of TUI, the world's largest tour operator and Canadian-based Sunwing Airlines at a cocktail reception in Montego Bay. The event was held following visits by directors and senior investors of TUI Group and Sunwing Airlines on a fact-finding trip to key locations across resort areas. From left: Sharon Harvey, Bethan Adams, Sharon Johnstone and Sofie Van Den Driessche.



JAMAICA
TOURIST BOARD

Minister of Tourism Edmund Bartlett (centre) greets Fritz Jousen (left), group CEO, TUI and Stephen Hunter, CEO at Sunwing Airlines, during a cocktail reception at RIU Montego Bay. Jousen and Hunter were part of a team of executives from the TUI Group and Sunwing Airlines, which visited sites in Runaway Bay, Montego Bay and Negril as they pursue opportunities for new investments on the island. The cocktail reception was organised by the Jamaica Tourist Board and held at RIU Montego Bay.

Chabad of Jamaica serving up Jewish hospitality

Paul H. Williams
Hospitality Jamaica

THE JEWS have been in Jamaica for over 400 years. The first to come had fled persecution during the Inquisition in Europe. And during the Second World War, Gibraltar Camp, now part of the Mona campus of The University of the West Indies, was a refuge for Jews who had escaped Hitler's wrath.

The ones who remained in Jamaica have produced descendants who have made significant contributions to the socio-economic, legal and political development of the country. Now, there is Chabad of Jamaica that not only caters to Jews living here, but also to those who visit the island.

A Chabad is a worldwide movement that caters for the spiritual and material needs of all Jews. In Jamaica, its mission statement says: 'Chabad of Jamaica's doors are open to every Jew, regardless of background or affiliation. It is a place where questions are embraced and Judaism is observed meaningfully and joyfully'.

KEEPING HERITAGE ALIVE

It is about the sustenance of the Jewish culture in Jamaica, as Rabbi Yaakov Raskin and his wife, Mushkee Raskin said, "Chabad strives to keep the Jewish Jamaican heritage alive". As such, it offers a range of programmes and activities including Jamaica Kosher, under the supervision of Rabbi Raskin.

In the Jewish culture, kosher is food that is clean and fit for human consumption. Establish in 2014 Jamaica Kosher is prepared daily, and catering is provided for special occasions, such as birthdays, weddings, and anniversaries.

Food includes lasagne, pasta, sweet and sour chicken, roasted



CONTRIBUTED

Rabbi Yaakov Raskin (right) dining with patrons at Chabad Kosher Hot Spot.



Kosher Hot Spot, located at 1-3 Gloucester Avenue in Montego Bay, is a one-stop place for all things Jewish.

barbecued chicken, jerked chicken, home-made pastries, challah (bread), Israeli falafel and other Jewish delicacies, all-natural vegetarian food, fries, and salads. Freshly squeezed juices are also available.

In addition to dining at the Kosher Hot Spot and Welcome Center, located at Bay Harbour, 1-3 Gloucester Avenue, Montego Bay, there are also pick-ups, take-aways

and three-course Shabbat (Sabbath) meals. Prayers are offered at overseas visitors' accommodations.

Shabbat in Jamaica is dubbed 'Friday Night Live', 'Feeding the body, Nurturing the soul'. It is about an 'elegant Shabbat dinner in a unique and intimate setting, overlooking the sparkling turquoise waters of Jamaica'.

Traditional Shabbat delicacies



BY PAUL H. WILLIAMS

The menorah, one of the most popular symbols of Judaism, made partially of bamboo and painted in the Jamaican national colours.

with flavours of the Caribbean are served and complemented with a selection of kosher wines. Then there is the opportunity for patrons to bake their own traditional Shabbat challah under the guidance of Mushkee Raskin, and learn the secret to a great-tasting challah.

Monday Night Barbecue, "a combination of grub for your tummy and food for your thoughts will provide you with an opportunity to enjoy a hot kosher dinner and ample time for some authentic Jewish Jamaican schmoozing," Chabad of Jamaica said. "Barbecue jerked chicken," burgers, salads and fries are served.

For overseas Jews who want a dream destination wedding [that] encompasses Jewish traditions, Chabad of Jamaica facilitates them. Even the place where they will be staying is koshered (made proper) before they arrive.

"Jamaica's resorts not only offer stunning scenery, but also cater to the needs and exceed the expectations of those wanting to incorporate their Jewish faith into a destination ceremony. From specialty menus to exclusive Kosher offerings, no detail is spared to ensure your Jewish wedding is nothing short of amazing," Chabad of Jamaica said.

It has got many testimonials from guests who had enjoyed its Jewish hospitality. One couple, Adam and Dalya Green, wrote, "We had such an incredible time partying Jewish Jamaica style for Purim this past year. Between the incredible food, hospitality and learning Torah on the beach, we couldn't have had a better trip."

Chabad of Jamaica also encourages its overseas patrons to take time out "to engage with Jamaican children and enhance their lives".

