

JAMAICA'S

NEGRIL

- GUIDE -

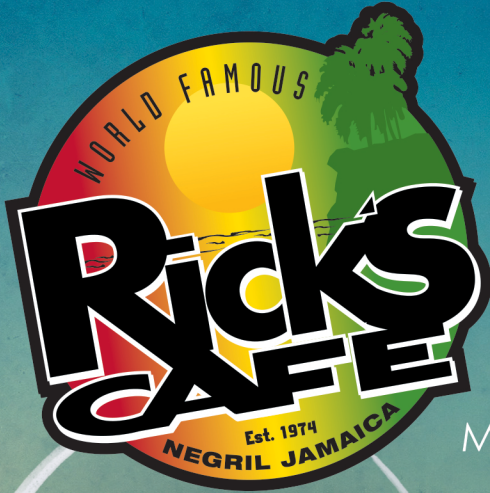
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FROM THE PRESIDENT, NEGRIL CHAMBER OF COMMERCE



Day on August 6th 1962 when the Jamaican Flag was first raised guaranteeing a change in Negril too.

Negril, Jamaica's Jewel in the Crown, is the most western town on the island, famous for its dazzling sunsets and its world famous Seven Mile Beach. It is unique as the long stretch of white sand beach allows our visitors to walk, swim and play. . . . Best of all, you will make friends as you experience a taste of the real Jamaica, mingling

Welcome to Negril— often referred to as the “Capital of Casual” of Jamaica...

with locals and sampling true Jamaican hospitality.

Dear Friends

Once again, on behalf of the Negril Chamber of Commerce, we are proud to share the 2017 Negril Guide with you.

For the “newcomers” to Negril – welcome!
For the “repeaters” – glad to have you back and welcome home!

Jamaica is beautiful, but Negril is special in our hearts as we continue to work tirelessly to protect its environment, to develop its infrastructure, to improve our social fabric and to strive to offer an even higher standard of service for all to appreciate.

We hope you will really enjoy the articles and find them interesting and informative. Negril, like the rest of Jamaica, has been evolving and growing since Independence

It is juxtaposed by the cliffs, where resorts are tucked away on the honeycomb rock where restaurants and bars burst into fire at sunset and offer delicious local dishes while affording beautiful vistas along the rugged coastline and where the peaceful afternoons show off the many caves and diving areas.

So, welcome to Negril— often referred to as the “Capital of Casual” of Jamaica where the Negril Chamber of Commerce is the voice of the community, and Negril shines as the destination of choice. The Chamber continues to advocate in making Negril the best and safest place for its citizens to live, work and raise a family. Have a great holiday!

One love!

Lee Issa
President Negril Chamber of Commerce.

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LOCAL INFORMATION

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POLICE AND FIRE

Police emergency 119
Fire emergency 110
Police station 957-4268
Fire station 957-4242

MEDICAL

Medical emergency 110
Baywatch Pharmacy 957-3941
Lucea Hospital 956-2233
956-2704
956-2733
956-2731
Negril Health Clinic 957-4926
Savanna-la-mar Hospital 955-2533
955-2153

AIRLINES

Air Canada 952-5160/2 or
952-3801
American Airlines (MBJ) 800-744-0006,
971-7379
Caribbean Airlines 1-888-359-2475
Cayman Airways (Kgn) 924-8093
924-8660
Delta Airlines 952-9740
971-1284
Northwest Airlines 952-9740
Spirit Airlines (MJB) 979-5160
971-2947
US Airways (MJB) 940-0172
Jet Blue 952-1496
952-9535
Virgin Atlantic 974-2323

AIRLINE/CHARTER

AirLink Express 940-6660
TimAir Negril 957-5374
Inter Caribbean Airways 1-800-572-7628

BANKING & CREDIT CARD SERVICES

Citibank (Knutsford Blvd) 926-7991
First Citizens Bank 960-2348/50
NCB (Negril) 957-4163
Scotia Bank (Negril) 957-4236
957-9466

CHURCHES

Anglican Episcopal
Sunday 8:00 AM

Assemblies of God
Sunday 11:00 AM

Mary Gates of Heaven Catholic Church
Sunday 10:00 AM

New Testament Church of God
Sunday 9:00 AM, 7:00 PM

Seventh Day Adventist
Saturday 11:30 AM

United Church
Sunday 11:00 AM

United Pentecostal
Sunday 12:30 PM

CIVIC ORGANIZATIONS

Kiwanis Club of Negril 443-0812
Rotary Club of Negril 829-2699
Library 957-4917

MAIL & COURIER

DHL 979-0544
FedEx 952-0412
Post Office 957-9654
Tara 957-5533
UPS/ Airpark Express 957-5051

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TRANSLATION SERVICE

French (Sophie Grizzle)	957-4277
German (Inge Hill)	957-4052
Italian (Dominique McGann)	957-4170
Italian (Enrico Lionello)	364-1139
Japanese (Misako Kasai)	418-7191

TRAVEL INFORMATION



ENTRY REQUIREMENT

Everyone travelling to Jamaica including minors must present a valid and approved travel document as evidence of their identity and nationality. The most common and preferred travel document is a passport. Note: All visitors are required to travel with a round-trip or onward ticket.

ANIMALS

Animals are not allowed to enter.

CELLULAR & INTERNET ACCESS

Cell phone service is available but may be expensive. Check with your provider. Cell phone rentals also are available, but compare rates. Wireless Internet access is available at many hotels and other sites around Jamaica.

CLOTHING

Lightweight tropical clothing is best through-out the year.

CURRENCY EXCHANGE

The rate of exchange fluctuates. Most local ATMs accept international bank cards with Visa, MasterCard, Cirrus and most dispense money in Jamaican dollars while some, like the Scotia Bank, will give a choice of Jamaican or American dollars. Although there is no restriction on bringing currency into Jamaica, all local or foreign currency in excess of US\$10,000 (or the equivalent in foreign currency) must be declared to the Jamaican Customs authorities. It is wise to hold on to any receipts when changing money as black market exchange is illegal here.

ELECTRICAL SYSTEMS

110volts/50 cycles are standard; 220 volts is available at some hotels.

FIREARMS

It is illegal to take arms or ammunition into or out of Jamaica.

GENERAL CONSUMPTION TAX

A 16.5% Government tax is payable on all purchases, except where specified. Note fruit and vegetables do not have GCT added.

MEDICAL FACILITIES

There are facilities in all major resorts areas. Contact your hotel's front desk or use the emergency information in this guide.

TAX-FREE STATUS

Most expenses incurred for holding a meeting or convention in Jamaica are tax-deductible.

TIME ZONE

Eastern Standard Time. Jamaica does not observe Daylight Saving Time.

TIPPING & SERVICE CHARGES

A gratuity of 10%-15% is generally accepted at restaurants. Some restaurants include it on the check, noted as a service charge, so look over your bill. Most hotels have a service charge of 10%-15%. This is not a tip. Many travelers tip those who carry bags US\$1 per bag. Housekeepers are given US\$3-\$5 per night.

WATER

Most drinking water in Jamaica is purified by modern methods. According to the Water Resources Authority, the quality is among the best in the world, prompting many cruise ships to take water only in Jamaica.

AIRPORT TRANSFERS

It is customary for many hotels to provide bus transfers from the Sangster's International Airport (Montego Bay) to the hotel and return. Where this service is not provided, there are a range of other ways to get to your destination. Check out the adverts in this Guide for contacts and remember to always negotiate the fare in advance.

DUTY FREE

The following goods can be brought into Jamaica by all passengers who are 18 years old or older without payment of duties, and provided they do not exceed the allowed amounts.

- Perfume 170ML
- Eau de Toilette 340ML
- Alcoholic Beverages 1 Litre
- Tobacco 200 cigarettes or 50 cigars or 230 grams processed tobacco

In addition Jamaican Residents, 18 years old and older, holding a Jamaican Passport and returning from a trip abroad, can bring with them, free of duty, personal and household effects including gifts which together are of a value that does not exceed \$500US or the equivalent in Jamaican dollars.

Please note that if you wish to import meat products for personal consumption, you are required to have an Import License.

If you are taking Duty Free products out of Jamaica, then it is wise to check the allowances for your destination country.

“OUT OF MANY ONE PEOPLE”

The History of Negril Part 1

Negril, located on the West Coast of Jamaica, straddles the Parish of Westmoreland and the Parish of Hanover. To do it real justice, we will also reflect on some historical facts related to not only the Parishes but to the Island of Jamaica as a whole.



Map of Jamaica, 1895. Taken from the Island of Jamaica prepared for the Jamaica Handbook

The first of many peoples known to hit the beaches of Negril did so about 1,000 years after the death of Christ. Amerindians (language group spoken is Arawak) as they became known, are really the indigenous peoples of the Western Hemisphere, who paddled their canoes over from the Orinoco Region of South America.

However, there is archaeological evidence that the Taino people traversed “Xaymaca” in 600AD and at the “petroglyph” cave site in Negril, several Taino artifacts have been uncovered. The Tainos were traders who bartered cotton products, cultivated in

Jamaica, as they excelled at weaving.

The Arawak’s, however, left their imprint on the Island they had lived in for over 500 years before the arrival of Christopher Columbus. Their way of life included hunting, fishing, festival dancing and farming. One of their staple crops was Cassava or manioc used to make ‘bammey’, a round pancake, still prepared and enjoyed by Jamaicans today.

Christopher Columbus, while looking for gold in India, landed in Jamaica in 1494 at St Ann’s Bay on the north coast. From Montego Bay, he sailed in his

flagship, the “Nina”, passed the horseshoe harbor of Lucea, Green Island harbor and Negril’s white sandy beach before skirting around Negril Point heading East on his way back to Spain. Three years after the death of Columbus, the Spanish monarch started the settlement of Jamaica in earnest. The Spanish settlers named Negril, which is actually a shortened version of “Negrillo” which is translated “small black ones” in Spanish. Negrillo is considered by some to refer to the darkened colored cliffs which are located on today’s West End. Another theory holds that because there had been a substantial population of black eels alongside Negril’s

produce such as tobacco, pimento, ginger and sugar fetched a good price in Europe. Once they had Jamaica to themselves, the Spanish decided they really didn’t want it as they were more interested in the American mainland. So when 5,000 British soldiers and sailors landed in Kingston Harbor in 1655, the Spanish just fled.

