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Hospitality Jamaica

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WEDNESDAY, MAY 30, 2018

University students
on a mission to promote Jamaica

Caribbean hoteliers
advised to become GDPR compliant

Joy Spence

APPLETON ESTATE
RUM EXPERIENCE



100 PER CENT APPROVAL

for Joy Spence Appleton Estate Rum Experience

Janet Silvera

Hospitality Jamaica Coordinator

JOY SPENCE Appleton Estate Rum Experience has gotten a 100 per cent vote of approval from locals.

Since reopening its doors four months ago, the multibillion-dollar refurbished and renamed a Joy Spence Appleton Estate Rum Experience (JS-AERE) has seen a 35 per cent jump in local business, as Jamaicans gravitate towards their culture.

Formerly, the Appleton Estate Rum Tour, the JS-AERE, which is named for the company's master blender, is not only serving as a gateway to the rising tourism boom on the island's southern coast, but has gotten a 100 per cent vote of approval from locals with a full appreciation of the business of rum and its heritage.

Recognising the support, JS-AERE's senior manager, Debbie Spence-Minott, announced a summer special for Jamaicans, which will see them getting a 20 per cent discount on entry into the attraction, from July 1 to August 31.

"We want to ensure that Jamaicans experience what is theirs; what is a rich part of our culture and rum is that part of our culture," she told **Hospitality Jamaica**, explaining that J Wray and Nephew Limited, the parent company owned by Campari Group, has been making rum since 1749 – over 269 years.

Predating the expansion, Spence-Minott said that up to 2016, only 20 per cent of their business came from locals visiting the Siloah, St Elizabeth – located attraction.

PROUD TO SHOWCASE

"Since the expansion we have seen tremendous growth. The business has shifted, and our reviews speak for the experience. It is an attraction that Jamaicans are proud to showcase."

Redesigned with an aesthetic that is authentically Jamaican and a true reflection of the Appleton Estate Jamaica Rum brand, the facility is so diverse, it has wide variety of offerings. However, those who visit will tell you that the new theatre on property is one of the most talked-about features.



Local guests pose at the popular Appleton Estate sign.



The new lounge.

Visitors get to see a six-minute video presentation on the history of rum production, noted Spence-

Minott, adding that Paz, the donkey, demonstrating the 16th-century extraction method of the

juice from the cane, remains everybody's favourite.

As contemporary meets

traditional, the JS-AERE is ensuring the preservation of the Jamaican history, and another aspect of this is evidenced in the Prime Ministers Reserve, in the ageing house – nine barrels of rum are being aged for Jamaica's 100th year of Independence.

In 2012, when Jamaica celebrated its 50th anniversary of Independence, all prime ministers or their living relatives poured 50-year-old rums in barrels for further ageing. These bottles will be bottled in 2062, during the country's Independence.

As proud as the senior manager is, the Jamaicans who visit seem to be the attraction's busiest ambassadors, and the commendations on TripAdvisor, Instagram and Facebook speak volumes.

Social media comment gleaned from TripAdvisor shows Monalisa A, based in Kingston, writing of a 'Joy-ful' experience. "I had the most relaxing and enjoying tour at



Locals learning about the making of rum.

the Joy Spence Appleton Estate Rum Tour. The customer service was first-class, the atmosphere was spirit-filled and the environs were immaculate. It was a good vibe. The food was divine. The gift shop had really nice memorabilia.” She described it as a hotspot and

a “must visit” for visitors as well as Jamaicans.

Andrew W, also of Kingston, commended the tour guide as being exceptional in his knowledge. “He had our group laughing all throughout his time with us. The tasting of rum punch, molasses,



The aging of rum happens in these barrels.

fresh-squeezed sugar cane that I helped to produce in a cane crusher,” he said.

Meanwhile, Rosalee Thomas of Mandeville, in her review, said JS-

AERE was a “Tour with a difference”. “The journey in the countryside was very exhilarating and peaceful. The tour with the refreshment was so good and educative. The storage of

the different ages of rum was good.” For Thomas, it was a day well spent!

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UBT & R TAKES MONTEGO BAY

Pepsi's promotional agents repping the company with style.

PHOTOS BY ASHLEY ANGUIN

Evelyn Harrington looking lovely in green at the grand opening.



Kathi-Cooke (left, Sweet Cooke Creations) poses with Debra Hill.

THE WORLD-RENOWNED franchise Usain Bolt's Tracks & Records (UBT&R) has officially opened the doors of its third restaurant in St James Place Plaza on Montego Bay's revived Hip Strip.