This is us




With praise from reviewers including Lonely Planet, Frommer's and Fodor's, Franklyn D Resort & Spa is one of the highest rated hotels in Jamaica on TripExpert.com

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Set picturesquely on the legendary 400-acre Rose Hall Plantation, the Hilton Rose Hall Resort & Spa is a modern blend of history in a magnificent setting. This dramatic resort features Cinnamon Hill Ocean Golf Course, an 18-hole championship golf course designed by Robert Von Hagge and Sugar Mill Waterpark, one of the largest and most spectacular water attractions in the Caribbean, including a thrill slide, natural lagoons, serviced cabanas, three terraced pools, 'lazy river', restaurant/bar and cascading waterfalls. Guests revel poolside while a pool concierge attends to their every need, from refreshing mists of water to skewers of juicy fruit. In addition to 495 chic and modern new rooms

Hilton Rose Hall Resort and Spa – Best Business Hotel 2017



Hilton Rose Hall beach cabanas.

and watersports centre for sailing, Scuba, kayaking, and snorkelling.

Hilton Rose Hall Resort & Spa boasts 41,000 square foot of versatile meeting space, including the 7,800 square foot Cinnamon Hill Ballroom, plus the 15,000 square foot pool deck that can be used as three separate function areas. Truly, some of the most flexible and modern meeting space on the island. Guests of the resort have access to Hilton benefits, including the ability to participate in the Hilton Honours guest loyalty programme.

A major bonus is that meeting planners can earn Hilton Event Planner points by booking meetings at the resort.

"We have received many accolades and awards with just under three years managing this resort, said Carol Bourke, general manager. "But receiving the Hospitality Jamaica's award for Best Business Hotel 2017 makes me proud and is completely representative of the amazing team we have at Hilton Rose Hall."

For reservations, please visit RoseHallResort.com or telephone your travel professional or (876) 953-2650.

and breathtaking views, the resort features a 2,500-foot stretch of private, secluded beach, a newly rebranded Radiant spa, a re-imagined poolscape and watersports area, six exceptional restaurants, two coffee shops and three bars for nighttime diversions, lit tennis courts, fitness centre, Kids Klub,



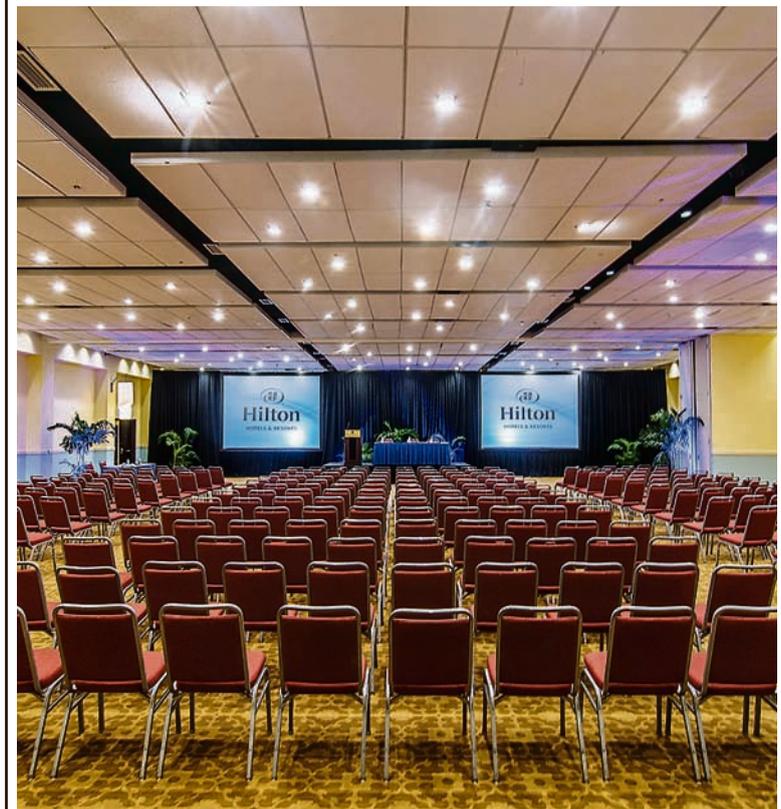
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The Cinnamon Hill Ballroom at Hilton Rose Hall.

ANSE CHASTANET and Jade Mountain resorts in St Lucia have earned another environmental accolade.

Travelife Gold Certification status was conferred on two of the world's best hotels in recognition of responsibly managing their socio-economic and environmental impacts.

Travelife is an international certification system, promoting sustainability within the tourism industry. It helps tour operators, hotels and accommodations to manage and monitor their social and environmental impacts, as well as communicate their achievements to customers. It is an easy to use sustainability system which provides members with a practical framework to improve their business.

To gain Travelife Gold certification, the resorts were assessed against 150 sustainability criteria, including environmental issues, such as minimising the amount of energy, waste and water. The social criteria recognise positive actions for employee welfare, working with the local community and businesses, child protection and human rights. Properties must also demonstrate they are protecting local traditions and wildlife.

