

The Gleaner

Hospitality Jamaica

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WEDNESDAY, NOVEMBER 28, 2018

FAMILY RESORTS IN DEMAND FOR CHRISTMAS, *but Jamaicans are late bookers!*

Upgraded Lyssons Beach
officially opened

Passenger numbers could double
to 8.2 billion in 2037





FAMILY RESORTS IN DEMAND FOR CHRISTMAS, but Jamaicans are late bookers!

Holiday Inn in Montego Bay

Janet Silvera

Hospitality Jamaica Coordinator

JAMAICANS ARE known to go into panic mode just before Christmas after being hit with the fact they are left with very few choices of accommodation for the holidays.

“Usually, persons tend to book their Christmas stays about two weeks before and then start panicking when they realise they don’t have much to choose from,” travel expert Dave Chin Tung of Go Jamaica Travel tells **Hospitality Jamaica**.

He says he is already seeing increased interest for resorts such as Moon Palace, Hyatt Ziva, Royalton White Sands, Holiday Inn, and Hedonism II.

“Even with the five-night minimum stay at Moon Palace, the numbers are up for locals who are spending Christmas in a resort,” said Chin Tung.

His comments were bolstered by director of sales at RIU Resorts Jamaica, Niurka Linton, who

revealed that her resorts were doing very well for Christmas.

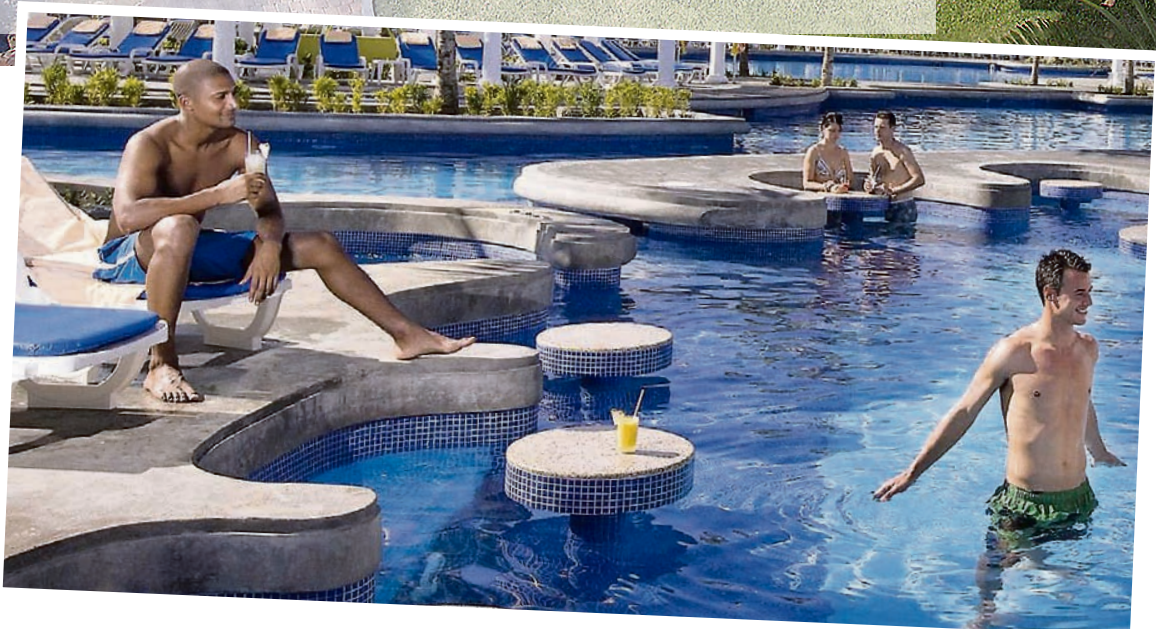
“Traditionally, there is greater demand for the family hotels for this particular holiday than our adults-only (AO), which is understandable. However, we do see an increase in sales for the AO closer to arrival date,” stated Linton.

According to her, RIU is pacing ahead of last year in all seven resorts on the island and has been fully booked for both Christmas and New Year in Ocho Rios since October.

With Ocho Rios being the obvious choice for vacationers, Linton said the demand was being diverted to their second favourite “the hotels in Montego Bay”.

This is not unusual for the brand, and in the past few years, she said, they have noticed consistent incremental business from the local market during this period.

“It’s a family affair, and the beautiful thing is that grandma and mama get the chance to be catered



Riu Montego Bay

PHOTO COURTESY OF RIU HOTELS

to and rest while the entire family has fun.”

In Trelawny at the Meliá Braco Village, another favourite for families, bookings for the holiday season, director of sales and marketing, Angella Bennett, says, is pacing very well, with occupancy

percentages in the high 80s.

That figure, she said, is coupled with healthy rates from the international markets – USA, Canada and Europe.

According to Bennett, Meliá Braco is anticipating the local market to start booking early, pre-Christmas

date December 1-23, as the summer rates are still very attractive for the family market over those dates.

For the Couples group of resorts, although their most popular properties for locals are Tower Isle and Negril, Alex Ghisays, director of sales, said that for their four



PHOTOS BY DAVE RODNEY

The new Moon Palace in Ocho Rios is sensational, colourful and exciting.

resorts, including Sans Souci and Swept Away, bookings look pretty good for Christmas, but all properties are showing some space until December 28.

“Our local business is mostly repeaters, so this is the norm for this period,” she explained.

Sandals Resorts is also experiencing and projecting very high occupancies across all its resorts, inline with traditional booking uptakes for the period. “Local to international bookings are also in-line, with over 95 per

cent,” said organisations group manager, public relations, Sheryl McGaw-Douse.