The grand opening welcomes Christopher Issa and the Crissa Entertainment Group to the Usain Bolt's Tracks & Records family as the newest franchisee.

Usain Bolt's Tracks & Records neighbours new addition to the Montego Bay tourism scene, the high-end urban Spanish Court Hotel. Both facilities invite guests to explore and experience the best of Jamaica.

In fact, Montego Bay businessman Mark Hart describes life on the Hip Strip best.

"The investment being made by the Crissa Entertainment Group into Tracks & Records has contributed to the renewal of Montego Bay's Hip Strip, which has, for a long time, had several hotels and other entertainment facilities that were not in operation. This new addition lends great potential to a prime area where persons can have access to a local experience. The strip should be a place that has a great variety of food, entertainment and accommodation. We still have



Robert Dunbar shares lens with wife Tina.

a long way to go and hope to see a continued trend where investors will bring other properties along

the strip back into the tourism product," he said.

The new 5,300-square foot space



Natalee Ellis shares lens with Andre Hudson.

honours the quintessential Tracks & Records vibe with vibrant colours, Jamaican tunes and delicious Jamaican flavours. As the centrepiece of St James Place Plaza, the new UBT&R features a 10ft statue crafted by German artist Diedel Klover.

Gary Matalon, franchiser and director of Kingston Live Enter-

tainment, which operates of UBT&R, speaking of the growth of the brand, said it was a significant milestone. "Montego Bay has always been somewhere we felt would be ideal for this concept. We are very excited about entering the tourism capital at this time and are looking forward to working and growing with the Crissa



Tamarah Pryce (left) and Natasha James at the official opening of Tracks & Records, Montego Bay.



From left: Debra Kerr-Haughton poses with Tanya Martin and Taihia Becker.



From left: Julaire Hall poses with Brian Brown & Gloria Henry.

Guests, their data and European law

David Jessop
Hospitality
Jamaica Writer

OVER THE last few weeks, almost every European citizen who has ever used the Internet to buy goods and services, or who has ever provided their personal details when seeking information from a website, has been bombarded with requests to allow the supplier concerned to retain and use their data in an agreed manner.

Companies from major airlines, such as British Airways and KLM, to law firms, hotels and even companies that may never obviously have been in contact, have been sending emails in various and often confusing formats which seek permission to retain and use whatever personal information they hold on their corporate databases.

This has happened because on May 25 a European Union law, the European Union General Data Protection Regulation (GDPR), came into force. The regulation provides advanced levels of protection to citizens in relation to the data that companies hold on individuals. Its aim is to safeguard EU citizens' personal information.

In outline, the GDPR requires all entities whether in Europe or



David Jessop

internationally who hold EU citizens' data, to obtain their consent for its processing; collected data to be anonymised to protect privacy; client notification of all data breaches; and the guaranteed safe handling of data transfer across borders. Failure to observe could lead in the most serious cases to fines of between €10m to €20m (US\$12m to US\$24m) or two to four per cent of turnover, whichever is greater.

While the GDPR does not restrict companies from using whatever data they hold, it provides EU citizens with legally enforceable rights about how their personal information is handled.

The issue is of growing



importance to consumers, given recent corporate security breaches, the loss of personal information, and the development of personal profiling for political purposes, using accumulated data.

For the hotel sector in the Caribbean, and those that it contracts to sell-up or provide add-on products and services, whether based in the region or elsewhere, it means that all concerned become legally responsible for holding and transferring EU citizens data securely.

According to Frank Comito, the director general and CEO of the Caribbean Hotel and Tourism Association, the hospitality industry

is particularly vulnerable to data breaches. In a recent statement, he pointed out that it has multiple points at which customer data is exchanged, from reservations and payment processing to rewards programmes and guest services. He noted, too, that the new regulation means that any client who requests their removal from a property's database must inform them they are doing so and the time frame which it will happen.

Although the new regulation came into effect on May 25, no Caribbean hotel at which I have stayed – there are many of them – or any other tourism-related entity

in the region has contacted me to request my permission to retain or use the information that they quite legitimately hold. In contrast, others, from *The Washington Post* to a favourite restaurant in an obscure part of rural Britain have made contact to ensure they are in legal compliance.

It is far from clear why this should be. Is it because the Caribbean hotel sector believes a data breach is impossible, they feel they have nothing to fear from remotely introduced regulations, they are confident their insurance policies might cover them against any future legal action, or because they believe this is yet one more administrative burden of marginal consequence?