Both Anse Chastanet and Jade Mountain were created with environmental consciousness at heart and their efforts combine a strong commitment to the environment, sustainability, best practises and community support.

TOP HOTEL

Jade Mountain and Anse Chastanet consistently top lists of the best hotels in the Caribbean and worldwide, particularly for their environmentally conscious approach and their romantic offerings. Most recently, readers of influential travel magazine **Travel + Leisure** voted Jade Mountain among the world's top 25 hotels and number two in the Caribbean, Bermuda and The Bahamas category. Anse Chastanet was not far behind, placing number six among Caribbean hotels. Last year, Jade Mountain also became the first hotel in the Caribbean to earn the prestigious LEED (Leadership in Energy and Environmental Design) Gold certification.

Highlights of the sustainable practises at Anse Chastanet and Jade Mountain include:

- An active, written water plan with specific usage and savings goals and a 'water is life' water management philosophy, which was undertaken to make the water supply independent from the community of Soufriere to avoid burdening the community in any way
- All cleaning products in use are

St Lucia's Anse Chastanet, Jade Mountain resorts earn Travelife Gold Certification

non-toxic, non-corrosive and biodegradable

- Strict wastewater discharge practises to minimise the impact on the environment, including treated greywater reuse for irrigation, a towel and sheet reuse programme, rainwater collection and reuse, no

wash-down of large areas, composting beach toilets and an on-site wastewater treatment plant

- Preventing extraction of native flora and fauna
- Helping manage the protected nearshore area and playing an instrumental role in the creation

and implementation of the Soufriere Marine Management Authority, which led to the declaration of the entire nearshore marine environment as a marine reserve

- Practising good energy-saving behaviour is part of the company culture – resort teams are

encouraged to look for ways to save energy dollars at home, then bring these best practices to work

- Clean air and fuel-efficient measures regarding transportation
- Adherence to 'reduce, reuse and recycle'

"Respecting the people, nature and cultural aspects of St. Lucia and showing guests how it's done at Anse Chastanet and Jade Mountain was central in achieving Travelife Gold Certification," said the resorts' executive director, Karolin Troubetzkoy.

For more information about Jade Mountain and Anse Chastanet, visit www.jademountain.com and www.ansechastanet.com.



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CONGRATULATES

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CONGRATULATIONS TO OUR PIONEER!

The Honourable Gordon 'Butch' Stewart, OJ, CD, HON.,LLD

Sandals Resorts International wishes to extend hearty congratulations to our Chairman, The Honourable Gordon 'Butch' Stewart for receiving the inaugural Pioneer Award at the 2017 RJRGleaner Hospitality Jamaica Awards.

It takes a true pioneer to build a super brand from the ground up and only a visionary could have seen what you saw 36 years ago in that run-down property beside the airport. Indeed, you are truly deserving of this award as your vision and pioneering efforts have played a significant role in revolutionising tourism and the all-inclusive concept not only in Jamaica but across the entire Caribbean.

Thirty-six years later, because of everything you set in motion, Sandals is the World's Leading All-Inclusive Resort Company, the top private employer in the region and the only Caribbean Superbrand.

Thank you for believing in your vision, for staying the course and for being a true example of a pioneer.



Chairman of Sandals Resorts International, The Honourable Gordon 'Butch' Stewart (right) celebrates receiving the inaugural Pioneer Award at the RJRGleaner Hospitality Jamaica Awards. Joining in the moment are his son, Deputy Chairman and Chief Executive Officer of Sandals Resorts International, Adam Stewart (centre) and Oliver Clarke, deputy chairman of the RJRGLEANER Communications Group (left).

CONGRATULATIONS ON YOUR HISTORIC WIN!
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Resorts for Everyone by Sandals

CELEBRATING EXCELLENCE

Sandals Resorts International is proud to be the recipient of two coveted awards at the recently held RJRGleaner Hospitality Awards.

We wish to congratulate the management and staff of all Sandals and Beaches Resorts which were nominated for various categories and

extend special congratulations to the teams at **Sandals Royal Caribbean Resort & Private Island** and **Sandals Royal Plantation** for walking away with the awards for Best All-Inclusive under 300 Rooms and Best Boutique Hotel, respectively.

Your commitment to espousing the values of our company and maintaining the standard set by our Chairman, The Honourable Gordon 'Butch' Stewart is impressive and we are proud to celebrate these victories with you.



Sandals
ROYAL CARIBBEAN
RESORT & PRIVATE ISLAND

Chief Operations Officer at Sandals Resorts International Shawn DaCosta (centre) and Deputy Chairman and CEO of Sandals Resorts International, Adam Stewart, proudly display the award for Best All-Inclusive under 300 Rooms, which was won by Sandals Royal Caribbean Resort & Private Island. The award is being presented by Christopher Barnes, chief operating officer at the RJRGleaner Communications Group.