In 1656, Cromwell decreed that 1,000 Irish girls and the same number of young Irishmen be sent to Jamaica. In the same year, he instructed the Scottish Government to apprehend all known idle, master less, robbers and vagabonds, both male and female, and send them to the Island. By 1660, Cromwell’s Commonwealth was no longer in existence and Britain had returned to being a monarchy with the restoration of Charles

Spanish derived names still exist today like Savanna La Mar (the Plain by the Sea) and Punta Negrillo (Negril Point).

seacoast, the Spaniard’s named the area Negro Eels which had been shortened to Negrillo and then to Negril. The intrusion by the Spanish into the culture of the Amerindians (Tainos) resulted in them becoming slaves to these Spanish masters, undergoing atrocities that would see them all killed within 50 years. People from the continent of Africa were another group associated with early Spanish settlement. Some Africans came as settlers while others came as slaves. During the closing years of the Spanish occupation in the 1650’s, there were about 1,500 persons of African descent in Jamaica in stark contrast to the 523 Spaniards and 568 slaves in 1611”.

II as King. By 1662, Jamaica, for the purpose of a census, had been divided into 10 Districts and the Parishes of Westmoreland and Hanover were born. At this time, these remote Parishes were vulnerable to attack from bands of Africans, former slaves of the Spanish as well as free African persons. These bands were the nucleus of the group who would become known as “The Maroons”. The English could only guess at their number, but in reality they were numerous and continuously joined by an increasing number of runaway slaves particularly in Negril and Westmoreland. By the Treaty of Breda in 1667, over 1,200 British settlers, who were skilled in the art of producing sugar, sailed from South America and resettled in Hanover and Westmoreland. As a testament to this legacy, the Great House and the sugar plantation remains are still in Negril today.

Spanish derived names still exist today like Savanna La Mar (the Plain by the Sea) and Punta Negrillo (Negril Point). During the period of Spanish colonization, tropical

From 1668 onwards, the rousing pirate tradition that enlivens this period of Caribbean history was in full force. British buccaneer Henry Morgan was close friends with the Governor of Jamaica and enjoyed the close protection of His Majesty's government no matter what he chose to plunder. The notorious Port

his nickname because of his penchant for wearing calico underwear. It is said that prior to his capture, he was carousing aboard his ship with two of his crew, Anne Bonney and Mary Read. These female pirates who had the reputation of being even more bloodthirsty than their Captain were both pregnant for him. At



'Sugar industry, cane-growing'. Photograph No.: 222 41070 H. Official Jamaica photograph compiled by National Archives UK Central Office of Information.

Royal, known as the “wickedest place in Christendom”, grew on a spit of land across from present day Kingston. Morgan and his brigands found a safe haven where ships could be repaired and loot shared and spent. Morgan enjoyed a prosperous life and was actually knighted and appointed Lieutenant Governor of Jamaica before the age of 30. On June 7th 1692, Port Royal did not survive the earthquake that tipped most of the city into the sea nor the tidal wave that wiped out whatever was left. Port Royal, like Sodom and Gomorrah before it, disappeared into the murky depths.

The infamous pirate “Calico Jack Rackham” was captured in Negril and taken to Spanish Town for trial and execution in 1720 at a place known thereafter as Rackham's Cay. Jack acquired

their trial, they “pleaded their bellies” and were spared the death penalty. Today we can all enjoy “Calico Jack Rum” with its spicy, silver smoothness emulating this infamous English pirate.

The eighteenth century was prosperous for Westmoreland's sugar barons who ruled as undisputed masters of their British plantations. The whole Island became the largest sugar producing colony on earth, mostly through the sweat of the 2 million enslaved Africans. Fortunes that were the envy of the British King were made and magnificent great houses rose above the cane fields. The enslaved Africans were cruelly used and forbidden to speak their own languages or practice their own customs. Discipline was harsh, but the slave owners could not quell the spirit of rebellion that existed so there was a long history of

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slave uprisings and slave violence towards tyrannical planters. For the slaves, there was the inspiration of the Maroons and the descendants of the runaway slaves from Spanish times, who encouraged others to join them. The Maroons, renowned as the forerunners of “Guerrilla Warfare”, fought the British until the Treaty of 1739 which gave them a measure of autonomy that they retain to this day. Nanny of the Maroons and Captain Cudjoe were central in the strategic and tactical guerilla war from 1720-1739 against the British. “Nanny” of the Maroons became a national hero.

As it turns out, the planters were just as rebellious as their slaves. When 13 American colonies declared their Independence from Britain, the Jamaica House of Assembly voted to join them. Negril was known as a haven for shipping. In 1702, a navy squadron mustered here as part of the Queen Anne War and then again in 1812, Negril hosted 50 warships containing 6,600 men who fought in the Battle of New Orleans.

When the slave trade was abolished in Jamaica in 1807 and slavery itself was abolished on Emancipation Day in 1833, it heralded the demise of the profitable sugar trade. The significant decrease in sugarcane selling prices triggered a depression which led to a rebel uprising in 1865. The following year, Jamaica became a British colony. Life became much better with the importation of new crops such as bananas and the commerce surrounding the bauxite trade flourished. The transition in Jamaica was peaceful compared with the Civil War that divided the United States. In the meantime, the plantation owners thought they could hire their former slaves but as “free men”; they wanted nothing more to do

with the Plantations. A frenzied effort was launched to attract cheap labor from abroad, initiating Jamaica’s great age of immigration. People came in ethnic waves from Germany, Scotland, Ireland, China and India. A full 95% of Jamaican people can trace their roots to Africa but most have links tying them to Britain, the Middle East, China, Portugal, Germany or South America.

By the mid 1900’s all these ethnic groups had formed a “national identity” that had supplanted a British one in the hearts and minds of Jamaicans. In general, these groups lived together peacefully, partially because of the need to survive and the mixing of races. This new identity was given official recognition on August 6th 1962, when Jamaica became an independent nation with only loose ties to The Commonwealth. On that day, the Union Jack was lowered for the last time and the new National Flag of Jamaica in black, green and gold was hoisted.

For centuries, cut off from the rest of the island by bad roads and a large swamp, Negril lay mainly undiscovered and sparsely populated except as a shipping haven. Bloody Bay, north of Negril’s Long Bay, was once a port for whalers. The whales were towed in to be disemboweled and it is said that the waters of the Bay frequently ran red with their blood.

Negril did not develop into a vacation resort location until the latter half of the 20th century, primarily due to poor accessibility to the region, which required ferry boats to bring visitors to Negril Bay. As a result, they had to walk in the water for the short trip to the shoreline.



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GETTING AROUND & EXPLORING NEGRIL

Travelling around and exploring Negril couldn't be easier if you follow the golden rules below. There are only three major routes in Negril which all converge at the roundabout in the town center called Negril Square. Norman Manley Boulevard (the Beach Road) feeds north from the roundabout running parallel with the Seven Mile beach and the beach resorts, through Lucea, capital town of Hanover, towards Montego Bay. One Love Drive (the West End Road) winds its way past in-town shopping plazas, then heads southwest past the rugged cliff resorts to the Lighthouse and beyond to West

Cliff Estate (formerly known as 'Hogs Heaven'). Nonpariel Road feeds northeast towards Sheffield, through Little London and Llandilo, past Brighton Beach to the capital town of * Westmoreland, Savannah La Mar.

Visitors need not wait very long to hail a taxi in Negril. Just stand by the road and by the time you count to three, you will hear a horn "tooting" and you will have one. But remember to make sure that it is a licensed and insured taxi. You may choose a Route Taxi recognized by its distinctive black and white checkered panels along each side

and its red license plates. The local cost to travel is approximately \$150JM per person, per route before a tip. Other people may be picked up and dropped off along the route to ensure the taxi is economically full. Note if using these after midnight, the fare is doubled.

Or you may charter a taxi or Hackney recognized by the black and yellow checkered panels along the sides.

Technically, these taxi operators can charge their own prices, but they must give you a price in advance. So always negotiate the price in US\$ or JM\$ before entering the taxi. Many of the hotels and resorts offer a taxi service from their main reception area, so check the prices there too. Alternatively, you can rent a car, explore and mingle with Jamaicans. Vehicles range from US\$75 – US\$130 per day and remember to drive on the left in Jamaica.

Besides the more adventurous flights from Negril Aerodrome to Montego Bay, Ocho Rios, Port Antonio and Kingston, visitors have access to ground transportation to see other places of interest. The Knutsford Express coach provides access throughout the island and has an office opposite Time Square Shopping Centre. In addition, check with your hotel reception for advice on locally approved tour companies like Juta or Kenny's Tours that will tailor trips to suit your individual or group needs.



Photo courtesy of "Robin Farquharson | pixjamaica.wordpress.com



NEGRIL ON A BUDGET

Many people are under the misapprehension that it would be impossible to enjoy a vacation in Negril on a tight or limited budget. Well it's not true! Probably the highest cost you will have to find would be the airfare from your home country to Jamaica. When you arrive at the airport, there are a range of local budget transport choices available to bring you to Negril. Listed below are some of the ways that Jamaican and World Travelers have been adopting for some time.

Backpackers, young and old, are visiting all year round, enjoying the laid back One Love Negril vibes. Indeed Negril has become a real "hotspot" for Backpackers traveling the island enjoying the gastronomy and cultural delights. Reflecting back to the 1960s, Negril was a place of refuge from the Vietnam War and attracted scores of draft dodgers. For many young adults, coming to Jamaica to the land of their hero, Bob Marley, has always been a dream. The best way to ensure that they have a successful

backpacking trip and really live the local experience is to meet people, eat local food, use local transport and socialize with the locals. Travelers have found this as the way to experience "The Real Jamaica". Backpacker Trade is great for the local economy where tourist money often goes directly into the hands of local Jamaican people providing goods and services. Sue McKenzie, owner of one of the hostels, has volunteered to give advice and help to anyone hosteling in Negril and further afield. Contact her on 1 (876) 424-5481 or email: judyhousenegril@gmail.com.