If this is the case, they have failed to see that, potentially huge fines and legal costs apart, far more damaging will be the negative publicity that ensues and the potential for reputational damage if for whatever reasons they lose or misuse, by default, a client's personal information.

Hoteliers and others in a notoriously once freewheeling industry may not like what is in effect a form of extraterritorial legislation, but the use of personal information for marketing and its safe retention are what today's security-conscious traveller requires.

Jewel Grande Montego Bay Resort & Spa receives AAA Four diamond rating

JEWEL GRANDE Montego Bay Resort & Spa, the newest all-inclusive resort to grace Montego Bay's coveted coastline, last week that it has been awarded the prestigious AAA Four Diamond Rating.

The property, which opened in September 2017, has become best known for its 217 butler, appointed accommodations, impressive 30,000 square-foot destination spa and a myriad of international epicurean marvels.

Nestled on a private cove, the all-suite resort has remained among the top hotels in Montego Bay, becoming synonymous with exceptional guest experience. Owned by Sagicor, affiliated entities and managed by Aimbridge Hospitality, Jewel Grande Montego Bay Resort & Spa was inspired by Jamaica's natural environment and includes cultural touchpoints throughout.

Travellers can enjoy an authentic

Caribbean vacation only 15 minutes from Sangster International Airport. Feeling as if they are a world away, guests are still in proximity to Montego Bay's most popular attractions. The property boasts three family-friendly towers, full private villas, and luxury penthouses that provide guests with views of Jamaica's sprawling rolling hills or vibrant Caribbean Sea.

Featuring traditional bush bath treatments and original 'Reggealates' classes for wellness seekers, the high-end resort also caters to young ones with a brand new splash pad and two sparkling pools. "When we set out to open the Jewel Grande Montego Bay Resort, we wanted it to be a place where travellers could enjoy a luxury resort vacation, easily reconnect with loved ones, embrace new cultural experiences, and never lift a finger," said Richard Byles of Sagicor Group.



PHOTO BY ASHLEY ANGUIN

The Grande Spa pool at the new Jewel Grande Montego Bay.

"Receiving the coveted AAA Four Diamond rating is a testament to our staff and their dedication to helping us deliver extraordinary service." Continuing an 80-year tradition, AAA's professionally trained inspectors use published guidelines to conduct unannounced hotel and restaurant evaluations, assigning approved establishments a rating of one to five AAA

Diamonds. Four Diamond hotels account for 5.7 per cent of more than 28,000 AAA/CAA-approved and Diamond-rated hotels. AAA designates Four Diamond hotels as those that "are refined and stylish with upscale physical attributes. Fundamental hallmarks include extensive amenities and a high degree of hospitality, service and attention to detail," Byles added.



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ROSE HALL LAUNCHES 60TH ANNIVERSARY CELEBRATION



May 9th, 2018 marked the 60th Anniversary of Rose Hall Developments Ltd. and the Rose Hall Family launched the year of celebrations with a Staff Family Fun Day and Church Service on May 12 and 13, 2018. Staff and their families delighted in games, competitions, prizes and surprises! Long Serving team members were recognized. Incredibly, team members were celebrated for as much as 40 years of service. "Our family loves Jamaica!" said Michele Rollins Chairman of the company, "today we celebrate the dedication of this team – the fulfillment of my late husband John Rollins' dream to develop this island, the Jamaican people and showcase the best of Jamaica to the world."



LONG SERVICE AWARDEES:



Jamaica welcomes increased service from Copa Airlines this summer

Airline to begin daily service from Panama to Montego Bay in July

STARTING JULY 17, 2018, Copa Airlines will commence daily service to the Sangster International Airport (MBJ) in Montego Bay from Panama, the airline's Hub of the Americas. Currently, the airline operates four weekly flights on Sundays, Wednesdays, Fridays, and Saturdays from Tocumen International Airport in Panama City, Panama (PTY) to MBJ.

The increased service has been welcomed by Jamaica's Director of Tourism, Donovan White, who says

that the additional flights fit in with the overall strategy to target more visitors from the Latin American market.

"Our partnership with Copa Airlines continues to strengthen year after year, and we are very excited to have daily flights available between Montego Bay and Panama City," he noted.

"The new service will open up other options for travellers coming from Latin America and further helps us accomplish our goal of increasing airlift as well as visitor arrivals out of

that market," he added.

The new daily flights will depart Panama at 9:26 a.m., arriving in Montego Bay at 11:24 a.m. Return flights will depart Montego Bay at 12:19 p.m. and arrive in Panama at 2:22 p.m. This service marks Copa's seventh year flying this route as it was first inaugurated in August 2011 with twice-weekly service.