Sandals
ROYAL PLANTATION
OCHO RIOS, JAMAICA

General Manager of Sandals Royal Plantation, Arnold Nugent (centre) and Deputy Chairman and CEO of Sandals Resorts International, Adam Stewart, accept the award for Best Boutique Hotel from Mayor of Montego Bay Homer Davis (right).

CONTINUE STRIVING FOR EXCELLENCE, BREAKING BARRIERS AND
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THE LUXURY INCLUDED VACATION

Beaches
Resorts for Everyone
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David McClung (left), president of Baxter Travel Media, presents the 2017 Agents' Choice Awards for favourite Responsible Travel Company and Favourite All-Inclusive Hotel Brand to Gordon 'Butch' Stewart (second left), chairman and Adam Stewart, deputy chairman and CEO of Sandals Resorts International. Also sharing in the moment is Maureen Barnes-Smith, director of sales and marketing, Unique Vacations Canada, worldwide representatives of Sandals Resorts.

Sandals Resorts brings exciting showcase to Canada

Cops Top Travel Agent award

CONTINUING ITS mission to promote the Caribbean as the destination of choice, Sandals Resorts International recently brought its much-anticipated Overdrive Unveiling Tour to a combined audience of nearly 750 Canadian travel agents in the cities of Toronto and Montreal.

Joining the Unveiling Tours in Canada were representatives from Caribbean tourism boards including Jamaica, Antigua, Grenada, Turks and Caicos and Saint Lucia. The tour has seen nearly 50 executive team members from Sandals and Beaches properties across the Caribbean and representatives from all of its destinations travel to over 19 cities in Canada and the United States, to date, to present travel agents with an exciting showcase of the company's latest products and developments across the region, including the reopening of Sandals Grande Antigua slated for December 17 and the new Sandals Royal Barbados, set to debut on December 20.

Also on display was the planned reopening of Beaches

Turks and Caicos which is set for December 14; the upcoming debut of the Over the Water Suites at Sandals South Coast, and the new wedding options available at Sandals and Beaches.

SPECIAL SHOWCASES

The Canadian showcases were particularly special as the company continued its award-winning ways by claiming the 2017 Agents' Choice Awards for favourite Responsible Travel Company and favourite All-Inclusive Hotel Brand, an award it has consistently received since its inception 18 years ago. The awards were presented by David McClung, president of Baxter Travel Media.

Expressing gratitude for both the award and the tireless work of the travel agents who support the company, the company's chairman, Gordon 'Butch' Stewart said: "This is a beautiful award ... we love Canada, we love the travel agents, they're our backbone."

Adding to the chairman's sentiments, Gary Sadler, senior vice-president of sales for

Unique Vacations Inc, told the Toronto gathering that with the help of travel agents, Sandals will always be successful.

Updating the agents on the company's new products, Sadler said the key was having both the chairman and CEO present, "And they're here to send a very strong message that the travel agents in Canada are extremely important to us and the Caribbean is ready to welcome our mutual clients".

The chain's deputy chairman and CEO, Adam Stewart, expounded, pointing out, "We've had this desire to out-perform our best work. Sandals is not in competition with some of the other all-inclusives out there, Sandals is actually in competition with itself, with its last project, with what it did before, prior, and how do you keep elevating the bar?"

The showcase in Toronto on November 15 marked the 18th stop on the Overdrive tour, which comes to an end on December 6, with Milwaukee and Chicago being the last scheduled stops.

Vibes Master Jamer Georges is Sandals/ATL's Team Member of the Year

WHEN JAMER 'Captain Neil' Georges, a playmaker in Sandals Grande St Lucian Spa & Beach Resort's Entertainment Department, came to Jamaica to vie for the title of the Ultimate Team Member of the Year for the Sandals/ATL Group, he made a deal with his general manager – if he won the title, he would do a back flip off the stage.

On Thursday night, in a glamorous, Hollywood-themed gala, Captain Neil proved himself to be a man of his word. As the company's deputy chairman and chief executive officer, Adam Stewart announced Georges as the winner, he made his way to the stage and true to his vow, and much to the delight of the audience, he did the back flip he promised.

Georges, whose upbeat and infectious personality captured the hearts of his fellow nominees and indeed everyone he came into contact with, was chosen from a field of 23 nominees from Sandals, Beaches and Grand Pineapple Resorts, ATL Automotive Limited, Appliance Traders Limited, The Jamaica Observer and Island Routes Caribbean Adventures during the resort company's ninth annual Ultimate Team Member Award Ceremony held on Thursday, November 23 at Sandals Ochi Beach Resort.

In a show of gratitude and humility, Georges heaped praises on his fellow nominees, describing them as family and inviting them all to share the stage with him. He said, "From the moment I came here it felt like family. The entire team welcomed everyone ... it truly felt like family."

MODEL EMPLOYEE

Since joining the Sandals family in 2013, Georges has proven himself to be a model employee, executing his duties with diligence and passion and assisting to create lasting experiences and memories for guests.