And it gets better at the Jewel and Hilton resorts, which are all showing high occupancy for Christmas into the New Year, according to Jewel and Hilton Resorts director of marketing, Charmaine Deane.

“Over the years, we have seen an increasing number of Jamaicans for Christmas, especially the family-based ones, and this is no less. Of our overall totals, between five and



CONTRIBUTED

The Royalton White Sands Resort in Montego Bay.

10 per cent are locals, who are primarily booked over Christmas and Boxing Day for the family resorts and a little less for the adults-only,” said Deane.

Being busy is normal for this time of year, she admitted, noting that the number of local bookings has been growing steadily as it seems that persons prefer to enjoy the

holiday and be catered to rather than to be in the kitchen or have food prepared catered at home.

Many of the smaller hotels are doing quite well as well, and this was evidenced by the response from Sea Gardens Beach Resort’s director of sales, Tricia-Ann Bicarie, who told *Hospitality Jamaica* that her hotel has been

sold out for the Christmas holidays since as early as October.

“The only offerings we have available are day and evening passes for persons wishing to spend Christmas Day or have Christmas dinner with us, and they are limited,” added Bicarie.

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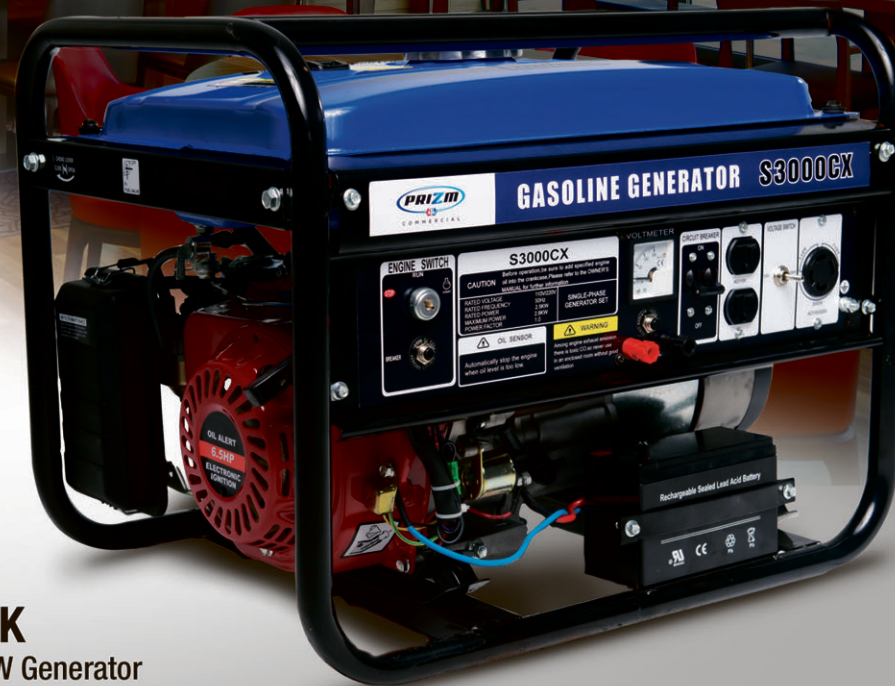
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Hotel Teams gearing up for Chairman's Trophy



Runners enjoying the race course at Reggae Marathon.

HOTELS IN the resort areas of the island are gearing up to compete for the Chairman's Trophy in this year's Reggae Marathon, Half-Marathon and 10K, set for Sunday, December 2.

The trophy was introduced last year in honour of Ewart Barclay, the late chairman of the Reggae Marathon, Half-Marathon and 10K. The inaugural trophy was awarded to Negril's Rock House Hotel on the Negril's West End, which had the winning hotel team in the 10K.

"The trophy is again up for grabs this year among Jamaican hotel teams and word is that those from Negril, as well as Montego Bay and other resort areas are training hard to win it," said Alfred 'Frano' Francis, race director.

In addition, Francis noted that the IAAF certification of the race course along the Negril main road remains in effect for another three years and can be used by runners wanting to qualify for the Olympics and World Championships, or to enter marathons such as the prestigious annual Boston Marathon or London Marathon events, which require a qualifying time.

The reminder was given by Francis, who has been ramping up

the promotion of the races locally and overseas.

He said the prize purse remains at approximately J\$1 million. In addition, there will be a special prize purse, which was instituted in 2015 but has never been utilised, for Jamaicans who break any of the three race records. The Jamdammers Running Club will double the prize of any Jamaican breaking any of the established records held to date, as follows:

REGGAE MARATHON

■ Male record holder: Pamenos Ballentyne, St Vincent, 2001 – 2:21:05

■ Female record holder: Ramilia Burangulova, Russia, 2001 – 2:42:25

REGGAE HALF-MARATHON

■ Male record holder: Moses Macharia, Kenya, 2001 – 1:08:32

■ Female record holder – Jackline Toror, Kenya, 2001 – 1:16:12
Reggae 10K

■ Male record holder: Shawn Pitter, Jamaica, 2012 – 29:55

■ Female record holder: Carrie Tollefson, USA, 2011 – 36:17

So far only one Jamaican, Shawn Pitter, has set a record in any of the three races and his was in the 10K event.

Jamaican seafarers are in the highest demand in the cruise business, says Bartlett

TOURISM MINISTER, Edmund Bartlett says there is currently a demand for 5,000 Jamaican seafarers in the cruise industry.

Speaking last Tuesday (November 20) at the graduation ceremony for the Blue Ocean Servidores pilot programme, offered at the Caribbean Maritime University, the minister said,

"I have been told by the cruise lines that Jamaican seafarers are in the highest demand in the cruise business, but they have labour market arrangements which need tweaking," Bartlett told the graduates.