Although new to Negril, but expanding rapidly in Kingston, Ocho Rios and Montego Bay, is "couchsurfing". This is where Travelers can stay temporarily in a series of other people's homes, typically making use of improvised sleeping arrangements when travelling on a fixed or limited budget. You simply surf or travel from one spare couch to another spare couch whilst backpacking or on a vacation covering a number of



Photo courtesy of Sue McKenzie, Judy House Cottages

locations. There's already an interesting couchsurfing community that makes travelling anywhere a truly social experience where travelers can meet people from all over the world. It has all the advantages of having hosts who are local people with local knowledge and expertise providing low cost cultural and hospitable exchanges between people of all nationalities.

To find out more, or even become a host in your own country, go to www.couchsurfing.org or www.independent.co.uk/student/couchsurfing.

Alternatively, there are a number of rooms available within local communities in Negril e.g. Red Ground or Whitehall that are eminently suitable for travelers who have a limited budget. Local Jamaican owners have been very entrepreneurial in adapting parts of their own homes to provide basic amenities for visitors, both long and short term. Income received has been reinvested

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back into these homes to upgrade and develop such services as hot water, air conditioning or just good old fashioned fans. Marva, one of the owners of such a property, is willing to give information and advice and can be contacted at 1 (876) 360-4857.

Hostel and Budget Hotel Accommodation is available in Negril from US\$8.50- US\$25 per person / per night. These include Judy House Cottages, Ocean View Chalet, T. Bird, the Yoga Centre and Villa La Cage. All can be found online with reviews on Trip Advisor. The next level of accommodation jumps to US\$50 per room / per night depending on location. At certain times of the year, they all offer special deals so check these out for a bargain before making your booking. Please note there is no official campsite in Negril.

Food and Water: Always remember to carry drinking water with you as the temperatures can soar extremely high at certain times of the year. Local food, which caters for a budget, can range in price from US\$3 -US\$10 per meal. It is normal to get your food in a box or foil paper. a few hundred yards from the roundabout in the Town Centre heading along the Nonpariel Road, is a very good fruit and vegetable market with excellent prices. It's just behind the Yellow's Computer store.

Transport: The cheapest way to get around is to use route taxis (identified by the black and white checkered banner along each side and the red license plate). There is a set price for each person for each route. The route costs approx. \$150JM per person / per route and you may have to share the taxi with other people until it's full. Do not put your backpack in the trunk of the cab; keep

it on your knee or between your legs for safe keeping.

Security: Use your common sense, don't flash your cash, don't go into neighborhoods off the main track and don't walk alone late at night. Walk with a purpose and you will avoid becoming a prey of aggressive salespersons trying to sell you tons of things.



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LOBSTER/CONCH

KNOW THE LAW

It is really important to know the law by following some simple rules.

In a bid to boost the decimated fish stocks, the Jamaican Government has enforced closed seasons during the reproductive cycle. Closed seasons are periods within which no fishing, hunting or capture of a specified animal is allowed by law. These periods coincide with the peak breeding seasons of the species and are so instituted as to allow the marine creatures, birds and land animals to mature and revive its population.

Currently there are two main species that have closed seasons:

Caribbean Spiny Lobster:

The season is closed every year from the April 1st until June 30th.

This means that it is illegal and against the law to catch, buy or sell lobsters during the closed season.

It is also against the law to catch berried lobsters (with eggs) or undersized lobsters (under 3.5 inches in carapace length) throughout the year.

PENALTY - Six months in prison.

Jamaican Queen Conch

The season is closed every year from August 1st until December 31st but can be extended where necessary.

You should avoid patronizing restaurants that offer lobster or conch in the closed seasons even if they say it is from the freezer.

PENALTY - Six months in prison.





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DINING

Dining in a foreign country is always a new experience with new aromas and tastes. Negril offers dining experiences to suit every palate.

All Jamaicans are great chefs offering mouth-watering fresh foods and succulent tropical fruits, using their own abundant home grown ingredients. We have our own spicy jerk sauces which are a real adventure for your taste buds. There are numerous choices and many places to eat from small shops and jerk chicken stands to elegant open air dining all with a distinct Caribbean flavor.

The National Dish is Ackee and Saltfish (codfish), and is wonderful with fried dumplings and plantain. Ackee is considered a Jamaican delicacy and can be seen growing in large red pods on Ackee trees. The yellow portion of the fruit is boiled and cooked together with seasoning and saltfish.

Escovitch Fish is another favorite where the fish is so moist and yet fiery with its blend of vegetables and spices that will truly explode in your mouth.



Photos courtesy of Cosmo's Seafood Restaurant and Bar

Soups are, oh, “soooooo” good and filling. Names like Pepperpot, the Caribbean’s most famous soup is a peppery concoction made rich and thick with okra; Red Pea Soup is made with red kidney beans and often has spinners in it. Gungo Pea Soup originated in West Africa.



The staple diet of fast food around Negril is the **JAMAICAN PATTY**, a pastry crust filled with chicken, beef, cheese, veggie, even fish; they are baked or fried. Patties can range from agreeably mild to aggressively spicy.

Finish off your meal with a coffee. Most people agree that **JAMAICAN BLUE MOUNTAIN COFFEE** ranks among the world’s best, rich but not bitter; “smooth” but not wimpy.

Please note there are also many restaurants that serve dishes that you may be missing from home; pizza and burgers. French, Italian, Chinese, Vietnamese, British, North American and Canadian favorites are readily available in and around Negril.

Another firm favorite is **Oxtail and Beans** made from oxtail, spices, fava or butter beans and spinners made from flour. Jamaican food is usually served with Rice and Peas made with red kidney beans, coconut milk, spices and rice. Other accompaniments include specialties like calaloo, which is spinach-like and usually steamed with onion, sweet peppers and seasoned to taste or breadfruit, dumplings, green banana, plantain, festival or yam.

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The advertisement features a vibrant tropical beach scene with palm trees, lounge chairs, and a person relaxing on the sand. The text is presented in a clean, modern font within a blue-bordered box.



BARS

There are an abundance of Bars in Negril, some with toilets - some without, some with piped music - some with live music - but all with RUM, which is among the island's largest exports with Appleton being the leading brand. Incidentally, Appleton Estate dates back to 1655 and offers tours for visitors.

Jamaican rum is a distilled drink which is made from the by-product of sugar cane such as the juice or molasses. It is made by the fermentation of molasses or sugar cane juice with yeast. It is then distilled into a crystal clear sharp tasting product about 80% alcohol which is known as Jamaican White Overproof Rum. The process of aging rum is very intricate, involving the loss of some of the stronger components. Dark Jamaican rum is aged in oak wood barrels which attributes to the color and aroma of the finished product. It is also believed that oxygen seeped into the barrel changed some of the alcohol into fragrant esters.

There are Bars that sell rum punch, a mixture of rum and tropical fruits, including a variety of specialty rums such as: Calico Jack, Myers, Wray and Nephew White, JB rum, Bacardi, Coconut, Captain Morgan, Appleton and many more. Beware though as some of these Rums are 60%

proof and not for the lightweights. Instead, as an alternative, you should kick back and cool off with Jamaica's most essential libation, Red Stripe Beer, served ice cold. It's the perfect accompaniment to any occasion or meal (especially the spicy ones). For a non-alcoholic choice there is the unique and refreshing local soft drink called Ting, which is made with grapefruit juice.

Tropical Treats

Get a taste of the tropics through our fresh fruit and vegetable produce.

In Jamaica, they blend the most wonderful fruit and juices to make extraordinary tropical drinks, e.g. Beetroot or Carrot juice, Soursop or Sorrell. On the last Wednesday of each month, a lively and colorful farmer's market is held near the town center, so be sure to buy your fresh produce there.

Try mixing pineapple, papaya, banana, melon, and mango in your own blender with some vanilla essence and maybe some cinnamon or nutmeg to get an amazing kick in the morning. You may also add oatmeal for a more substantial breakfast, home-cooked Ital (all natural) in a Rastafarian restaurant, or an ice-cold coconut jelly from a colorful fruit stand.

ROOTS OF REGGAE MUSIC

“Reggae” evolved in Jamaica in the 1960’s and was strongly influenced by traditional “Mento”, “Ska”, “Blue-beat” and “Rocksteady” genres of music. Reggae lyrics grew out of newly found independence from Great Britain and focused on news, social gossip and political comment. The beat from “Rocksteady” was distinctive in that it dropped any of the pretensions to the smooth, soulful sound that characterized slick American R&B. Instead, it was closer in kinship to USA southern funk as it was heavily dependent on the rhythm section to drive it along.



*Photo courtesy of “Robin Farquharson
pixjamaica.wordpress.com*

Reggae’s great advantage, however, was its almost limitless flexibility: from the early, jerky sound of Lee Perry’s ‘People Funny Boy’, to the uptown sounds of Third World’s ‘Now That We’ve Found Love’ which was an enormous leap through the years and styles. Yet both of these classics are instantly

recognizable as reggae. The shift from “Rocksteady” to “Reggae” can be illustrated by the organ shuffle pioneered by Jamaican musicians like Jackie Mittoo and Winston Wright that were featured in transitional singles ‘Say What You’re Saying’ (1967) by Clancy Eccles and ‘People Funny Boy’ (1968) by Lee “Scratch” Perry. In addition, The Pioneers’ 1968 track ‘Long Shot (Bus’ Me Bet)’ has been identified as the earliest recorded example of the new rhythm sound that became known as “Reggae”.

In early 1968, the first bona fide “Reggae” records were released. Larry and Alvin’s “Nanny Goat” and the Beltones’ ‘No More Heartaches’ competed for the status of the first “Reggae” record. That same year, the newest Jamaican sound began to spawn big-name imitators in other countries. American artist Johnny Nash’s 1968 hit “Hold Me Tight” has been credited as being the first to showcase “Reggae” in the American listener charts. Around the same time, “Reggae” influences were starting to surface in rock and pop music, e.g., 1968’s “Ob-La-Di, Ob-La-Da” by The Beatles.

The Wailers, a band started by Bob Marley, Peter Tosh and Bunny Wailer in 1963, is perhaps the most recognized band that made the transition through all three stages of early Jamaican popular music in the genres of Ska, Rocksteady and Reggae. Over a dozen Wailers songs were based on or used a line from Jamaican Mento songs. As far back as 1951, recordings of Mento

music began to be released. These recordings showcased two styles of Mento: an acoustic, rural style and a jazzy, popular style. Other significant Reggae pioneers include: Prince Buster, Desmond Dekker, Ken Boothe, Toots and the Maytals and Jimmy Cliff.