In the days leading up to the big night, the nominees were treated to a week of activities including tours to the group's various head offices in Kingston and Montego Bay, a day of ziplining and river tubing at Good Hope Estate, courtesy of Chukka Caribbean Adventures and outreach at the Stewart Town Basic School in partnership with the Sandals Foundation.

Stewart praised the nominees for their incalculable value to the company.



CONTRIBUTED

Jamer Georges, the Ultimate Team Member of the Year for the Sandals/ATL Group, pauses from his usual energetic antics to collect the top trophy from the company's Deputy Chairman and Chief Executive Officer Adam Stewart.

He thanked all team members for allowing the company to continuously pursue new ventures, crediting them for the continued success of the company and all its endeavours. "There's a reason why everything we touch turns to gold, and you, along with all the other thousands of team members across the region are that reason", he told the nominees.

To identify the ultimate winner, nominees were assessed by various criteria, including team spirit, training hours, attendance record, ambassadorial qualities, and community and environmental stewardship.

For his winning ways, Georges won an enviable prize package including a luxury-included, all-expenses paid trip for two to an overseas Sandals or Beaches property with an exclusive private jet round-trip transfer to the destination of choice, champagne service, luxury ground transfers, a host of VIP resort experiences, US\$2,500 and an Ultimate Team Member trophy.

GO! Jamaica Travel

Jamaica's best destination management company

THE TRAVEL industry in Jamaica is a very competitive scene. However, that did not stop the small, yet effective and more than competent, GO! Jamaica Travel from securing its foothold in a tightly held niche.

Formed in 1995 in Kingston by CEO Dave A Chin Tung, GO! Jamaica Travel has served to fulfil the much-needed alternative to the major tour companies.

The company has accrued a large market base over its 22 years. Major giants such as the RIU Hotels, Royalton, Moon Palace and the Jewel chains are some of the top hotels represented by GO! Jamaica Travel.

In 2014, it was the top seller of the RIU Hotels in the entire Caribbean. They don't, however, stop at just the major hotels. The company has contracts with many small independent entities worldwide, over 144,000 and growing, as well as cruise lines and car rentals.

With a steady and rapidly growing reputation in Jamaica, it's not a secret that GO! Jamaica Travel works hand in hand with the Jamaica Tourist Board (JTB) and that of a few other Caribbean islands in

promoting tourism to the islands. The company's database is the driving force behind the JTB's Experience Jamaica website. With its home base in Jamaica, the company offers its many resources to other travel agencies in the Cayman Islands, The Bahamas, Trinidad & Tobago, Barbados and Curaçao.

TOP PLAYER

GO! Jamaica Travel proves its determination to be a top player in the field of tour companies. In the last four years, GO! Jamaica Travel won the Caribbean's Leading Tour Operator in the World Travel Awards. In 2017, they were awarded the 'the Caribbean's Leading Destination Management Company'. Their continued dominance had them also winning the Hospitality Jamaica's Best Destination Management Company award amid fierce competition.

With the ever-growing rise of social media and its many platforms, GO! Jamaica Travel stands at the pinnacle of customer service. With more than 80 per cent of their clientele

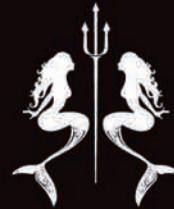


CONTRIBUTED

CEO of Go! Jamaica Travel, Dave Chin Tung (second left), accepts the Leading Tour Company award from World Travel Awards officials.

based on social media, GO! Jamaica Travel dedicates their full attention to interpersonal relationships with their clients, providing excellent service and competitive

rates. They are fast becoming a giant among many. The Caribbean is but the tip of the iceberg for them, and the world is but a playground with exponential room for growth.



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Round Hill – Best in Cuisine 2017

ROUND HILL Hotel and Villas enchants guests and tempts palates with an abundance of farm produce and varied menus. Award-winning Executive Chef Martin Maginley and his talented team showcase the finest local ingredients in a variety of custom-crafted dishes inspired by Jamaica's agricultural bounty and the cultural influences. It is, however, their commitment to the sustainable, local sourcing of ingredients as much as possible that makes all the difference in their tempting culinary creations.

The philosophy of the food at Round Hill is simple, locally produced and sustainable. The focus is on sustainably grown organic products as much as possible. Much of the produce is sourced from the area surrounding Round Hill, including a partnership with the One Love Leaning Foundation, or from the resort's very own on-site organic garden with crops that include Bibb lettuce, arugula, mixed baby greens, pole beans, cherry tomatoes, eggplant, and herbs such as basil, thyme and mint, and other seasonal items.

The seafood and meat are as fresh as possible, and sourced from the Caribbean and nearby waters or farms in Jamaica. The most common fresh offerings are snapper, grouper, mahi mahi and local fresh Caribbean spiny lobster, as well as locally produced chicken and other meats.