INCREASED DEMAND

"We are constantly looking for the opportunity to offer greater flight options to our passengers, and, therefore, we evaluate each



route, seeing the possibility of increasing its frequency. We have seen the potential with Montego Bay as demand has increased in the past year," said Pedro Heilbron, chief executive officer of Copa Airlines. "Without a doubt, this will boost economic activity and strengthen commercial and business relations between these two countries and the rest of the continent, thanks to the connectivity we offer from the Hub of the Americas."

Copa Airlines also offers regular service from Panama City into

Norman Manley International Airport in Kingston on Mondays, Wednesdays, Thursdays, and Fridays. The Kingston service departs PTY at 11:52 a.m. and arrives at KIN at 1:49 p.m. The return flight departs KIN at 3:15 p.m. and arrives at PTY at 5:17 p.m.

Copa Airlines serves 78 cities in 32 countries in North, Central, and South America and the Caribbean. For more information on Copa, or to book a flight, visit www.copaair.com. To book your vacation to Jamaica, go to www.visitjamaica.com.

Jamaica Tourist Board named 2018's Best Tourist Board

THE JAMAICA Tourist Board (JTB) Canada is the recipient of the 2018 TravelPulse Canada Readers' Choice Award for Best Tourist Board.

The JTB, which was selected by the thousands of travel agents who voted, was recognised at a gala event hosted by TravelPulse Canada, where the very best in the country's travel industry were awarded with the inaugural Readers' Choice Awards.

TravelPulse Canada is one of the most-read sources for travel industry news in Canada.

TravelPulse Canada's editor John Kirk was joined by TravelPulse chief executive officer Mark Murphy in presenting the award to Philip Rose, the regional director of the Jamaica Tourist Board, Canada.

MUCH TO OFFER

"Our team here has distinguished itself year after year as an unparalleled resource for travel partners across Canada," said Philip Rose, regional director, Canada, JTB. "Last year was another excellent year for arrivals to Jamaica, which is a result of our close relationship with our travel partners and the fact that Jamaica has so much to offer Canadian travellers. This award from TravelPulse as the Best Tourist Board in Canada is a direct result of our team's dedication, hard work, and Jamaica's continued appeal as a preferred destination."



The Jamaica Tourist Board (JTB) was awarded Best Tourist Board in Canada by the readers of TravelPulse Canada at a gala event in Toronto. Members of the JTB Canada team are in a celebratory mood as they pose with the award. From left are Philip Rose, Jacqueline Marshall, Judy Nash, Dan Hamilton, and John Kirk, TravelPulse Canada editor, who presented the award.

Thousands of travel agents across Canada cast their votes in 24 categories, including Best Hotel

Brand, Best Tour Operator, and Best Tourist Board. TravelPulse Canada has been publishing daily

news and information for Canadian travel agents for the past 18 months. It is part of the

travAlliancemediainetwork and a leading source for the latest travel news, offers, and videos.

St Ann tourism entities put work in on Labour Day

Carl Gilchrist
Gleaner Writer

FOR YET another year, several hotels in St Ann that are members of the Jamaica Hotel and Tourist Association (JHTA) Ocho Rios/Runaway Bay Chapter spent Labour Day working at the St Ann's Bay Regional Hospital.

"As we've said over the years, this facility touches the lives of everybody, our citizens in a number of parishes and our visitors, and so, everybody came on board this year," said Vana Taylor, area chapter chairman.

Among the hotels that took part in the Labour Day project at the hospital this year were Franklyn D Resort (FDR), Jewel Dunn's River, Jewel Runaway Bay, Bahia Principe, Moon Palace, Sunflower Villas and Club Ambiance.

They received help from other entities, including the Jamaica Public Service Company (JPS) – which provided \$50,000 in material, as well as labour – Taj Mahal, Noranda Bauxite, the Jamaica Bauxite Institute, the Kiwanis Club of the Garden Parish, Murray and Tucker, Jamaica Blue Mountain Spring Water and Humphrey Taylor.

Hotels that did not participate in this project were involved in other projects for the most part.

The Kaiser Ward at the hospital benefited from the generosity of FDR, which replaced eight doors, while other participants painted, provided landscaping services and did electrical repairs.

General managers for several resorts, including Clifton Reader of Moon Palace, Patrick Bryan of Jewel Runaway Bay and Gilbert Blackwood of Club Ambiance, were on location. So, too, was a team from JPS that included chairman Seiji Kawamura, Leroy Roper, regional director, and St Ann Parish Manager Janice Carr.