Included in this genre is Millie Small*, a Jamaican singer-songwriter, who burst onto the UK scene with her 1964 blockbuster hit 'My Boy Lollipop'. It was a smash hit internationally, having seven million copies sold worldwide to date.

Notable Jamaican producers influential in the transition of Ska into Rocksteady and Reggae include Coxson Dodd, Lee "Scratch" Perry, Leslie Kong, Duke Reid, Joe Gibbs and King Tubby. Chris Blackwell, who founded Island Records in Jamaica in 1960, relocated to England in 1962, where he continued to promote Jamaican music.

Reggae's influence bubbled to the top of the U.S.A Billboard Hot 100 charts in late 1972. First, Three Dog Night hit the number one spot in September with a cover of the Maytones' version of 'Black and White'. This was followed by Johnny Nash who was at number one for four weeks in November with 'I Can See Clearly Now'. Paul Simon's single 'Mother and Child Reunion', a track which he recorded in Kingston, Jamaica with Jimmy Cliff's backing group, was ranked by Billboard as the number 57 song of 1972. In 1973, the film "The Harder They Come" starring Jimmy Cliff was released and introduced Jamaican music to cinema audiences outside of Jamaica.

Though the film achieved cult status, its limited appeal meant that it had a smaller impact than Eric Clapton's 1974 cover of Bob Marley's 'I Shot the Sheriff', which



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made it onto the playlists of mainstream rock and pop radio stations worldwide. It was this record that made Reggae music a Global phenomenon. Clapton's 'I Shot The Sheriff' used modern rock production and recording techniques and faithfully retained most of the original Reggae elements. It was a breakthrough mix of music styles devoid of any mock imitation and played an important part in bringing the music of Bob Marley to a wider rock audience. By the mid-1970s, authentic Reggae dub plates and specials were getting some exposure in UK radio shows like John Peel, who promoted this genre of music for the rest of his career. Around the same time, British

Jah Shaka Dance at the "Four Aces" club in Dalston would be the "Sex Pistols". He would play Reggae and Punk tracks at clubs such as "The Roxy" in London and promote "Punk" bands such as The Clash, The Ruts, The Embers and The Slits who performed many Reggae-influenced songs. Around the same time, Reggae music took a new path in the UK; created by the multiracial makeup of England's inner cities and exemplified by groups Steel Pulse, Aswad and UB40, as well as artists such as Smiley Culture and Carroll Thompson.

In South London around this time, a new subgenre of Lovers Rock was being created,



Photo courtesy of Drifters Bar

filmmaker Jeremy Marre documented the Jamaican music scene in the movie, "Roots Rock Reggae", capturing the heyday of the origins of Reggae.

In the late 1970s and early 1980s, the UK punk rock scene flourished, and Reggae was a notable influence. The DJ Don Letts of Punk Rock movie fame was all about the history and legacy of Jamaican music and culture and nailing Jamaican music to the British musical map. He is quoted as saying, "the only white people you would see at a

but unlike the Jamaican music of the same name, it was mainly dominated by male artists such as: Gregory Isaacs, Dennis Brown, Boris Gardiner, Sugar Minott & Freddie McGregor. The South London genre was led by female singers like Carroll Thompson and Janet Kay. However, the UK Lovers Rock had a softer and more commercial sound. Other Reggae artists who enjoyed international appeal in the early 1980s include Third World, Black Uhuru and Sugar Minott.

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CALENDAR OF EVENTS

Concerts, Events and Festivals in Negril and Jamaica

DECEMBER 2016

2nd/3rd - **Wickie Wackie Music Festival**- Bull Bay, St Thomas.
Email: wickiewackiemf@gmail.com

3rd - **Reggae Marathon, Half Marathon and 10k** - 5:15am-Negril
www.reggaemarathon.com

4th – **Golf Scramble – Negril Hills Golf**. 8.30am – Hosted by Jessie Brooks and Randi Breault.

9th - 11th– **Rastafari Rootzfest Ganjamaica Cup** – Negril
www.cannabiscup.com/jamaica

17th – **Negril Chamber of Commerce Gala Dinner** – Couples Swept Away
www.negrilchamberofcommerce.org

25th– **GT Taylor Reggae Christmas Extravaganza** – Black River
Facebook.com/GT-Taylor-Entertainment-Jamaica

31st– **Harbour Festival and Fireworks**
Downtown Kingston
www.visitjamaica.com/events

31st– **New Years Eve Jamboree**
Cayenne Beach – 10.00pm
www.visitjamaica.com/events

JANUARY 2017

1st– **Negril Music and Food Festival**
Wavz 1.00pm -
www.visitjamaica.com/events

13th / 14th - **Rebel Salute** –St Ann
www.rebelsalutejamaica.com

13th – 17th - **African Drum Circle**
Negril Treehouse Resort
www.negriltreehouse.com

15th – **Blues on the Beach**
Drifters Bar and Entertainment Venue
Negril – 2.00pm-8.00pm
Facebook.com/Blues on the Beach 2017

27th- 29th - 1st **WOMB-MAN Health and Wellness Retreat**
Negril Escape Resort and Spa, West End

FEBRUARY 2017

1st-6th– **Bob Marley Birthday Bash**-
Negril. Email: actionparknegril@gmail.com

12th– **Rotary Club Donkey Races**
Wavz – 12.00 noon
www.rotarynegril.com

14 February – **NEET Cultural Day**
Travellers Resort – 11.00am
www.travellersbeachresort.com

MARCH 2017

5th– **Pisces Party**- Drifters Bar and Entertainment Venue, Negril – 2.30pm
Facebook.com/
DriftersBarandEntertainmentVenue

APRIL 2017

14th-17th– **Negril Great Escape Easter Weekend** Facebook.com/negrilgreatescape

JULY 2017

1st week – **International Food and Wine Event**- Boardwalk Village-7.00pm
www.theboardwalkvillagenegril.com

Mid July – **Reggae Sumfest**
Montego Bay
www.reggaesumfest.com

Mid July – **International Dancehall Queen** – Montego Bay
www.internationaldancehallqueen.com

28th July – 1st August – **Appleton Special Dream Weekend** – Negril
www.jamaicadreamweekend.com

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WEEKLY ENTERTAINMENT

SUNDAYS

Drifters Bar Live – Open Mic
Rhythm and Blues
2.00pm – 8.00pm - facebook.com/
driftersbarandentertainmentvenue

Alfred's Ocean Palace - Evenings-
Reggae- www.alfreds.com

Travellers Beach Resort – Karaoke
7.30pm- Midnight
www.travellersbeachresort.com

Bourbon Beach – Old School
9.00pm -
www.bourbonbeachjamaica.com

MONDAYS

Boat Bar – Reggae Show
2.00pm-6.00pm

Travellers Beach Resort - Mento Band
6.30pm – 10.30pm

Bourbon Beach - “Jammin’- Showcasing
Young Talent
9.00pm -

TUESDAYS

Drifters Bar Live – Hiyah Grade Band
Reggae- 2.00pm-7.00pm

Alfred's Ocean Palace – evenings
Reggae

Bourbon Beach - Vybe – Live House
Band- 9.00pm -

Travellers Beach Resort - Acoustics by
the Beach 6.30pm – 10.00pm

WEDNESDAYS

Boat Bar – Reggae Show
2.00pm-6.00pm

Drifters Bar Live - Motown/Atlantic
Hosted by Luddy Samms formerly of the
“Drifters” with the Superbad Band
2.00-8.00pm

Roots Bamboo - evenings
www.rootsbamboobeach.com

THURSDAYS

Drifters Bar Live - Showcase up and
coming artistes- all music genres
2.00pm-7.00pm

Travellers Beach Resort - Live
Entertainment 6.30pm – 10.00pm

Woodstock – Dinner Reggae Show
5.00pm- woodstocknegril@gmail.com

Charela Inn – Live Jazz, Blues, Vintage
Reggae and Rnb, Cabaret Show
7.00pm-9.30pm
www.charelainn.com

Travellers Beach Resort - Live Entertainment 6.30pm – 10.00pm

Bourbon Beach – Dancehall Explosion (old and current) 9.00pm -

The Jungle - Ladies Night- late night [facebook.com/junglenegriffanclub](https://www.facebook.com/junglenegriffanclub)

FRIDAYS

Boat Bar – Reggae Show 2.00pm-6.00pm

Drifters Bar – Live Music Jam Session- Soul and Blues. 2.00-8.00pm. Feel free to use our instruments if you don't have your own. Hosted by, Luddy Samms, former member of the “Drifters”.

Travellers Beach Resort - Karaoke 7.30pm – Midnight

Alfred's Ocean Palace
Evenings- Reggae

Bourbon Beach - Feature Friday with special one off acts – 9.00pm -

SATURDAYS


Seastar Inn - Reggae Show with \$25 buffet-7.00-11.00pm www.seastarinn.com

Travellers Beach Resort - Oldies Night 7pm – 11.00pm

The Jungle – late night- 10.00pm- Reggae

Bourbon Beach – Cultural Salute- Reggae 9.00pm -

Charela Inn – Pure Jazz and Blues, Live Cabaret - 7.00pm-9.30pm www.charelainn.com



Free Live Music on Tuesday with “Hiyah Grade” Reggae Band - Free Live Music, Rhythm and Blues, with the “Superbad” Band on Wednesday, Thursday, Fridays, and Sundays - 2:00 PM till 8:00 PM
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luddysamms@talktalk.net - Facebook: <https://www.facebook.com/DriftersBarNegril>



RECIPES

JERKED CHICKEN AND CURRIED GOAT





Curried Goat - Courtesy of the Rayon Hotel

Ingredients	1 Scotch bonnet pepper, sliced (no seeds)
	4 tablespoons Cooking oil
3 lbs Goat meat, chopped in small pieces	4 cups boiling Water
2 teaspoons Salt	1 large spring Thyme
1 tsp Black pepper	3 medium white Potatoes, each cut in 3 pieces
5-6 tablespoons Curry powder	1 small carrot cut in small cubes
2 large Onion, ½ sliced and ½ chopped	1 tablespoon Tomato ketchup
4-6 cloves Garlic, minced	

Season Meat

Mix together goat meat, salt, black pepper, 4 tablespoons curry powder, 1 large onion sliced, garlic, Scotch bonnet pepper. Refrigerate overnight (or at least 5 hours) to marinate.