Their focus on quality over quantity sees them operating only two main restaurants for dinner, one for breakfast and one for lunch. For dinner, visitors to the resort can delight in the offerings at the outdoor Seaside Terrace, where the menu changes five times weekly to include farm-to-table, Caribbean night and Jamaican-night themes; or opt for a tasting experience with an eight-course menu at the Restaurant at Round Hill.

SEE, TOUCH, AND TASTE

Taking it a step further, the hotel now offers a 'See, Touch and Taste Programme' to their in-house guests, which encourages them to pick vegetables directly from the on-property vegetable garden that the chef will prepare for them in the kitchen for their next meal. Should they go deep-sea fishing, the chefs will prepare their catch for dinner as well.

Chef Maginley encourages guests to have a personal interaction with all the chefs on property, and the See, Touch and Taste Programme is one way to achieve hands-on interaction with both the culinary team and the food.

Other highlights include tours of Round Hill's organic garden, led by the hotel's head gardener, David Hamilton; live cooking demonstrations by the chef, and special tasting menus upon request.

It comes as no surprise that Round Hill was awarded Hospitality Jamaica's prize for the Best in Cuisine 2017.



CONTRIBUTED

Chef Martin Maginley in his organic garden at Round Hill Hotel.

73 Round Hill staff graduate from HEART Trust-NTA

THE INAUGURAL graduation exercise at Round Hill Hotel and Villas was held in partnership with the HEART Trust-NTA on Monday, November 20.

The graduation exercise included 73 persons across various departments being awarded on-the-job certifications in their

respective fields from The HEART Trust-NTA Kenilworth Campus.

"I am incredibly proud of my fearless team members and what they have managed to achieve," said Round Hill's managing director, Josef Forstmayr. "Speaking on behalf of the

shareholders and management team, I can firmly say how proud we are that such a large number of our staff took advantage of the wonderful opportunity offered to them, and trust that this will be the beginning of their efforts towards continued learning and growth."

The National Vocational Qualification certification process included a written assessment, project submission and on-the-job verification. Training commenced in March 2017 and lasted for two weeks. The programmes pursued included, food and beverage hosting Level 2, food and beverage

bartending Level 2, marketing and promotion Level 2, accounting Level 3, commis chef Level 2, housekeeping (linen room attendant) Level 2, housekeeping supervision Level 3, administrative assistant Level 3, and business administration (executive secretary) Level 4.



CONGRATULATES TEAM COURTLEIGH

**Awarded for Best European Plan Over 100 Rooms
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*“You’ve taken
hospitality to a higher-level.”*

Courtleigh Hotel and Suites the hotel of choice for more than 20 years

FOR OVER 20 years, the Courtleigh Hotel and Suites has been the home away from home for corporate executives and leisure travellers. Both the hotel and team members have received numerous awards in the hospitality and culinary industry.

The Kingston-based hotel's most recent accolade is the RJRGleaner Communications Group's Hospitality Jamaica award, where it was named 'Best European Plan Hotel Over 100 Rooms' for 2017.

"The team is honoured for this achievement and we are grateful to all our clients who have made us their hotel of choice. This award encourages us to continue to work harder to be the only address you'll ever need," said Nicola Madden-Greig, director of marketing and sales.

Her pride and joy is shared by staff at the hotel, who described it as a sweet victory.

"It's an honour to be working with a company that works as a team," said chief bartender at the Mingles Bar & Lounge, Clan Johnson, who has

worked with the hotel for 36 years.

Johnson himself, having received the Jamaica Hotel and Tourist Association award for Employee of the Year for 1998-1999 said this latest win confirms the vision of the hotel to provide exceptional experiences for each guest.

Dian Kelly, who recently joined the hotel as a front-desk agent, highlights that working at the Courtleigh Hotel and Suites has been a fulfilling experience. She remarked: "It is a pleasure to go home each day knowing that guests are comfortable with the service provided by us."

Having worked at other hotels, Kelly said, "It is plain to see that the camaraderie of the staff and their diligence as a team to provide warm hospitality are the main driving force behind the hotel's success."

While the hotel is ecstatic about the recognition received, this did not stop them from congratulating the other nominees who helped to create a welcoming atmosphere and endeavour to build brand Jamaica.



CONTRIBUTED

The Courtleigh Hotel and Suites.



From left: Sales Manager Celia Steele; Web IT Coordinator, Brittany Brown; Alison Moore-Crooks, sales administrator; Marlece sales agent; Nicola Madden-Greig, director of sales and marketing; Sasha Harris, sales agent; Samantha Myers, sales agent; Jodi Edwards, sales agent; Robyn-Ann Tingle, sales agent and Maurice Bryan, sales manager.

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Chukka unveils another masterpiece at the 200-year-old Good Hope

WITH JAMAICA'S world-class attractions a major pull factor for cruise and stopover arrivals, Chukka Caribbean Adventures has upped the ante with another signature masterpiece in Good Hope, Trelawny.