A team from Dolphin Cove, led by general manager Mauricio Cortez, focused on repairing the Steer Town Basic School in that



Mike Drakulich, chairman and CEO of Mystic Mountain, surrounded by team members, paints a section of the Horace Clarke High School in Islington, St Mary. **CONTRIBUTED**



General Manager at Jewel Runaway Bay Patrick Bryan watches as Member of Parliament Shahine Robinson paints a section of a ward at the St Ann's Bay Hospital. **PHOTOS BY CARL GILCHRIST**

community, while Mystic Mountain took their contribution to the neighbouring parish of St Mary,

giving Horace Clarke High School in Islington some much-needed attention.



Area Chairman of the Jamaica Hotel and Tourist Association Vana Taylor watches as Seiji Kawamura (right), chairman of JPS and Leroy Roper, regional director, paint a section of the St Ann's Bay Regional Hospital.



A team member from Moon Palace does some gardening at the St Ann's Bay Regional Hospital.



Rochelle Black of Dolphin Cove painting a section of the Steer Town Basic School on Labour Day.

AROUND JA WITH PAUL H

In search of Falling Edge Waterfalls

IN TRYING to find the answer to a question that was asked of me over the phone, I went online to find out exactly where Bowden Hill Primary and Infant School is. I found out that it's in the hills of northwest St Andrew, but I also read where it is not far from Falling Edge Waterfalls.

I have never heard of Falling Edge, and I reflected on my vertigo. To get there, would I have to walk on precipices, or were the falls themselves thundering over a cliff that drops way below? I found some online photos, and I immediately decided to go check it out.

The account of people who have been there did not mention any precipices, but mosquitoes were singled out. I got the impression that the walk from the primary school to the falls was a relatively easy and short one. Good. So, I called up the person who had asked me the initial question and suggested that we go see these falls for ourselves. The suggestion was accepted, but deep down the precipice question was still raging.

The following day we went to Stony Hill, from where we would divert to Bowden Hill. We were warned about the bad road conditions. We did not heed the warning. A taxi driver who plies the route also berated the road. To begin the journey, he instructed us to pass a breadfruit tree and then a bridge. How's that!?

We pass the tree and the bridge all right, but a woman standing near the bridge told us to go straight up. Typical way of giving directions in Jamaica. So, we continued 'straight up'.

And up, and around, we went, along narrow, tree-lined, winding



Jackfruits! So near, yet so far.



The path atop the precipice that leads to the Falling Edge Waterfalls.

roads on the sides of mountains. The road was not as bad as people said. Or so we thought.

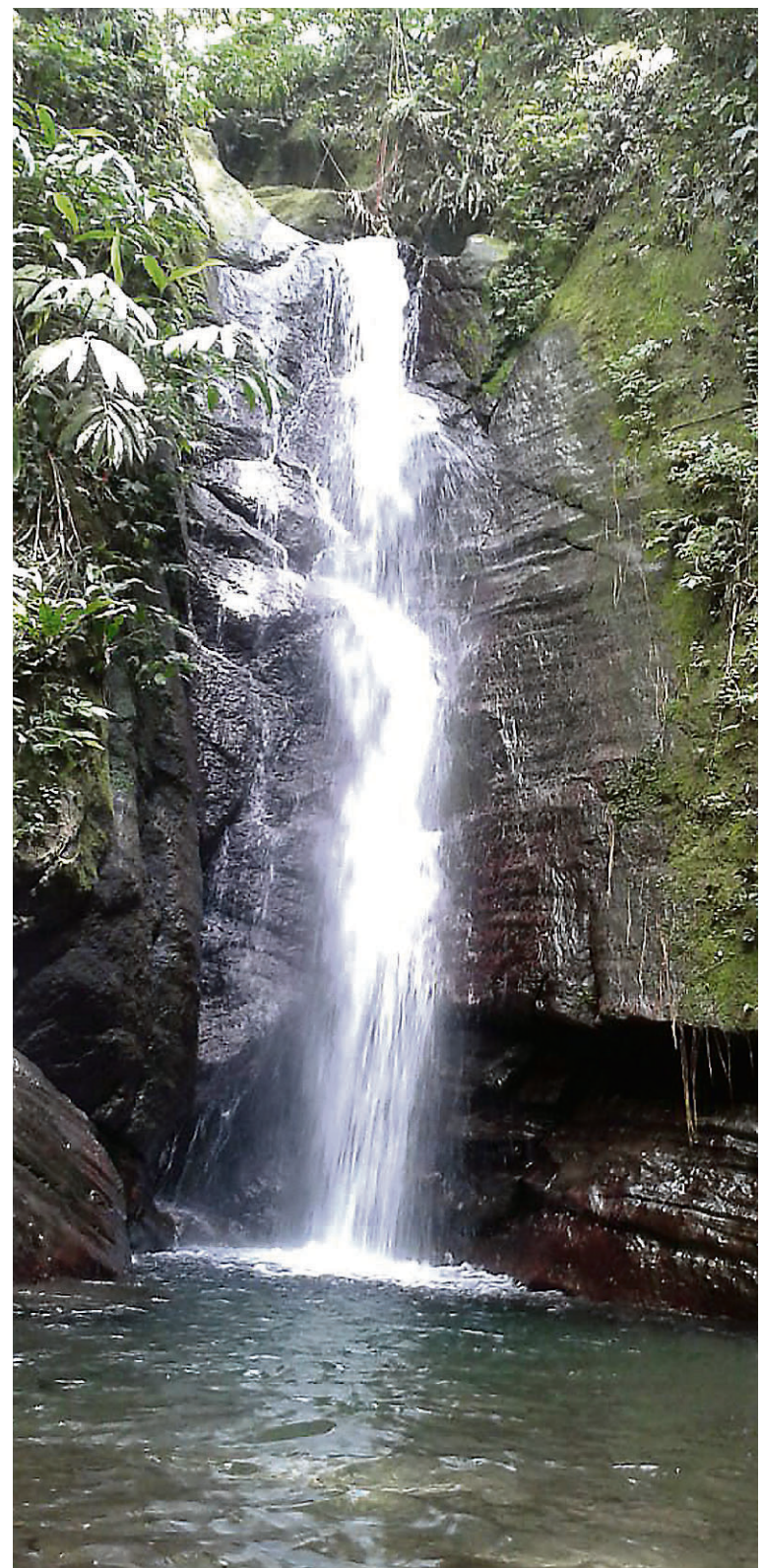
When we reached another iron bridge we were told, again, to go