Method

1. Remove the sliced onions and 1 scotch bonnet pepper from the bowl of marinated goat meat and put aside to be used later.
2. Heat cooking oil in large saucepan on high flame. Place half of the minced garlic in hot oil. Let garlic burn for about 1 minute. Place goat meat in pan and brown to seal in juices.
3. Once the meat is browned, add thyme and 2 cups of boiling water; cover, lower heat to medium and simmer for about 1 hour.
4. Chop 1 medium onion and add to pot along with the sliced onion and scotch bonnet pepper that was put aside.
5. Add 2 cups of boiling water and bring to a boil.
5. Taste and based on your preference remove scotch bonnet pepper; add more curry powder to taste.
6. Add potatoes and tomato ketchup; simmer on low heat for 1/2 hour, or until the meat is falling off the bone. Note: Cooking time is about 1 ½ hours (depending on toughness of meat)

Serve with white rice and a green salad and steamed vegetables. Rice & peas is also an option.

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Jerk Chicken – Courtesy of the Rayon Hotel

The secret ingredient in cooking jerk chicken recipe is to grill chicken outdoors using pimento wood.

Ingredients for Jerk Chicken Recipe

1 tablespoon ground allspice
1 tablespoon dried thyme or 2 tablespoons fresh thyme leaves, chopped
1 1/2 teaspoons cayenne pepper
1 1/2 teaspoons ground black pepper and salt
1 1/2 teaspoons ground sage
3/4 teaspoon ground nutmeg
3/4 teaspoon ground cinnamon
4 teaspoons ground ginger
2 teaspoons molasses

2 tablespoons garlic powder or fresh cut garlic
1 tablespoon sugar
1/4 cup olive oil
1/4 cup soy sauce
3/4 cup white vinegar
1/2 cup orange juice
1 lime juice
1 scotch bonnet pepper chopped
3 green onions -- finely chopped
1 cup onion -- finely chopped
1 hot Red Stripe Beer
6 chicken breasts with skin on

Preparation for Jerk Chicken Recipe

1. Trim excess fat from chicken leaving the skin. In a large bowl, combine the allspice, thyme, cayenne pepper, black pepper, sage, nutmeg, cinnamon, salt, ginger, molasses, garlic powder and sugar.
2. Add the olive oil, soy sauce, vinegar, orange juice, and lime juice.
3. Add the Scotch Bonnet pepper, onion, and mix well. Add the chicken breasts, cover and marinate for at least 1 hour, (overnight is preferred)
4. Remove the breasts from the marinade and grill for 6 minutes on each side until juices run clear.
5. Place chicken breasts skin side up on the grill. Cover. Cook for approximately 45 minutes, keeping the grill temperature between 350°F and 400°F, turning the chickens occasionally and basting with marinade and hot Red Stripe Beer, until the chicken breasts are cooked through. The chicken is done when the juices run clear (not pink) when a knife tip is inserted into the chicken breasts about 165-170°F.
6. Transfer chicken to serving tray and serve with hardo bread, baked potato, or rice. Topped off with a garden salad.



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GANJA – KNOW THE LAW

Below is a summary of the law relating to the possession and smoking of Marijuana/Ganja in Jamaica and the use of Tobacco Products.

Possession of Ganja

Possession of 2 ounces or less of ganja is no longer an offence for which one can be arrested, charged and have to go to court, and it will not result in a criminal record.

It remains a criminal offence, however, to be in possession of over 2 ounces of ganja, and offenders can be arrested, charged, tried in court and, if found guilty, sentenced to a fine or to imprisonment or both. The conviction will also be recorded on that person's criminal record.

Visitors to Jamaica who are users of medical marijuana. Persons who do not ordinarily reside in Jamaica (for example, tourists or visiting Jamaicans who live overseas) may apply for a permit to allow them to lawfully purchase and possess up to 2 ounces of ganja at a time, for medical or therapeutic purposes.

To obtain this permit, visitors will need to produce evidence that their use of ganja has been recommended or prescribed by a licensed medical practitioner in the country where they live. Alternatively, they can sign a voluntary declaration to confirm this. The permit is issued by Jamaica's Ministry of Health, and a fee is payable.

Smoke Free Places:

There is a comprehensive ban on tobacco and cigarette smoking in indoor public places, indoor workplaces, and public transport. The law also prohibits smoking in several outdoor places and within five meters of entrances, exits, windows, and ventilation intakes of a public place, workplace, or public transport. For the purposes of these smoking rules, a public place includes a workplace and any place which is for the use of, or accessible to, the public, such as sidewalks, bus stops, restaurants, offices, educational institutions, pharmacies, hospitals, areas used by children, supermarkets and parks.

Furthermore, smoking of ganja will be legally permitted in places that are licensed for the smoking of ganja for medical or therapeutic purposes. Adherents of the Rastafarian faith will also be permitted to smoke ganja for sacramental purposes in locations registered as places of Rastafarian worship.

Failure to pay a ticket

It is an offence to fail to pay a ticket that has been issued for smoking in public or for possession of 2 ounces or less of ganja. The offender will be required to attend the Petty Sessions Court, and may be ordered to do community service, or in the rare case where



Photo courtesy of "Robin Farquarson / pixjamaica.wordpress.com"

A person who smokes in public cannot be arrested or detained.

However, the police may issue a ticket to that person, who will have 30 days to pay \$500JM at any Tax Office.

Smoking at privately occupied residencies that are not used for commercial purposes is not an offence, but is governed by rules on possession of ganja referred to above.

community service cannot be arranged, pay a fine of \$2000JM. A conviction for failing to pay a ticket will also be recorded on the offender's criminal record.

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WHERE TO STAY

Following is a guide to the general areas of Negril. Whichever you choose, prepare to have the time of your life!

ON THE BEACH

Along Norman Manley Boulevard (in alphabetical order):

Nestled at the top end of Negril's 7-mile beach, **THE BOARDWALK VILLAGE** is far away from the hustle and bustle enabling you to have a peaceful relaxed vacation. Our immaculately maintained grounds, 21 magnificent rooms, great food and excellent service make us the perfect beach spot and keep our guests coming back again and again. For more info, visit our website at www.theboardwalkvillagenegril.com, email us at theboardwalkvillage@hotmail.com or call 957 4633 or 878 4308

BOURBON BEACH JAMAICA conveniently located on the 7 mile beach in Negril directly across from Time Square Duty Free Center. It is a live reggae entertainment venue which offers entertainment 7 nights a week including 3 attractive Bars, Negril's best jerk center, multinational restaurant and 9 rooms facing the ocean. All rooms have free WIFI access, hot water, cable TV, a/c and 2 double beds.

Nobody's closer to the water than **CHARELA INN** (957-4648), a Spanish-style hacienda next to a wide gorgeous beach with its own pool. The proud owners are community leaders who also run Le Vendome Restaurant which serves products from their own farm with local spices and French flair. Thursday night is blues and vintage reggae and Saturday night is pure jazz and blues, caberet from 7:00pm - 9:30pm.

COCO LA PALM (957-4227) has as many amenities as you could need in a Negril beach resort, including Jacuzzi, water sports and a great seaside eatery named Manley's by the Sea.

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CRYSTAL WATERS VILLAS (957-4284), has one, two and three-bedroom villas, each with its own trained housekeeper/cook to take care of your space and please the palate with tasty Caribbean dishes.

Wiggle your toes in the sand; with a piña colada in your hand. That is the kind of relaxation we offer at the **FOOTE PRINTS ON THE SANDS HOTEL AND SPA** (957-4300). Nestled in the center of the world-famous Negril Beach, we are well-known for our extraordinary service, and our beautiful décor. We welcome you as part of our Foote Prints family, our hotel is ideally your home away from home.

FUN HOLIDAY RESORT (957-3585) has a name that says what's in store: more than 40 rooms, a seafood restaurant at beachside, reggae band, exciting fire dancers, swim-up pool bar and Jacuzzi, plus water sports. Set on a near-perfect beach, well vegetated and dressed in the red, green and gold of reggae.

IDLE AWHILE A trio of treasured retreats on Jamaica's sun-kissed west coast, whether on the beach, the cliffs or tucked in a private oceanfront villa, a stay at one of our boutique Idle Awhile hotels is pure Jamaica—relaxing, carefree, enchanting. Exceptional personal service and amenities blend effortlessly with our high style, low attitude, idyllic Caribbean setting—for a tropical escape that will inspire you to return again and again.

KUYABA (957-4318), Swings your vacation into Paradise with rooms for all occasions: romance, family, and plain good fun! In open-air, enjoy one of the finest dining experiences in Negril. Savour Kuyaba's famous Jumbo Mountain Pepper Shrimp in the rustic ambiance of the uniquely designed beachfront restaurant.

LEGENDS BEACH HOTEL - Situated on a central stretch of Negril's famous Seven Mile beach, Legends is conveniently located within walking distance of shopping, nightlife, restaurants, and water sports. Legends offers an optional all-inclusive plan, free WiFi throughout the hotel, 2 swimming pools, gift shop and games room. Guests also enjoy free exchange privileges at our sister hotel SamSara Cliff Hotel accessible by free shuttle twice daily. Legends is known for its ultra-friendly staff, comfortable accommodations, and affordable rates that offer excellent value.

There are actually two **MERRIL'S BEACH RESORTS** (957-4751) to choose from in the Negril area, offering lush garden views, verandas, swimming pool, gift shop, restaurant, beach bar and grill.

NEGRIL BEACH CLUB CONDOS (957-4323) heartily welcomes children, and offers suites with kitchenettes, modern studios, cable TV, and room safes. Its fitness centre (open to the public) features massage plus free weights and cardiovascular equipment.