"As we speak, there is a demand for 5,000 seafarers. Therefore, graduating from the Maritime University, focusing on tourism is a very positive area with immediate demand."

The minister also noted that there are plans in place to further develop the marine tourism industry so that more Jamaicans will benefit from increased earnings from the sector.

"We are just finishing discussions with two of the largest investors in

maritime tourism – one to come to Port Royal and the other one in the Montego Bay area. One thing that Jamaica has not yet developed properly is marinas for yachting and maritime tourism – this is a high-income and special demographic area of tourism. It is an area where the rich and the famous particularly control," he stated.

Jamaica, he argued, has not been able to dominate, but was looking forward to do just that.

"We are also talking to our cruise ship partners in a very strong way for you," said Minister Bartlett.

The aim of the Blue Ocean Servidores is to equip students with the skills and knowledge required for a smooth transition to the cruise tourism sector as professionals.

Training took place with 10 students over an eight-week period, with classes on basic safety; ship security awareness; crowd and crisis management; protocol; business etiquette; résumé writing; and managing your IT footprint. All participants were students enrolled in the bachelor of science degree

programme in cruise shipping and marine tourism.

The minister also took the opportunity to encourage the graduates to consider enrolling in the Ministry of Tourism's training arm, the Jamaica Centre for Tourism Innovation (JCTI) for additional certification to attain management roles in the industry.

"The course that you have done and the degree that you will get after you have completed the four-year period, is a start to qualify you for higher levels of placement in the tourism sector. The JCTI is a pathway institution to certify you for leadership," said the minister.

He further emphasised that "once you have been trained, certified and competent, then you are at the vanguard of the prosperity agenda of Jamaica. I encourage you to understand that knowledge is to be used as a tool for engagement and empowerment and to add value. If you are able to so use the knowledge, then prosperity will be yours."



Tourism Minister Edmund Bartlett (5th right) and VP of university advancement and development at the Caribbean Maritime University, Evron McLean (left), join graduates of the Blue Ocean Servidores pilot programme, offered at the Caribbean Maritime University, for a photograph after receiving their certificates.

Sandals recruits new batch of trainee managers

TWENTY-SEVEN YOUNG people are to benefit from hands-on training and regional travel as part of the company's signature Management Trainee Programme

Committed to investing in the development of young people across the Caribbean and continuing to strengthen its succession-planning strategy, Sandals Resorts International (SRI) has, since 2012, recruited over 100 trainee managers to participate in its Management Trainee Programme.

Most recently, 27 new trainees were selected from among 138 applicants across the region to join the competitive and robust programme. Some will be trained for two years, others three.

The MTP prepares both new hires and existing team members for exciting management and leadership roles throughout the company. Management trainees are exposed to strategic hands-on training through rotations in various departments at a number of the company's resorts throughout the region. This year's trainees, the fifth cohort to benefit from the programme since its reintroduction in 2012, include nationals of Jamaica, The Bahamas, Barbados, and St Lucia.

They will be trained in the divisions such as butler, Club Sandals, engineering, entertainment, watersports, food and beverage, housekeeping, sales, resort shop, Red Lane Spa, and weddings.

Intern Lennox Speid, a recent university graduate, speaking of the programme, said that he was enjoying learning the ropes of an industry he was desirous of making his mark on and had big dreams of one day holding a permanent position within the Sandals chain.

A Jamaican national, Speid is among three trainees who will be immersed in the operations of the company's Butler Division. He hopes to become a butler manager and to one day move into the operations division. Excited about the journey, he said, "I think this programme will help me to achieve my goals through the rigorous training that will allow me hands-on experience and prepare me for my career path. I have already been impacted and changed in many ways over the course of the orientation."

IMPRESSIVE TALENT

Adam Stewart, SRI's deputy chairman, said the programme was illustrative of the company's commitment to investing in and providing opportunities for young people across the region. "The talent that exists in our resorts and our communities is impressive. We are committed to identifying these talented young people, providing them with opportunities for growth and development, and helping them to find and pursue their passions. The Management Trainee Programme is one of the initiatives I am most proud of because I have seen how it has changed the lives of countless young

people across the region," he said.

He continued, "This programme is an investment in our team members, an investment in the young people of the Caribbean, and, ultimately, an investment in the region's hospitality sector. We are resolute in our commitment to developing our human resources, and I am excited for the new trainee managers who have embarked on this life-changing journey."

Life-changing is exactly the word that best describes what the experience means for Sheudy Henry, a St Lucian national who started with the company as a hospitality trainee. Henry hopes to become a food and beverage manager, and eventually, the company's chief operations officer.

Devron McFarlane, who has worked as an AC and refrigeration technician at Sandals Montego Bay for 11 years, took a leap of faith in his quest to better himself.

"Personal development and growth have always been important to me. I have a love for air conditioning and refrigeration, but I am also multifaceted. I like chemistry, plumbing, and electrical work, and I just want to create things." McFarlane hopes to become a chief engineer within the chain and also harbours dreams of being the first Jamaican to create his own brand of refrigerator for the market.



Devron McFarlane, management trainee at Sandals.



St Lucian Sheudy Henry, management trainee at Sandals.



Lennox Speid, management trainee at Sandals.



Group of trainees on the Sandals management trainee programme.

30 countries already registered for Reggae Marathon

AS PROMISED, this year's 18th staging of Reggae Marathon, Half-Marathon and 10K will be held on a Sunday, December 2, and the location remains Negril, again starting at Long Bay Beach Park on the Norman Manley Boulevard promptly at 5:15 a.m.