straight up until we reached the primary school. There were more mesmerising views, and more curves around mountainsides.

Bamboo trees danced and welcomed us. And then the conditions of the road shifted from bearable to shameful and scandalous. This is a road to a primary school, where the children of the local government minister, who is responsible for roads, do not attend, and where his wife does not teach.

The rough road terminates at the school gate at a flat piece of land where we parked. Based on what we read online we went down a path to the left and thus began the foot journey. We walked on pieces of board and bamboo over a brook that flows to the Hermitage Dam, we later learned.

We trod on a narrow, wet path



Falling Edge Waterfalls in northwest St Andrew.

through thick bushes on either side. But I realised we were walking on a hillside nonetheless. The path was cut through the trees. At this juncture I was glad no precipices confronted me. When we reached a fork in the road, we paused before choosing the left.

That was the right decision, for we arrived at another two-way junction, where a neon-orange arrow painted on a tree points to the left. We heard the falls in the distance as the path dips. As I emerged from a sunken place, I found myself on a



Follow the orange arrow.



A view of the Hermitage Dam from Bowden Hill Road in St Andrew.

precipice. Horror of Horrors! I refused to go farther. I was not in the mood for any histrionics.

So my friend went to see what was around the bend. A few minutes later, he called to say he found the falls. I told him to take pictures. As I waited, the mosquitoes I read about online descended

upon me. They were in a frenzy for fresh blood. The lovely Jackfruits I saw on a very tall tree were not helping, either. So near, but so far, just like Falling Edge Waterfalls.

My friend returned with the pictures. The fall is not overwhelmingly grand, but it is a nice scene as it drops into a waist-deep pool. I

made a promise to myself to return, and I will. Back at the school, we met two female Israeli nationals living here. They, too, were searching for the falls. Since we were leaving, three youngsters who we chanced upon opted to show them the way. Hope none of them has vertigo.



Two roads before you. Make a decision.



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It is scenery such as this that Jamaica Incredibles is telling the world to come see in Jamaica.

University students on a mission to promote Jamaica

Paul H. Williams

Hospitality Jamaica Writer

JAMAICA IS known the world over for its mesmerising landscapes, scenic spots, warm hospitality, agreeable weather and enchanting resorts. The birthplace of Marcus Garvey, Bob Marley and Usain Bolt is promoted through traditional and new-age marketing strategies, and now, two young university students are playing their part in getting the word out.

Through Jamaica Incredibles, Jumonie Mairs and his assistant, Romario Blackwood, are telling the world about Jamaica's amazing scenery, people, food and culture. The intention, of course, is to get more tourists to visit, they told **Hospitality Jamaica** recently.