Such is the magnificence of the Good Hope Adventure Park, which has not only given pride of place to the parish of Trelawny, but has served to enhance Jamaica's diverse tourism offerings, resulting in comments, such as, "the best of its kind" in the region.

"A magnificent property ... world-class attraction," gushes the island's minister without portfolio in the Ministry of Economic

Growth and Job Creation, Dr Horace Chang. "This is the kind of attraction that is bound to attract a lot of visitors, even while augmenting our tourism product in a big way."

For his part, Marc Melville, Chukka's director of group revenue and new development, said the multi-million dollar upgrade has transformed the Good Hope facility into "the jewel" of Chukka's portfolio, allowing guests to "relax or be as adventurous as they want to be".

"We are very encouraged by what we are seeing throughout the industry," Melville pointed out. "We see the ships coming and we also see the environment being created

that is conducive to tourism. With that in mind, we again decided to listen to our customers' evolving needs and wants."

In addition to the 200-year-old Good Hope Great House, the property boasts over 2,000 acres of lush plant life, primary jungle, scenic views of the Cockpit Country, and the historic Martha Brae River.

"And now, with the addition of Adventure Falls, guests can experience our 50 foot cascading waterfall, 130-foot terraced lazy pool, 14,000 sq ft pool and a 300-foot, tubular waterslide. In addition to the new bar and dining area restored in the old 1700s sugar factory buildings,"

Melville added.

He noted that with tourism being such a competitive industry and other islands looking to move beyond mere sand, sun and sea, "it is important for Jamaica's attractions to stay ahead of the curve".

Chukka's CEO John Byles concurs, adding that since the inception of the Good Hope tour in 2010 and the phase three expansion in 2017, the company realised that so much more could be done at the facility to make it incomparable and a one-of-its-kind in the Caribbean.

"And I believe we have delivered with this signature facility," he said.

Royalton White Sands – Jamaica’s Best All-inclusive over 300 Rooms

IMMERSE YOURSELF in the pleasures and privileges of Royalton’s All-In-Luxury concept. Their exclusive All-In-Luxury concept offers you a vacation that’s a cut above. By masterfully blending the richness of the Jamaican culture with a luxury product, Royalton has been able to provide outstanding service, and exceptional attention to detail.

Friendly and dedicated staff, first-class dining venues, luxurious room amenities, unlimited food and drink, a splash pool, beautiful destination wedding packages, and fantastic all-inclusive services

will enhance your luxury vacation experience.

Guests who visit the Hospitality Jamaica ‘Best All-inclusive over 300 Rooms’ and Jamaica’s ‘Best Family Resort’, engage in a variety of sports and activities, including beach volleyball, ping-pong, cooking classes, dance classes, trivia games, beach and pool Olympics, aerobics classes, and weight-training with professional instruction.

They are also able to take a dip in the splash pool by day; watch live shows and performances at the open-air theatre by night. Non-motorised sports like



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snorkelling and kayaking are always popular, while the introductory scuba diving lessons in the pool attract adventure-seeking vacationers.

With their personalised wedding services, beach

wedding options, and professional wedding planning team, Royalton promises to turn your special day into a dream-come-true.

The resort offers beachfront weddings in gazebos, and will

work with its guests to host a truly memorable celebration, even while the bride and groom, stay in luxurious accommodations, feast on unlimited food and drink, and tie the knot in paradise.

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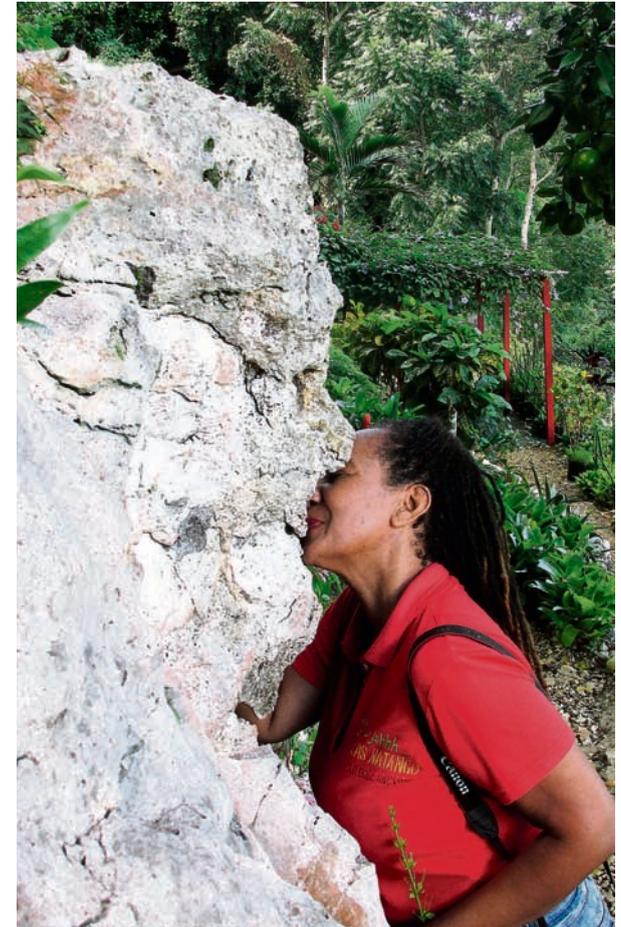
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This resort masterfully blends the Jamaica’s unique culture with a luxury product featuring top quality service, great attention to detail and exceptional personalized service. Discover sophisticated decor with charming Caribbean flair, atop pristine white sands. Treat the family to a vacation where kids can spend hours interacting with others in supervised kids’ and teen’s clubs, and adults can relax poolside.