Already, participants from 30 countries have registered, with the largest group set to come from the Reggae Runnerz club out of the USA, which has a contingent of over 400 runners and supporters.

"The event has earned the reputation of being an international event, known for its seamless execution, with elements of fun and music; perfect for those runners who use the opportunity to visit the island for a 'runcation', specifically to be a part of this great sporting event," said Alfred 'Frano' Francis, race director.

He said the race, which is organised by Jamdammers Running Club of Kingston, boasts a course that is certified by the IAAF, which also serves as a qualifier for any international event requiring qualification for a world record, or to enter such events as the Boston Marathon, which need a qualifying time for participation.

Participants in the Reggae Marathon, Half Marathon and 10K will need to pick up their packages on both Friday, November 30, and Saturday, December 1, at Couples



From left: Alfred 'Frano' Francis, race director, Reggae Marathon; Donovan White, director of tourism; Diane Ellis, sponsorship director, Reggae Marathon; Ryon Chambers, participant of the HiLyte team; Aileen Corrigan, president, Jamdammers Running Club; Ali McNab, adviser to the minister of culture, gender, entertainment and sport; and Ian Kelly, chairman, Reggae, Marathon.

Swept Away Sports Complex from 1 p.m. to 4 p.m. on the first day, and from 1 p.m. to 8 p.m. on the second day.

On Saturday, December 1, the Negril chapter of the Jamaica Hotel and Tourist Association will again host the signature World's Best Pasta Party at Couples Swept Away

from 5:30 p.m. to 8:30 p.m.

Immediately following the run on Sunday, the organisers have planned a Victory Beach Party and Awards Ceremony at Long Bay Beach Park, beginning 7 a.m.

As in the past, plans have been put in place to ensure the comfort of the participants from the time

they begin until they cross the finish line.

Although the run begins at 5:15 a.m. on December 2, the course will remain open for six hours. "However, marathoners must reach the halfway mark in three hours," said Francis. There will be aid stations every mile, manned by

experienced marathoners and enthusiastic volunteers. According to Francis, there will also be cooling stations with misters and iced towel wraps, as well as inspirational reggae music at every mile to help in motivating the participants to keep going.

In addition, medical stations and fully equipped ambulances will be positioned along the course, adequately manned by medical teams.

"We look forward to another great staging, where our participants will not only enjoy a sporting event of the highest international standards, but will get an opportunity to see our beautiful island and what it has to offer our visitors," said Francis.

The testimonials over the years, from persons who have come to Jamaica to be a part of the event, have been glowing.

"It was a pleasure for myself and my mate to run in the Reggae Marathon. It was fabulous as always. It was our fifth run and we are ready for next year. Thank you for putting on such a spectacular event!" wrote Cordell.

Gerd, a 2016 participant, said: "A great experience I will not forget this race. The organisation was perfect. Thank you to all who made the race possible."

Persons wishing to participate in the race can register on line at www.reggaemarathon.com or by mail sent to Reggae Marathon, 87-89 Tower Street, Kingston. Mail entries must be postmarked November 23, 2018, at the latest, while on-line registration will close on November 28, 2018. There will be no registration or package collection on race day.

Among the partners of this year's event are The Jamaica Tourist Board, Negril Chapter of the Jamaica Hotel and Tourist Association, Jamaica Athletics Administrative Association, the Ministry of Health, and volunteers from Negril and Green Island, among others.

Bartlett appointed to African tourism board

TOURISM MINISTER Edmund Bartlett has been appointed to the board of sitting ministers and appointed public officials of the newly formed African Tourism Board association.

Bartlett received the appointment while in London recently, during the official unveiling of the multinational body at this year's World Travel Market (WTM). The organisation, which is part of the International Coalition of Tourism Partners, was developed to promote

the hospitality sector in Africa.

Other members include Hon José Gonçalves, Cape Verde's minister of tourism; Hon Minister Mahmoud Kombo, Zanzibar's minister of information, tourism and heritage; Pascal Viroleau, CEO, The Vanilla Islands Organisation; and Hon Dr Memunatu Pratt, Sierra Leone's minister of tourism & culture.

The leadership of the group also includes a number of international travel journalists, as well

as leading African travel and tourism companies.

During the unveiling ceremony, the initiative received endorsement from former secretary general of the United Nations World Tourism Organization, Dr Taleb Rifai, and president of the World Travel Awards, Graham Cooke.

The African Tourism Board provides aligned advocacy, insightful research, and innovative events to its members. It aims to enhance the

sustainable growth, value, and quality of travel and tourism to, from, and within Africa.

The association will provide leadership and counsel on an individual and collective basis to its member organisations. It is also expanding on opportunities for marketing, public relations, investments, branding, and promoting and establishing niche markets.

The official launch is scheduled to take place in Cape Town, South Africa, April 2019.

Throughout the years, the craft development initiative involves the monetization of the talents and capabilities of our people, encouraging the perpetuation of our hand-made cultural relics for generations; in turn, providing a source of income for these artisans as well as a sense of national pride.



TPDCo CRAFTS A PATH FOR LOCAL ARTISANS

The first formally documented indication of craft was found decades ago in St Elizabeth within 100 Villages, where individuals came together to create straw products and soon realized its economic value. As time went on, few local organizations took on the task of tapping into the industry through training and connecting local and international buyers with producers, to improve their livelihood.

As the Tourism Product Development Company (TPDCo) continues to thrive within its mandate of fostering socio-economic growth by constantly developing and improving the tourism product, it is pertinent to highlight the growth of our service to Craft Development.

TPDCo's Coordinator of Craft Development, Mrs Violet Crutchley describes the organization's involvement with the Craft Industry as means of "facilitating inclusivity and ensuring that the tourism dollar is improving the livelihood of Jamaicans."