Exotic **NEGRIL TREE HOUSE** (957-4287) is the perfect place to get your hair braided, do water sports or just stroll along the beach. In addition, the resort has 16 eight-sided

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bungalows, all with TVs and room safes. Some even have kitchenettes. Practically sitting in the water, their famous beach bar is one factor that brings guests back year after year.

PURE GARDEN RESORT in Negril is located across the street from the 7 mile beach right next to Time Square Duty Free Center. It's a well situated garden side resort which includes 35 comfortable rooms including 8 kitchenettes surrounded by a lush garden full of colors and a wide variety of flowers/plants. Each room consists of 2 double beds, free WIFI access, flat screen cable TV, and a/c with a large pool on property.

PURE OASIS RESORT formally known as Gardenia Resort is a quiet resort located across the street from Seven Mile beach. The resort consists of 74 large spaced rooms which include 2 double beds, a/c, WIFI access and a large pool and bar on the property.

RAYON HOTEL (957-9166) is across the road from the Seven-Mile Beach. Close enough to the action, but far enough for an escape, Rayon's guests find a shopping centre, night club, restaurants, bars and fitness club, within easy access. This comfy boutique hotel has 31 rooms on two floors, with features like air conditioning, cable TV, exercise equipment, banquet hall & conference center, restaurant & bar, internet and free WIFI access, Jacuzzi, rooms with kitchens, villa, game room and room service.

RONDEL VILLAGE (957-4413) Unique family owned and operated boutique hotel on Negril's beautiful seven mile beach with elegant accommodations set in lush tropical gardens. For visitors seeking personalized service in a central location close to the town's amenities, this hotel with its large rooms named after local fruits such as Mango, Ackee, June Plum and Pineapple - boasts a high repeat visitor rate. A luxury spa and salon is now an added pleasure for our guests

SEASAND ECO VILLAS (957-4376) is your home away from home on a quiet part of the 7 mile beach. Included with your stay is your personal chef and a willing staff ready to meet all your needs while on vacation. The property also has a natural food store and chef's kitchen providing healthy food choices with Jamaican ingredients. The beach front property is also available for events and day use.

SUNSET AT THE PALMS (957-5359) Awaken each morning to the sounds and scents of nature at our adults only retreat. Nestled amongst tropical gardens and flowering plants at the edge of Negril, this unique all-inclusive hidden secret is best described as intimate, chic and serene. Sunset at the Palms delivers the best of Jamaica's beauty and endless charm, all just steps from our island's finest white sand beach, in the capital of cool – Negril. This was highlighted in yellow in my last corrections.

Located towards the beginning of the Seven Mile beach, **TRAVELLERS BEACH RESORT** (957-3039), is a small 60-room resort that packs an array of amenities including a swimming pool complete with a grotto, swim up bar, Jacuzzi, kiddie's pool and waterfall. In addition they have a beach side restaurant & bar, spa & salon, scuba centre, weight room

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and aerobics facility. Visitors also enjoy free wifi throughout the resort. Be sure to check out their karaoke on Friday and Sunday nights starting at 7:30 pm.

WHISTLING BIRD Family owned for 35 years, Whistling Bird is centrally located on Seven Mile beach and has 12 free standing cottages, from 1 to 3 rooms each. 24 hour security, free parking and free WiFi. With a visit to the resort, one can experience “Genuine Jamaica” and relax in a quiet, lush beachfront setting. Choose to explore Negril, or taste fine Chef prepared meals onsite, and enjoy drinks at the bar on the beach. Come live as we live! www.whistlingbird.com (876-357-9296 or toll free, 1-844-634-7450)

ATOP THE CLIFFS / WEST END

Lighthouse Road AKA One Love Drive (in alphabetical order):

CATCHA FALLING STAR RESORT (Tel 957-0390 or 957-0045) Unique sea front cottages and suites on the cliffs of Negril. Swimming pool and Jacuzzi perched right on the cliff side as well as the famous Ivan’s Bar & Restaurant for that truly romantic evening.

THE CAVES (957-0269) The Caves was made for intimate getaways. If you are looking for privacy and luxury, you have found your destination. Sumptuous meals, self-service bar, saltwater pool, Jacuzzi, spa, sauna and attentive service are offered. The popular Sands cliff top beach bar and lounge is open daily from 4-7pm for sunset and grill.

A small boutique wellness guesthouse and spa at the West End of Negril, **JACKIE’S ON THE REEF** (957-4997) offers the chance to ‘retune and revitalize with nature’ in a spacious, serene and eco-friendly setting. The goal is holistic rejuvenation for mind, body, and spirit. Guests enjoy treatments, yoga, massage, and meditation. Jackie’s uses only rain water- and no pesticides in their lush gardens- making this spot a perfect, peaceful environment for nature lovers and bird watching.

JUDY HOUSE COTTAGES AND BACKPACKER HOSTEL (957 0671) offers a unique self-catering, experience. Nestled in a most beautiful tropical garden, the Judy House is about the ‘real Jamaica’. Based in a friendly community on Westland Mountain, close to all the amenities that Negril tourism has to offer. The Judy House Cottages provide a very private experience, whilst the backpacker hostel provides both private and shared rooms, with communal facilities. In 2015, guests from 49 countries stayed at the Judy House.

LIGHTHOUSE INN 2 (957-4052) located across from the famous Negril Lighthouse, represents a wheel chair accessible Nature Resort where you are taken back to “old time Negril”, without being denied the comfort of modernity. The resort’s restaurant “Penny’s Seafood House” has maintained its high standards of fine dining and service since 1988. A free “to and from” dinner shuttle to guests staying on the West End and a one way for guests residing at the beach is available.

ROCKHOUSE HOTEL (957-4373) is a boutique hotel on eight acres of tropical lush garden and spanning the cliffs at the pristine cove. The resort boasts a 60-foot cliff-top horizon pool and an award-winning restaurant built onto a balcony that seems to hover above the water. Thatched roofs dot the property, as do private sun bathing decks at the cliff's edge. All about, there are steps and ladders cut into the rock, leading safely downward to the reef.

SAMSARA CLIFF HOTEL – (957.4395) Located on a prime spot of Negril's famous West End Cliffs, Samsara commands spectacular views from its ocean front location of amazing sunsets, passing dolphins, and clear blue Caribbean waters. Samsara offers an optional all-inclusive plan, free WiFi throughout the hotel, 2 swimming pools, PADI Scuba Centre, gift shop, and games room. Guests also enjoy free exchange privileges at our sister hotel Legends Beach Hotel accessible by free shuttle twice daily. SamSara guests come back year after year for our stunning location, super friendly staff, and economical prices.

THE SPA RETREAT BOUTIQUE HOTEL (399-3772) is the ideal romantic escape, wedding destination or health and wellness retreat. A true adult's only luxury escape, located on the West End Cliffs. 18 Handcrafted stone cottages with spectacular tropical gardens and cliff-side organic farm to table dining. An ideal destination for couples, golf getaways, spa/individual wellness retreats, weddings and honeymoons, The Spa Retreat features a full-service luxury day spa offering classic aesthetic treatments with a Jamaican flair. The adults only, Spa Retreat features a sea water pool, sandy beach deck, A/C, wireless internet, in-room safe, yoga and specialty tours to enhance your experience.

SUMMERSET VILLAGE (957-4409 or 399-2400) the friendly hotel, nestled amongst fruit trees, welcomes families, children and groups. Some of our rooms are air conditioned with fans and full bath and shower. We are not near the beach but we do have access to the cliffs and we have a pool on property. All our rooms have a safety deposit box. There is also WiFi and security on Property. We are 5 minutes away from the famous Rick's Café known for watching the beautiful sunset.

TENSING PEN RESORT (957-0387) is located on the western tip of Negril, the ultimate destination resort for the discerning traveller. This beautiful resort is a secluded getaway featuring a collection of different sizes of wood, thatch and cut-stone cottages, each more luxurious than the last. The setting provides the perfect restful vacation, nestled in its own private Caribbean cove.

XTABI RESORT (957-0121) awaits you with a dramatic water front setting where spiral stairs lead down through a cave to a sandy beach. Many grottos along the cliffs are there to explore and the shallow reefs nearby ensure great snorkelling. The cliffside bar and restaurant welcomes you for breakfast, lunch and dinner, serving good food in a friendly atmosphere with a breath-taking view and nice music. Xtabi will make you feel irie.

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LOCATED NEAR AND OUTSIDE OF NEGRIL

LUNA SEA INN is a boutique hotel on a peninsula surrounded by water. The nine rooms (eight ocean view) are completely renovated with handmade furniture, walk in showers, safes, robes, high end bedding with a choice of down or memory foam pillows and all the amenities of a five star hotel. Far from the tourists, it is a quiet spot to relax, explore the area and partake of all the free watersports. Having earned Green Leaders Platinum and a Certificate of Excellence from Trip Advisor, service and ambiance cannot be surpassed. The Cracked Conch restaurant is food poetry. Executive Chef Vinton purchases only local fish, chicken and produce, organic whenever possible. The only area restaurant to participate in Restaurant Week, amazing food is the norm here. www.lunaseainn.com

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Photo courtesy of "Robin Farquharson / pixjamaica.wordpress.com

SHOPPING

Craft Markets

Arts and crafts abound in Jamaica and everyone should try to take a little piece of our island home with them as a memory or gift. Beautiful wood carvings, hand painted pottery, woven baskets, sarongs, beach towels and T-shirts are all available at the many shops along the road as well as at the three major craft market areas.

There are two big outdoor Crafts Markets that can fill the day with shopping as entertainment. All the vendors call out, "Come give me a look, mon". From inside the packed stalls burst treasures galore, all anxious to go home with visitors. Negril Craft Market with its huts lining the Negril River, by the roundabout, has a wide choice of carvings, jewellery, art and other souvenirs. To the north of Negril, near the aerodrome, you'll find the open-air Rutland Point Craft Market, another good choice for

vibrant local art, clothing, straw items and a huge selection of carvings.

Then there's Fi Wi Plaza, which means "our place", conveniently called Vendors Plaza by the locals. It is located a few blocks west of the roundabout and has a bustling hive of shops; definitely a great place to practice your negotiation tools while enjoying a nice cold jelly coconut.