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A miniature representation of Port Royal's Giddy House in Ras Natango's Garden at Camrose, St James.



Just who is Tamika Williams kissing in Ras Natango's Garden at Camrose, St James?

PHOTOS BY PAUL H. WILLIAMS

JAMAICA'S MOST AWESOME GARDEN

Part 2

IN THE previous issue of this publication, on November 15, I gloat over the awesome terraced garden that Ras Natango and his family have created at Camrose in St James. The attraction is called Ahhh ... Ras Natango Gallery and Garden Tour Ltd, and it is indeed a sight for sore eyes.

While it is a given that the plants therein are beautiful, I was also really captivated by the many man-made features that Ras Natango, his wife, Tamika Williams, and son Ayale have created in the garden, giving it some more oomph. It is obvious that their creative juices are helping to nurture the many species that they have planted, enhancing the art that nature has already provided.

They have represented some of Jamaica's well-known heritage sites with miniatures, viz Flat Bridge in St Catherine, Giddy House in Port Royal, and Holland Bamboo Avenue in St Elizabeth. Flat



A miniature representation of St Catherine's Flat Bridge in Ras Natango's Garden at Camrose, St James.

Bridge, as you know, is the scary passage across the Rio Cobre in the Bog Walk Gorge. And, of course, that 'woman's rock' in the gorge, too, is represented.

Giddy House is that lopsided brick structure in the historic district of Port Royal. It is said that

it has been like that since the massive 1692 earthquake that devastated the then 'Wickedest City on Earth'. In the garden it is protected by a fort armed with cannons. Who but the Williamses could take a little piece of Port Royal to the west for those who



A section of the fairy village in Ras Natango's Garden at Camrose in St James.

have not got a chance to see the real thing?

The way in which Bamboo Avenue is depicted and positioned is nothing short of genius. When you approach it, you get the feeling that you are walking towards the road that tapers off in the distance, only to see that it is just a mural on an outer wall of an outdoor restroom for visitors. It is an artful toilet from which there is a view that makes the call from nature more welcoming.

The young and young at heart should find the 'fairy village' and 'Jurassic Era' to be quite fascinating. In the fairy village

where the tiny beings live in little stone and stick houses, built by Ayale Williams, there is a variety of creatures, including the fairies themselves, angels, fowls, animals, elves, princesses, and a dungeon guarded by tooth-baring dragons.

From fairies to dinosaurs you will move when you go into the Jurassic Era. Herbivores, carnivores and omnivores of various sizes, colours and configuration are all over the place. A few have wings. Some of the bigger ones are engaged in physical fights. I saw one about to emerge from its egg.

They were once the Williams' toys, which were stored away in



Ras Natango and one of the rock creatures in his garden have much to smile about.



You can never imagine where Bamboo Avenue in Ras Natango's Garden leads to.



Money from the wishing well is used for charitable purposes.

many bags, but the younger Williams was still sentimentally attached to them. Instead of throwing them away after he had long outgrown them, he put them in the gardens so that the children who visit the attraction can enjoy playing with them. Needless to say, the Jurassic Era is a hit with modern-days visitors.

Other man-made features in the garden include a giant chessboard for those who want to exercise their brain while enjoying the ambience, a sundial that tells the time, a bridal gazebo for those who want to tie the knot in the heart of nature, a Zen garden to pray, meditate and reflect, old three-foot pots-cum flowerpots, a goldfish pond of Japanese coys, and tic-tac-toe and hopscotch boards painted on a path.

Roly's Wishing Well was established after a visitor suggested that one should be in the garden. The money that is dropped into it is used for charitable purposes. The text on a plaque attached to the roof that covers the well says: "A sincere wish made from a heart pure and true may one day be granted out of the blue. I couldn't find a coin to throw into it, but I made a wish nevertheless."

I wished I could have found a pot of gold in Ras Natango's Garden. Then out of the blue it occurred to me that I had already found it. Ras Natango's Garden, the most awesome in Jamaica, is itself a pot of gold.



In Jurassic Era, Ayale Williams has created a park whose inhabitants are his childhood toy dinosaurs.



SIMPLY THE BEST!

NCB congratulates **Royalton Luxury Resort** on being awarded **Best All-Inclusive Hotel** and **Best Family Resort** at this year's staging of The Gleaner's Hospitality Awards.

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