TPDCo has managed to sustain the craft industry through targeted training, based on the accessibility of raw materials to the respective communities. For example, Portland utilizes river stones, Westmoreland utilizes thatch of various types, St. Mary utilizes bamboo, and Kingston primarily utilizes coconut shells and paper. Among the diversity of products that each market offers, the most commonly purchased craft form to date is textiles. The colourful nature of our T-shirts and sarong wraps are very attractive to tourists.



The craft development sub-sector boasts the island wide spread of sixteen (16) craft markets, across the parishes of Ocho Rios, Montego Bay, Port Antonio, Negril, Kingston and our newest development in Falmouth.

TPDCo continues to impact the lives of approximately 4,000 producers and traders, as we raise the awareness of the talents and capabilities of our Jamaican people.

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Advt.



Adrian strikes a pose in front the Universal globe.



Natalie Boreland with Adrian and Gianna.

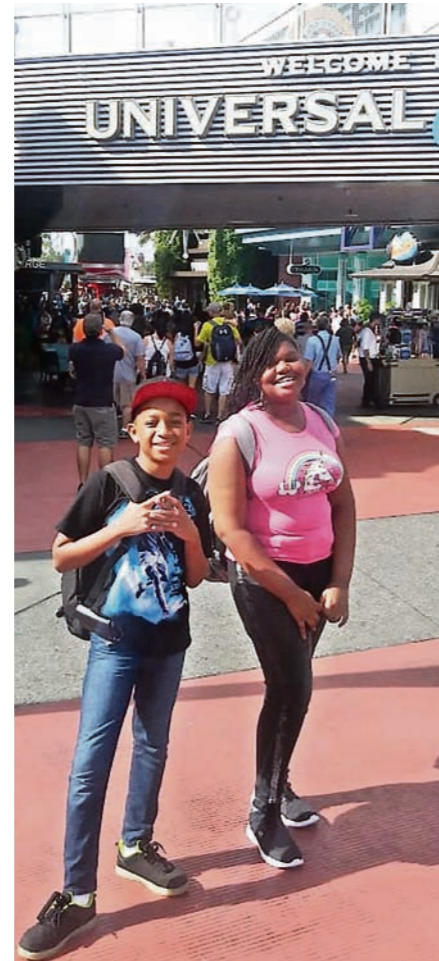
Moon Palace Foundation sends workers' kids to *Disney World*

Carl Gilchrist
Gleaner Writer

TWO CHILDREN, whose parents are employed to Moon Palace Jamaica in Ocho Rios, recently returned to the island after spending their prize trip of 10 days at Disney World in Florida, USA.

The children, Gianna Goldbourne who attends St Hilda's Diocesan High School, and Adrian Gore, of Ocho Rios High, thoroughly enjoyed themselves, according to Natalie Boreland, manager, Moon Palace Foundation, which was responsible for the trips.

Each year, the foundation offers the prizes to the children of members of staff who contribute to the foundation.



Adrian and Gianna at Universal Orlando Resort.



Adrian and Gianna with Mickey and Minnie Mouse.

"It was awesome!" said Boreland, who, along with the parents, accompanied the children.

"Each day, they went to a different location – Disney Park, Universal Studios, Islands of Adventure, Magic Kingdom, Hollywood Studios, Animal Kingdom, Epcot Centre, Sea World. It was fun for them," Boreland revealed.

Adrian told *Hospitality Jamaica* that he was sick on the day when the draw was made to select the winners.

"I was sick that day but when I heard I won, I was instantly better," he said.

It was a dream come true for me because I was always telling my parents to carry me there. It was terrific! I was able to meet a lot of people from different cultures. I enjoyed seeing some of my favourite characters. Thank you, Moon Palace Jamaica and Miss Natalie Boreland."

Gianna's mother, Beverly Goldbourne, said that when she heard she had won the trip, she was very excited.

"I was so excited I couldn't eat my lunch because I wanted her to go to Disney so much. When I heard that I won, oh God, oh God, oh God!"