Duty Free

Opposite Bourbon Beach on Norman Manley Boulevard is "Time Square Mall", offering duty-free shopping ready with electronics, crystal, china, leather and exotic jewelry you may not find anywhere else. A range of other gift shops can be found at White Swan Plaza, Whitehall Plaza and Riverside Plaza which are all situated downtown and at Sunshine Plaza on the start of the West End Road

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Supermarkets

There are numerous small grocery shops located all over Negril, many that are owned by the Chinese community and whose prices are extremely competitive. They also tend to stay open till late in the evening.

There are also larger supermarkets, the main ones being located downtown with Value Master at Value Master Plaza, Quality Traders or Icon Supermarket at the beginning of the West End Road and Hi Lo at Sunshine Plaza also near the beginning of the West End Road.

Cambio, Western Union and ATM's

The main Cambio is located in the Town Centre Square with another to be found in the West End, known as Banmark Cambio, located after Pushcart and before Summerset Village.

The Western Union Office is located in Sunshine Plaza close to Hi Lo Supermarket's main entrance. There are ATM's located in the Town Centre Area namely Scotiabank, First Carribean and NCB who all have points there. In addition ATM's can be found at Petcom Gas Station out beside the aerodrome on the Beach opposite side, next door at Rutland Point Craft Market, Time Square shopping plaza, Hi Lo Supermarket and the NCB Bank in Sunshine Plaza.



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ATTRACTIONS

Negril is an attraction in itself as the seven mile beach is often listed as one of the top ten most beautiful beaches in the world. Although this is a beach lover's paradise with the golden sand and blue, blue water we have even more to offer. For those of you who are more adventurous and want to do more than just swim and sunbathe we invite you to enjoy the range of activities in and around Negril as you stroll the beach; jump a cliff; snorkel the reef; or just lay back anywhere along the coast and watch the glorious sunsets. The following are some suggestions but check with your hotel or resort reception to find out about their organized tours.

Open daily at no charge, the historic Negril Lighthouse is situated about 3 miles from the roundabout on the West End Road. Visitors who climb the steep 103 steps to the top of the 66 foot tower are rewarded with beautiful views of cliff-side Negril. A mini-museum displays artifacts, like the original kerosene lamp from 1894 and you can just imagine the magnificent scenes when the Spanish galleons sailed round this Negril Point in search of the America's. Today the modern lamps that still warn ships away from the rugged coast are powered by solar energy.

Located in Middle Quarters, St. Elizabeth, a trip to YS Falls is not to be missed. This is a splendid site with a series of seven falls with elaborate walkways with resting points beside them. There are ponds at the base of each falls where you can swim. It is deep in the rain forest with wild ginger, birds of paradise, orchids and bromeliads among many other tropical plants growing naturally. The sheer beauty is breathtaking. You can take a rope swing and drop into the pond in front of the fall. The water is refreshing even though it is cold. Continue on climbing until you arrive at the Zip line where you can do a treetop canopy tour. There are beautiful picnic tables located throughout and there are two swimming pools, one from the river with a rock bottom and the other a more traditional pool. A children's playground, changing rooms and toilets are also available. Please note this attraction is closed on Mondays and all public holidays. Tel: 997-6360.

Only 30 minutes from Negril, Zimbali's 'Farm to Table' Cooking Tour is more than just a meal - it's an Experience. This 5 Star Mountain Retreat and 7 acre Organic Farm is one of the most unique places in Jamaica. Tour the Farm, taste and pick the foods and fruits of the season. Then return

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An advertisement for OMG Cafe & Ice Cream. The background is a collage of various food items including a chocolate milkshake, a cup of coffee, ice cream cones, and fried snacks. The text "Treat yourself..." and "You deserve it!" is overlaid on the image. The logo for OMG Cafe & Ice Cream is in the center, featuring a chef's hat and the text "OMG cafe & Ice Cream". The phone number "957-3639" is also displayed.

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The Pelican Bar started as a dream when a local Rastafarian, Floyd, was told to build a bar in the ocean. So he did and it now has the reputation of being one of the best bars in the world. He built the bar on stilts in four feet of water, half a mile offshore. Floyd's is accessible only by boat as it is a

plant species, and several types of birds, butterflies, and indigenous wildlife. The tallest cascade is called the "washing machine" and it is three metres tall, large enough for a person to enter. There is also a rope bridge on the River walk and the grounds are in immaculate condition and well maintained. It is so peaceful and you are surrounded by beauty. Take water shoes with you or hire them there. Please note it is closed on Saturdays and Sundays. Tel: 971 6580

It would be difficult to be in Jamaica and not enjoy the Rum, so to get an idea of your



bar built on a sandbar just inside a reef. The red stripe is cold, the music is loud and the smoke may be more than just a Cuban cigar. People, from all over the world, show up here, sometimes travelling hours by bus or car plus boat to be able to say that they too had visited the Pelican Bar. Pods of dolphins frequently frolic just outside the reef and fish of many colors can be easily spied under the bar.

There is also an eco-tourist attraction at Mayfield Falls in Westmoreland, a nature lover's paradise with two beautiful waterfalls, 21 natural pools, 52 varieties of ferns, an abundance of exotic tropical flowers and

favorite; a visit to the Appleton Estates Rum Factory would fit the bill. You can start the Tour in the bar and then join the guide for the first stop of the burro turning the wheel to squeeze the sugar cane. This tour shows the original methods of making rum as well as the more modern methods. Conclude the trip with a tasting of the many different rums and liquors, all made on site, and end up in the duty free shop to purchase some liquid souvenirs.

Black River Safari is about two hours from Negril by car. This attraction takes visitors up the Black River to see Mangrove trees hanging in the river which is home to many



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endangered crocodiles. These magnificent reptiles lie sunning themselves on the banks or just under the edge of the water. The brave of heart may take a swim with them. Black River is so named not for the dark color of the river for in actuality the water is crystal clear. It is the base that is dark. Black River itself is one of the oldest cities in Jamaica due to its importance as a Port when they floated logs downstream for sailing masts and dyes. On the walking tour on Thursdays, you will also get to appreciate the amazing Victorian architecture.

Roaring River is a fabulous spectacle of a huge cavern with a river that runs through it. This natural beauty spot contains mineral waters that gush from the ground in a meadow full of water hyacinths and lilies. A stone aqueduct takes up some of the water which runs in a turquoise jade color. You can take a massage in the rocky whirlpool

or dive into the blue hole, which legend has it, has no bottom. This is an area full of stalactites and stalagmites, full of harmless fruit bats that roost in the recesses.

The Blue Hole Gardens is just a short distance from the Roaring River. It comprises beautiful botanical gardens developed by a Swiss couple. The Turtle River is an ancient Taino water source. This is a beautiful spot with a lovely gazebo for picnics and you can swim in the river or in the Blue Hole.

Kool Runnings Water Park (957 – 5400) is one of the main attractions located near the aerodrome on the Beach Road. The “All for One” Plan includes: all waterslides & select adventure zone rides, while the General Admission Adventure Park includes: all waterslides, lazy river & entry to adventure zone.



UNDERSTANDING RASTA AND ITAL

The Rastafarian religion or movement is a significant phenomenon to emerge out of Jamaica's plantation slave society. It was born out of the need to counteract the denigration of people of African descent in a society that gave little recognition for the majority of its citizens. The Rastafarians withdrew from "Babylon" or Western society and created their own speech, music, beliefs, cuisine, lifestyle and mode of dress. Rasta's believe in the deity of the late Ethiopian King, Haile Selassie, who was the Messiah, Rastafari. They believe in repatriation to Ethiopia and consider themselves to be one of the tribes of Israel.

Rastafarians believe that certain of the Old Testament chapters speak about Haile Selassie and Ethiopia. "Jah" or "God" is seen as a black man and Rasta's see themselves as the true Hebrews, chosen by "Jah". Pure living Rasta's are considered as saints and the others are called "Brethren". This religion has a code against greed, dishonesty and exploitation. True Rasta's

are law abiding, have strong pride in black history, a positive self- image and strive for self- sufficiency. Their lifestyle reflects these beliefs and in the sacramental smoking of Ganja. Some orthodox Rasta's resemble biblical figures with their beards and long robes, carrying staffs and wearing their dreadlocks with turbans .They quote Leviticus 21.5 , "They shall not make baldness upon their head, neither shall they shave off the corners of their beard, nor make any cuttings on their flesh", as the reason for wearing natural, uncombed hair that is their dreadlocks. They incorporate the colors of the Ethiopian flag, red, green and gold into all kinds of clothing.

The Rasta's diet called I-Tal, which means natural in the Rasta language, is essentially a strict vegetarian one. They believe that man should eat only that which comes from the soil and food should not include the dead flesh of any living animal and pork is strictly omitted. Manufactured or processed food is not allowed on this diet as it contains

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additives, fertilizers or preservatives that they believe causes illnesses such as cancer. I-Tal cooking uses the organic produce from the land; peas, beans and a variety of other vegetables and starches and fruits that are locally available. Ganja is often included in cooked foods and infusions are taken for medicinal purposes. Non-alcoholic natural fruit drinks are favored and beers, wines and spirits are abstained from. They also prefer to eat from coconut or calabash shells with their fingers instead of plates and cutlery. This helps them to identify with their African roots and they also tend to use rain water in cooking rather than any treated or processed water.

They celebrate specific events like Haile Selassie's birthday with drums and Rasta music to create a spiritual mood. Ganja plays an important role in the lives of the Rasta and it is smoked in cone shaped "spliffs", made from brown paper bags or newspaper. Alternatively a pipe is passed around as the smoking of this herb inspires open conversation. The profound influence that Rastas' have had on indigenous musical forms has been well catalogued. From "Ska" to "Rock Steady" to "Reggae", where the latter, with its protest lyrics and hypnotic beat, has taken on a life of its own and has carried the spirit of Rastafarianism throughout the World.



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The NSNC, in collaboration with JSPCA, hosts bi-weekly, spay and neuter clinics at Summerset Village in Negril. These clinics are operated with the generous donations of animal lovers alike. The clinics are also open for all pet owners to bring their animals in at very reasonable costs for all their needs

NSNC has also established feeding stations in Negril, which are also funded

by donations. An educational program has been initiated in the local schools. The NSNC goal is to teach the children to love, respect and care for their animals. By educating children, we are able to provide a fair chance at a better life for the animals of Negril. There have even been some recent adoptions, with dogs going to reside overseas.