Yet, they are not enrolled in the School of Hospitality and Tourism Management at the University of Technology, which they attend. They are engineering students. So, what is the connection?

"We started out in engineering, but we have other interests. We are just interested in promoting Jamaica. Jamaica has a lot of potential. It's on the right path. We want to be a part of that," Blackwood said.

From Mairs' perspective, "Jamaica is our home. It means everything to us. We want to be an



From left: Leah Heron, Lauren Campbell and Joshua Campbell inviting the world to Jamaica, which is also the mission of Jumonie Mairs and Romario Blackwood of Jamaica Incredibles.

asset to Jamaica, so we want to uplift Jamaica in the best way we can. So we promote Jamaica. We sell Jamaica, that's our mission."

To accomplish their mission, they have turned to Instagram, Facebook and Twitter. Their next step is to develop their own website with

their own content so that they can "best serve those who want to come to Jamaica to learn more and see more of Jamaica".

Upon graduating, the dynamic duo still plan to continue to promote Jamaica as a tourist destination. Engineering might just be a



Romario Blackwood of Jamaica Incredibles listens as Essie Gardner of the Jamaica Tourist Board announces him as the fastest person to get the information about the launch of the Jamaica Tourist Board Join Me in Jamaica digital marketing campaign on social media on Saturday, May 12, at Strawberry Hill in St Andrew.



From left: Jumonie Mairs and Romario Blackwood of Jamaica Incredibles.

part-time job. It is the love that they say they have for Jamaica that

has them in this strange marriage between engineering and tourism.

Israelis in Ja celebrate 70th Independence anniversary

Paul H. Williams
Hospitality Jamaica Writer

IN 1948, the League of Nations created the sovereign state of Israel, making it a homeland for the Jews in a region that the Palestinians are also claiming to be theirs. Since then, there have been many wars and rumours of war between the two Middle Eastern factions. There has been much bloodletting, and many lives have been lost.

The dispute stretches back to biblical times, centuries before 1948, and there seems to be no end in sight. The tension was heightened two weeks ago when

the US Embassy was moved from Tel-Aviv Yafo to Jerusalem, one of the disputed regions. The Israeli army fired on Palestinian protestors in Gaza near the border with Israel. Scores of people were killed and over 2,000 more injured.

This happened right around the time when Israel was celebrating its 70th anniversary of independence. Here in Jamaica, the Israelis commemorated the milestone on Wednesday, May 18, with a reception at the Terra Nova All-Suite Hotel on Waterloo Road in St Andrew.

The guest of honour was the



From left: Rabbi Yaakov Raskin, Israeli Ambassador Daniel Saban and Israeli Honorary Consul to Jamaica Ainsley Henriques.

Dominican Republic-based Daniel Saban, the Israeli ambassador to the Dominican Republic, Jamaica, Haiti, St Lucia, Grenada, St Kitts and Nevis, Antigua and Barbuda, and Dominica.

In addressing the gathering, Ambassador Saban, who is nearing the end of his three-year tenure in the Caribbean, described his

relation with Jamaica as “vibrant” and “successful”. He said bilateral relations between the countries are going well and that since the visit of Prime Minister Andrew Holness to Israel early last year, there has been much bilateral movement.

Also addressing the gathering were Ambassador Aubyn Hill and Minister of Finance Dr Nigel Clarke,

who also spoke about Jamaica’s bilateral relationship with Israel.

When **Hospitality Jamaica** talked with Ambassador Saban two days after the reception, he beamed as he said Jamaica and the Jamaican people are “beautiful”, “friendly” and “hospitable”, and he hoped that Jamaica would continue to be friends with the state of Israel.



From left: Rabbi Yakov Raskin and Israeli Ambassador Daniel Saban listen as Finance Minister Dr Nigel Clarke makes a point.



Practising Jew Patrick Mudahy and his daughter, Frances Ang of Sagicor Investments.



From left: Israeli tourists Adi Silberman and Shahar Harazi met Dina Giller Avraham, an Ethiopian Jew living in Jamaica, for the first time on Wednesday, May 18.

FDR to host Ocho Rios International Jazz Festival opening day

Carl Gilchrist

Hospitality Jamaica Writer

FOR THE second successive year, the Ocho Rios International Jazz Festival returns to FDR Resort in Runaway Bay, St Ann, for its opening day on Sunday, June 3.

The event, dubbed FDR Jazz Village, will run from midday to 6p.m..