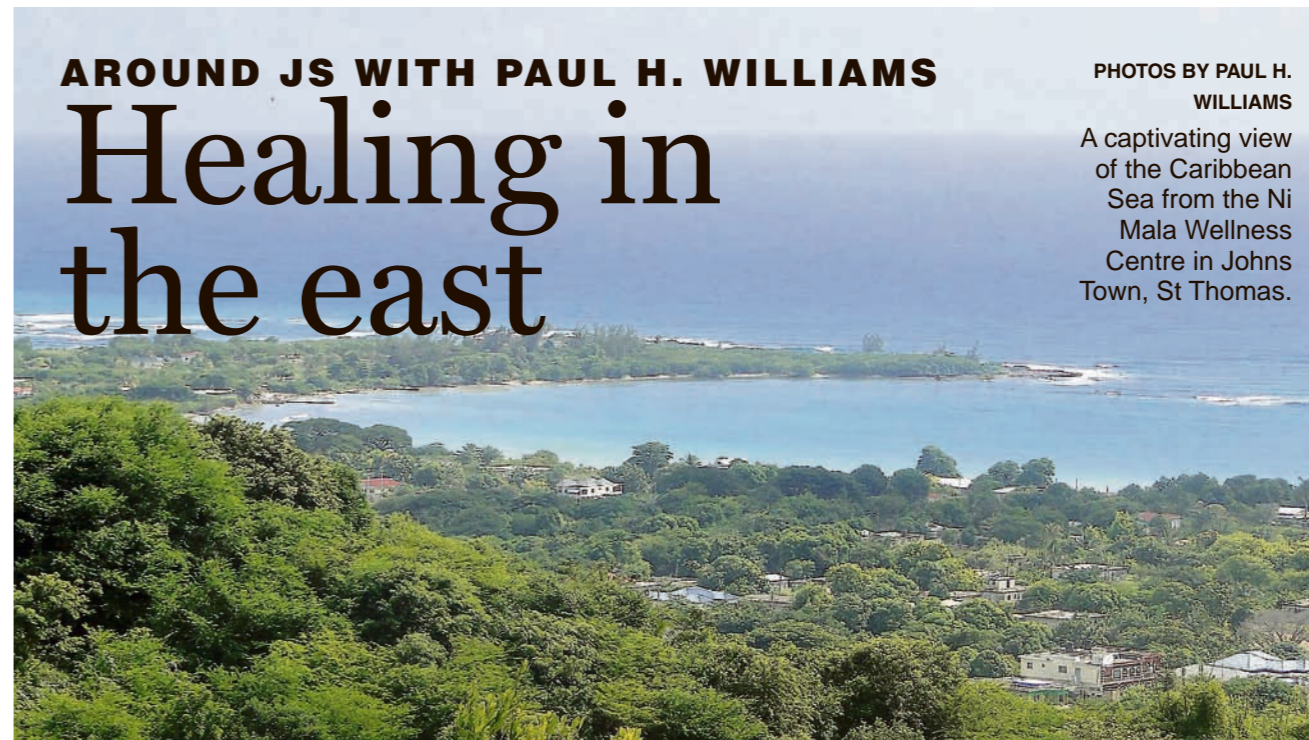
Her daughter was just as excited when she broke the news to her.

"She jumped, she screamed, she was so excited. And the trip was great. Now, she wants to go back."

At the same time, a group of five from Palace Foundation in Mexico was also there on a prize trip. "All the kids bonded well and I'm sure Gianna and Adrian would have made lifelong friends," Goldbourne added.

For the past three years, transportation for the trip has been provided by Delta Airlines, and this year, Gianna and Adrian were able to take a photograph with one of the airline captains, much to their satisfaction.

The hotel's vacation club sponsored accommodation for the group.



AROUND JS WITH PAUL H. WILLIAMS

Healing in the east

PHOTOS BY PAUL H. WILLIAMS

A captivating view of the Caribbean Sea from the Ni Mala Wellness Centre in Johns Town, St Thomas.



People go to the Ni Mala Wellness Centre in Johns Town, St Thomas, "to restore and ascend".

WHETHER IT is to the balm yard or to Bath Fountains, people are always heading to St Thomas to get some healing. Now, there is another place that people can travel to, to get a variety of resuscitations.

The Ni Mala Wellness Centre is located on the Source Farm at Johns Town in Paul Bogle's parish, and recently, I visited a death-and-dying coaching session there. Not that I am dying, as far as I know, but I attended out of curiosity. The session really helped me to understand some of the sensibilities and philosophies about death and dying.

"Ni Mala means igniting the soul," the Source Farm said, "It is through igniting the soul that we can align or realign to our purpose on Earth. For we travel here with divine gifts and talents to fulfil a great purpose for ourselves, our human family and the Earth. Nia Mala is a place that will support our expansion and remind us of our personal mission and promise."

The idea is to restore your health, self-

esteem/self-worth, wealth, financial stability, knowledge about your body. It is also to restore your connectedness to your spirit, to Earth, the ecosystem, family, friends, career, and life path.

The transition (death and dying) session is one of many services offered by Ni Mala. Others are massages, Reiki, meditation, detox, hiking, sweat lodging, fire ceremonies, bathing, ora cleaning, chocolate ceremony, forest bathing, herbal tours, and hot-mud treatment.

It also hosts yoga, spiritual, food, plant medicine, meditation, birding, men, women, mother-and-daughter, father-and-son, birthing, drumming, music, writers, and artist retreats. The property on which it is located is one of the places I go to reconnect to nature when I slack off. It is truly one of those away-from-the-madding-crowd spaces, where nature could be your only companion.

Yet, the healing starts with the breath-stopping views of the sea, and the mountains. You feel like you want to soar. I wish I had wings. For at Ni Mala you "restore and ascend".



Patrons going through a death-and-dying training session at the Ni Mala Wellness Centre at Johns Town, St Thomas.



A section of the gift shop at the Ni Mala Wellness Centre in Johns Town, St Thomas.



The Ni Mala Wellness Centre in Johns Town, St Thomas.



From left: Senior Adviser/strategist to the tourism minister Delano Seiveright; Jamaica Tourist Board's Regional Director Odette Dyer; JHTA President, Omar Robinson; Jamaica's Minister of Tourism Edmund Bartlett; and Jamaica's Director of Tourism, Donovan White (second from left), welcomed Captain Matthew Galla, and First Officer Joseph Maniscalco of the Frontier Airlines new flight from North Carolina to Montego Bay.

Jamaica welcomes new service from North Carolina to MoBay on Frontier Airlines



Jamaica's Minister of Tourism Edmund Bartlett greets a passenger from North Carolina at the Sangster International Airport.



Jamaica's Director of Tourism Donovan White welcome passengers on the new flight from North Carolina to Montego Bay with necklaces shortly after the Frontier Airlines Flight Airbus A320 touched down at the Sangster International Airport, Montego Bay.

JAMAICA'S MINISTER of Tourism, the Hon Edmund Bartlett, and Director of Tourism Donovan White were on hand to officially welcome Frontier Airlines' inaugural flight between North Carolina and Montego Bay on Saturday, November 17.