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www.facebook.com/groups/889837081039930/



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“OUT OF MANY, ONE PEOPLE”

The History of Negril

Part 2

One of the first persons to realize the potential of Negril was Norman Washington Manley. His administration cut canals to drain the swamps in 1959, launching the development of what was then a tiny fishing village. This sleepy beach front community quickly became a well-known vacation destination for Jamaicans. At around the same time, hippies and backpackers from abroad began to appear. These people boarded with locals or camped in tents on the beaches, smoked marijuana and ate psychedelic mushrooms while cementing the attitude and laid-back lifestyle that has become Negril and given rise to its name as the “Capital of Casual”. The first Guest House was established to provide more conventional holiday places to stay for the “flower children”, as they were known, and the area’s standing grew over time as the first of many major resorts that were constructed by the middle to late 1960’s. The first hotel around Negril was the Yacht Club by Mary’s Bay located on the West End. Once the road, which stretched from Montego Bay to Negril, was developed it facilitated a boost in Negril’s stature as being the hot, new vacation resort area especially with that amazing beach.

After the infrastructure had been expanded in anticipation of the growth of more vacation resorts in Negril, and with an expanding

population, a small airport, the Negril Aerodrome, was built in 1976 near Rutland Point. In addition several small hotels, mostly serving the North American and Canadian winter travelers were constructed. Many Europeans also came to Negril, and several hotels were designed to appeal directly to those overseas visitors.

It is from this original clientele of hippies that Negril acquired the spaced-out reputation that it has never shed. They smoked a lot of local Ganja (marijuana) and they also discovered hallucinogenic mushrooms growing wild and tutored the locals in the commercial potential of mushroom tea. Both commodities are still available. On the other hand it is no secret that the Ganja boom of the 1970s and ‘80s provided much of the impetus (not to mention the finance) that has fueled Negril’s development and started many a now respected citizen on the road to success. Many of Negril’s early visitors decided to buy their own “piece of the Rock” and today much of the West End is owned or part-owned by expatriate residents - including celebrated sites like Rick’s Cafe, Xtabi, Samsara, Rock House and Summerset Village.

The Travel Trade discovered Negril in 1977, thanks to a brilliant advertising campaign

promoting Hedonism at the newly opened Negril Beach Village. At the time Jamaica's politics made it unfashionable, so the advertisers marketed Negril in a vacuum, to the extent that some clients were surprised when they landed in Jamaica as they thought they were going to the Island of Negril. The Beach Village enjoyed phenomenal success from the start and helped to lead the way for a regeneration of Hanover and Westmoreland's tourist trade. Its format was patterned on the all-inclusive concept and the tone was, to put it mildly, uninhibited. Tales of toga parties and nude beaches shocked Jamaica, lured the tourists, and launched Negril. Renamed Hedonism II (Hedo to its fans) it swings around the clock with an appropriate package. Right next door, Sandals Negril is equally popular and slightly more staid (no nude beaches, nude jacuzzis or nude volleyball).

Hippies were closely followed by the better-heeled visitor whose notion of paradise

went over and above a simple hammock and palm-thatched bungalows; so luxurious vacation resorts started to sprout up all over the area. The 1980's saw a lot more growth as Negril's popularity spread and those same hippies, now respected attorneys, physicians and prominent business owners, started to come back to rekindle the lifestyle and culture for a few weeks every year. The hippies left their mark permanently upon Negril, and helped to produce its care free, relaxing atmosphere where friendships spring up between visitors and locals, making Negril the optimal location to meet Jamaicans in their own environment. Today, Negril, the "Capital of Casual", boasts over 6,000 rooms serviced by the men and women of Negril who appear to be mindful of their own originality and who exhibit a pride which is very nationalistic and reflects the Jamaican Motto – "Out of many, one people"

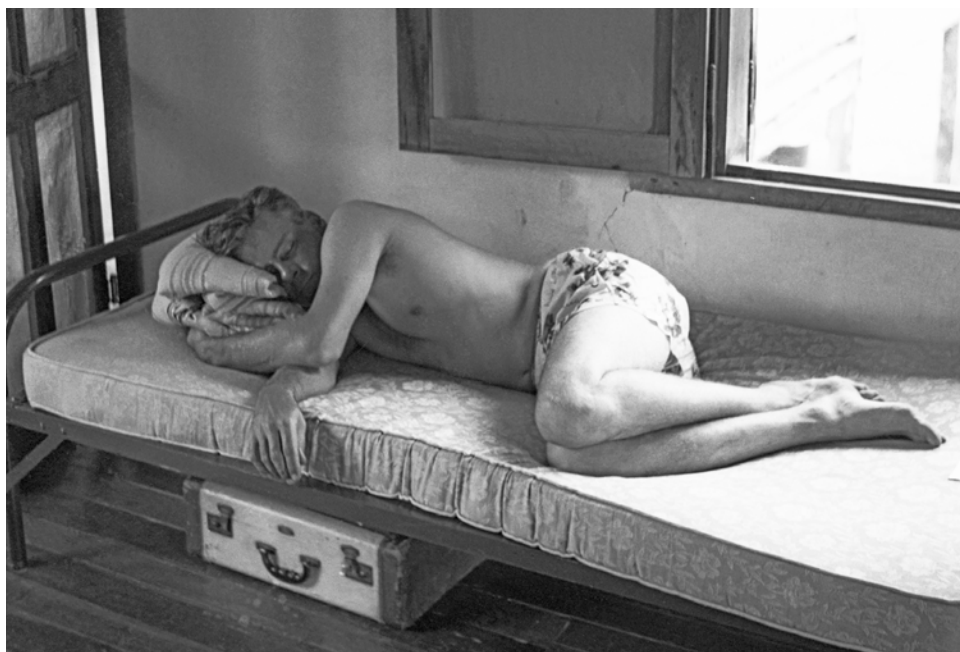


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ROTARY CLUB OF NEGRIL

The Rotary Club of Negril is a service organization whose purpose is to bring together business and professional leaders in order to provide humanitarian services, advance goodwill and peace in Negril and its surrounding environs.

What do we do?

The Rotary Club of Negril main focus is education. As a result, Rotarians contribute their efforts, time and money to various projects /programmes such as the Get Kids to School Programme, See Better Learn Better Programme, Get Registered Programme, Scholarships, Literacy Programmes and the St. Anthony's Soup Kitchen. By providing various schools within the Negril community and surrounding environs with books, furniture, internet services and bathroom facilities, the aim is to ensure that each child has equal opportunity and access to education.

Where do we meet?

Rotary Club of Negril meets most Thursdays at the Negril Escape Resorts at 6.30 pm, except for the last Thursday of each month, which is our monthly social. To learn more, please contact us at www.facebook.com/Rotary-Club-of-Negril or www.rotarynegril.com. Or to donate to a cause (One World Children Funds) at www.owcf.org



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The mission of the Negril Chamber of Commerce is to facilitate the sustainable, commercial, social and environmental development of Negril. In the interest of its members and the wider community it will strive to develop projects, protect and improve the tourism product and promote Negril as a tourist and investment location. This will be achieved by voluntary effort, sensitizing and educating, lobbying and encouraging members to action.

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Nehru Caolsingh	Director Emeritus	Winthrope Wellington	Director
Ray Arthurs	Director Emeritus	Barry J. Hough Sr.	Director
Elaine Allen-Bradley	Director		
Gail Jackson Brooks	Director		
Christine Cohen	Director		

MARKETING COMMITTEE

Barry J. Hough Sr., Chair	Sophie Grizzle Roumel
Lady Jan Samuels	Sharon Parris-Chambers
Nola Stair	Andrea Rhule Hudson
Pansy Rayson	Lee Issa
Attilio Miriello	Winthrope Wellington
	Windy-Moon Saultter Barnett

ANNUAL REPORT

The Negril Chamber of Commerce (NCC) made remarkable progress towards key objectives for the 2016 year. Specific, advancement was made in the following areas:

NCC was successful in negotiating with the Government of Jamaica (GOJ) to rescind plans to establish a Breakwater to correct the challenge of beach erosion. Presently, efforts are being channeled into looking at options for Beach Nourishment. A meeting was convened on August 10, 2016 to engage the community in exploring sustainable options, by hosting a seminar billed "On building with nature-environmentally sound solutions to beach erosions". Experts from The Netherlands and U.S.A. both made strong presentations and arguments on Environmental Ecosystems and Biorock Technology respectively.

Another project, lobbied for the installation of CCTV system in strategic locations to aid in crime fighting efforts across Negril. The Chamber's efforts in this regards has been successful and we are quite pleased that installation of the equipment has begun. This can only bear positive fruits for our tourism product, providing well needed assurance of security for valued visitors to the Negril community. It will also provide residence of Negril and its environs, with the assurance that they too can feel safe and secure. The chamber has also a refurbished a much needed lunchroom for the nurses at the Negril health clinic

Preliminary discussions are also underway to relocate residents presently living in informal settlements. It is anticipated that these discussions will proceed positively. This action will result in the relocation of said residents into a more formal arrangement in the vicinity of the Sheffield All age School.

CHAMBER OF COMMERCE - MEMBERSHIP

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AAH Negril!!!

A tribute to Negril

By Sharon Parris-Chambers

Life in the tropics; oh what bliss! A Ban de Soleil Tan on the beach

A seven-mile stretch of white sand.

Negril you must not miss!

Mindful meditation at sunrise.

Evening meditation at sunset.

Melodious sounds of Reggae float through the air.

AAH Negril!!!! It's an Alfred Ocean Palace Affair.

Feeling cool? Irie, Mon!

You're in the "Capital of Casual".

Beauty is everywhere around you.

Get in touch with your inner self.

Heal your inner child.

Listen and feel vibrations of Peace, Love and Harmony.

Negril, your Shangri-la.

Negril, your Bohemia.

It's you, it's me;

AAH Negril!!!!

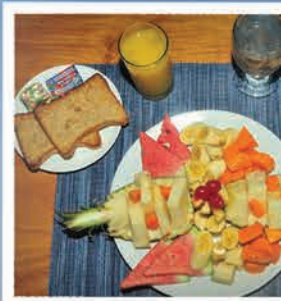


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