“We’re happy to once again host the opening day of the Ocho Rios International Jazz Festival and we invite all music lovers to come on out and enjoy a fun-filled day of music and fun,” said Trishawana Davidson, FDR’s sales manager.

Meanwhile, organiser Myrna Hague said she is expecting another fantastic festival this year, with Freddy Loco Ska Jazz Band from Belgium returning for their second appearance on the show, after debuting in 2016.



Freddy Loco on trumpet.

The all-female four-piece band, Indigo, is also expected to excite



PHOTOS BY CARL GILCHRIST

Freddy Loco performing with his Ska Jazz band at the Ocho Rios Jazz Festival in 2016.

patrons, with Marjorie Whyllie on piano, Avery Crooks on trombone, Justine Jones on clarinet, and Jamila James on bass.

And in what is expected to be an emotional moment, multi-instrumentalist Alexandria Darcy, granddaughter of the late Sonny Bradshaw, the founder of the

festival, will make her debut on the show as one-half of the Florida-based duo, Roots Evolution.

The FDR Aggregation rounds off the list of performers, with Gladdy Jazz Disco providing music.

Davidson said day passes are available and there are special prices for children to attend the show.

The festival, which runs from June 3-10, will move to Moon Palace on June 5 and again on June 7. The other events are slated for Kingston –June 6 at The Mico University College and the Wine Shop; June 9 at the Jamaica Music Museum; before closing at Hope Gardens on June 10.

C’bean hoteliers advised to comply to EU data regulation

CARIBBEAN HOTELIERS are being advised to ensure their compliance with the European Union (EU) General Data Protection Regulation (GDPR).

During a recent webinar hosted by the Caribbean Hotel and Tourism Association (CHTA), Brian Kent, chief executive officer and co-founder of **Flip.to**, explained that the GDPR imposes a strict set of requirements on how and why companies collect and use personal data. CHTA emphasises that sound data-privacy protection practices are essential for every business, regardless of GDPR.

“Companies now have to provide the right to individuals to know what data a company has about you,” he disclosed. “It also is requiring ... that a company that’s handling your data is doing it in a really secure way, as well as being really good stewards of it.”

Kent said the regulation does not restrict companies from using data, but ensures that personal information is protected and that

individuals have rights related to their personal information.

GDPR protects the privacy not only of EU citizens worldwide, but also of anyone who is party to a transaction while in the EU. Failure to comply with the new regulation can result in financial penalties ranging from €10 million, or two per cent of annual revenue, up to €20 million, or four per cent of annual revenue.

Given the growing concerns about corporate security breaches and mishandling of personal information, many organisations are taking a new look at their existing policies for handling and protecting information in their client databases.

The hospitality industry is particularly vulnerable to data breaches, said Frank Comito, director general and CEO of CHTA. From reservations and payment processing to rewards programmes and guest services, hotels and other businesses have multiple touchpoints with



Frank Comito

customers during which customer data is exchanged, he explained.

“We are taking the education of our members seriously regarding the new regulations on protecting personal data,” said Comito. “We are also actively encouraging them to become knowledgeable about the tools, systems and practices they can employ to protect data and be good

stewards of personal information.”

According to Kent, hoteliers may not be able to continue using their marketing databases if they are not GDPR, compliant. He explained that they must be able to deliver data to anyone who asks for his or her personal data. “If they ask to remove themselves from your databases and your partners’ databases, you have to be able to go back to them and give them an answer saying, ‘Yes, we’re doing that’, and a time frame of when that’s going to happen.”

SHIFT THINKING

In the long term, Kent said companies will need to shift their thinking and have more personal conversations that serve the needs of travellers. “That’s also a really good thing because if you’re doing that, it’s not just about getting into compliance with GDPR, it’s forcing you to become a better marketer. It also means you’re building and nurturing relationships.”

The new regulation, which comes into effect on May 25, will

be a hot topic at the upcoming Caribbean Hospitality Industry Exchange Forum (CHIEF), happening at the Hyatt Regency Miami from June 22 to 24, and will be tackled during one of the professional development sessions at the conference.

CHTA believes that new practices offer an invaluable benefit to guests and the businesses themselves as it will allow them to continue to provide outstanding customer service, while also ensuring the security, privacy and safety of guests.

To view CHTA’s recent webinar on GDPR compliance, visit <http://www.caribbeanhoteland-tourism.com/are-you-gdpr-ready>.

For further information about the CHIEF conference, visit www.chtachief.com.

For more information about becoming GDPR-compliant, visit <https://springboardcaribbean.com/gdpr-for-hospitality-businesses>.