Flights are scheduled to operate twice per week – Saturday and Wednesday – using an Airbus A320 aircraft with a seating capacity of 168. This means that the destination has the potential to welcome an additional 336 passengers in a given week as a result of this new service if loads perform at 100 per cent capacity.

The Frontier's RDU/MBJ service, contributes significantly to the 38,000 additional seats that will serve Jamaica for the upcoming peak season. In addition to the RDU/MBJ service, Frontier is also set to introduce scheduled services from Philadelphia to MJB this winter with their inaugural flight slated for Sunday, February 10, 2019.



Chef Wenford Simpson's Escoveitch Whiting Fish with Curry Succotash at the Toast of Brooklyn, hosted by the Jamaica Tourist Board.

Toast of Brooklyn

THE JAMAICA Tourist Board (JTB) showcased the island's flavourful cuisine at the 11th annual Toast of Brooklyn Wine & Food Festival held in the Williamsburg neighborhood of Brooklyn. The JTB partnered with Celebrity Chef Wenford P. Simpson, a Walkerswood ambassador who served up an open-face Jerk Chicken Taco with Mango Chutney and Escoveitch Whiting Fish with Curry Succotash that were a big hit with attendees.

Toast of Brooklyn is an annual fall event that combines the distinctive, eclectic taste of Brooklyn's culinary experience with wines and spirits from around the world. For this year's event, organisers partnered with the Caribbean Tourism Organisation to bring chefs from the Caribbean to highlight signature dishes.



Marcia Sinclair, district sales manager, Jamaica Tourist Board, and celebrity Chef Wenford P. Simpson share a taste of Jamaica with patrons attending the 11th annual Toast of Brooklyn.



Chef Wenford Simpson open-face Jerk Chicken Taco with Mango chutney at the Toast of Brooklyn.



PSRA graduates, representing 14 entities and one individual party, gather for a photograph with (from left) Julian Patrick – director of product development and Community tourism, TPDCo; Floyd Green, minister of state in the Ministry of Education, Youth and Information; and Dr Andrew Spencer, executive director, TPDCo Ltd.

Treasure Beach positively impacted by the seismic shift in Tourism

THE PARISH of St Elizabeth observes another milestone as the Tourism Product Development Company Ltd. (TPDCo) celebrated 25 representatives from 14 entities and one individual completing the Private Security Regulation Authority (PSRA) training programme the Treasure Beach community.

Executive Director of TPDCo Dr Andrew Spencer, in his keynote address at the graduation ceremony, said that there was a seismic shift in Jamaica owing to the strides being made in the tourism sector.

“This is the thrust of an organisation that understands what a developed nation ought to look like.”

He lauded Minister of Tourism Edmund Bartlett for his foresight, particularly at a time when the ground is shifting in the industry

“This is the thrust of an organisation that understands what a developed nation ought to look like.”

worldwide. “We have to be prepared,” he argued.

The PSRA training programme, a by-product of the Spruce-Up Jamaica campaign, is an amalgamated initiative with the TPDCo and Minister of State, in the Ministry of Education, Youth and Information Floyd Green.

The project is aimed at improving the compliance rate in south coast properties.

Spencer also said that the agency

was pleased with the outcome that two licensed entities that participated will become compliant after obtaining certification.

Four of the 12 unlicensed entities are in the process of obtaining the outstanding documents to apply for a Jamaica Tourist Board licence, and eight remaining entities will be facilitated by the TPDCo until they are formalised.

He pledged to continue working with the entities so that none of them would be left behind.

Green, in his remarks, said that the initiative was important because the best way to build a tourism product was to start with the human resources.

He noted the importance of ensuring that all the entities are licensed and have certified employees in their establishment.

Spencer lauded the collaboration, stating that it was evidence that the



Newly PSRA certified Jermaine Baker of Jakes Holdings Ltd, receives his certificate from the Honourable Floyd Green, minister of state, in the ministry of education, youth and information, at the graduation ceremony held at Bred’s Sports Complex on November 22, 2018.

only way forward in the industry was through partnerships. “We are fostering an industry that strives for boundless inclusivity across the island with all individuals who contribute, even in the minutest manner, to the tourism product, and, by extension, Brand Jamaica.”

The TPDCo will maintain the relationship with Minister Green to continue to further develop the

Mecca of community-based tourism initiatives, in Treasure Beach.

The initiative falls under the hand-holding services exercised by the TPDCo in an effort to ensure that all tourism entities in the sector are compliant with the various laws and regulations that are complementary to the Tourist Board Act.

UPGRADED LYSSONS BEACH OFFICIALLY OPENED

The recently upgraded Lyssons Beach in St Thomas.



The bar at Lyssons Beach.



Shower facilities at Lyssons Beach, St Thomas.

Paul H. Williams
Hospitality Jamaica Writer

IT WAS all smiles as the ribbons were cut to signal the official opening of the upgraded Lyssons Beach in St Thomas on Thursday, November 15.

Officials witnessing the opening were Tourism Minister Edmund Bartlett, executive director of the Tourism Enhancement Fund (TEF) Dr Carey Wallace, Eastern St Thomas Member of Parliament Dr Fenton Ferguson, Dr Michelle Charles, Tourism Product Development Company (TPDCo) executive director Dr Andrew Spencer, Mayor of Morant Bay Councillor Michael Hue, and Jamaica Labour Party candidate for Eastern Portland Ann-Marie Vaz.

The beach was part of an old sugar estate whose factories were operated by a windmill. The estate was last owned by Custos Tony Phillips, who sold it to the Government many years ago. Phillips is buried in a private cemetery not far from the beach.

Ten acres, including a fishing beach, were made a public beach, while a section of the western bay was given to The University of the West Indies to be used by students



A rehabilitated walkway at the recently upgraded Lyssons Beach.

and staff. The eastern bay became a fishing village. The then St Thomas Parish Council took over the management of the property but failed to care it. The middle section,

the bathing beach, was abandoned for over 30 years. It became covered by bush and garbage.

Some parishioners tried to lease it to restore it as a public beach,



Ainsley Henriques of Eastern Attractions managed the Swimmers Bay Beach at Lyssons for 14 years before it was handed back to the Government.

but it was not until the National Land Agency took it over that the TPDCo became the main lessee.

Then, an entity, Eastern Attractions, a not-for-profit company, led by Ainsley Henriques and made up of St Thomas residents, sublet and undertook the restoration of the beach.

With millions of dollars raised from the Environmental Foundation of Jamaica, Eastern Attractions turned a quarter mile of beach and some seven acres of land into lawns. There were three roofless building shells on the site. One was transformed into a bath and changing room, another into an office and a bar. A shed was also restored and an old toilet block destroyed.

For 14 years, Eastern Attractions managed the beach, known as Swimmers Bay, without charging admission fees. The main source of income came from parking and changing-room fees. A few years ago, when the Government embarked on a policy to provide funding for the upgrading of public beaches, Eastern Attractions wanted Swimmers Bay to be the second beach to access the funds, and under its supervision, work started on the upgrade.

Restrooms were renovated; the sewerage was upgraded; five gazebos, a footbridge, a guardhouse, and walkways were constructed; three lifeguard stands were erected;



Tourism Minister Edmund Bartlett plays lifeguard for a moment as he chats with (from left) Dr Michelle Charles; Dr Andrew Spencer, executive director of the Tourism Product Development Company; and Eastern St Thomas Member of Parliament Dr Fenton Ferguson.



From left: Dr Carey Wallace, executive director of the Tourism Enhancement Fund; Tourism Minister Edmund Bartlett, Member of Parliament for Eastern St Thomas Dr Fenton Ferguson; Dr Michelle Charles; Dr Andrew Spencer, executive director of the Tourism Product Development Company; Mayor of Morant Bay Councillor Michael Hue; and JLP Member of Parliament Ann-Marie Vaz.

the lower driveway and parking area were rehabilitated; and an outdoor shower was put in place.

However, Eastern Attractions would have to be responsible for future repairs, but knowing that the beach could not generate revenues for such repairs, it decided that the lease would have to be modified or terminated. The latter happened, but the beach continued to be managed for free by Eastern Attractions.

Last year, TPDCo took over the management of Swimmers Bay and

embarked upon phase two of the project, which included the construction of a wooden perimeter fence and the fabrication of a chain-link fence for demarcation purposes. Seats were constructed around the trees on the beach, and the parking lot and driveway were completed.

In addressing the gathering at the opening ceremony, Minister Bartlett said, among other things, "Tourism development is a means by which we can diversify a local



A gazebo at Lyssons Beach

economy, minimise the rural urban drift, and drive inclusive and sustainable development. We can agree that the parish of St Thomas needs this at this time. In fact, the Government of Jamaica has targeted the parish for special developmental focus, and tourism has been selected as a key driver for that development."

Thus, the minister said that his ministry has commissioned a tourism destination assessment of St Thomas with a view to understanding the current state of

tourism in the parish.

A total of \$49 million was provided by the TEF for the upgrade of Swimmers Bay under its National Beach Development Programme. Other beaches upgraded through the programme are Marking Stone Beach in St Mary and Burwood Beach in Trelawny. Salem Beach in Runaway Bay, St Ann, is next on the list, while another 12 beaches are in the design stage for this financial year, according to a release from the Ministry of Tourism.



The 'bride' and 'groom' kiss shortly after 'exchanging vows'.



The 'groom' escorts the 'bride' down the aisle.

A 'wedding' TO REMEMBER

Paul H. Williams
Hospitality Jamaica Writer

THERE WAS a blushing bride (Mockalea Gordon) dressed in white; a dotting groom (Sedayne Samuels) with an ear-to-ear smile; a maid of honour and two bridesmaids, one of whom marched down the aisle alone because one of the two groomsmen was late; and a best man.

A flower girl sprinkled blue petals; a proud giveaway father handed over his daughter to the groom; the couple exchanged wedding vows and rings; the bride and groom kissed passionately in front of the officiating minister, Witcliffe Doyley, whose utterances and shenanigans gave the witnesses stitches.

But it was the kiss, rather the kisses, that sent the gathering into an uproar. And that last one, when the bride embraced the groom and closed her eyes, is one that Samuels will never forget.

Minutes before the nuptials, it seemed like the knots were not going to be tied under the mango tree. The skies were dark, and water droplets fell from them on to the chairs and the white carpet on which the bridal party was to march.

Horrors of horrors! It was going to rain on their parade. But, the organisers were spared the hassle of putting plan B into action. The rain held up, and under the watching eyes of onlookers, the couple exchanged vows and rings. They were now husband and wife. Through a guard of honour, the young husband carried away his new wife to sign the register as guests cheered wildly.

In the reception hall, decorated in blue, orange and white motifs, elegantly dressed guests waited for the bridal party to appear. When it did, there were more cheers and flashing cameras. At the head table the party sat, and the formalities were continued by an emcee, who should not sing, but who did a good job of engaging the diners.

There was a serenade, and an



From left: 'Bridesmaids' Trinel Commrie and Chantel Punanay, and maid of honour Dacian Meade.

unveiling and a cutting of the cake, after which the bride and groom fed each other, much to everybody's delight. There was much fun and games, the tossing of the bouquet, and a proposal to the young woman who caught it by the groomsman who came late.

It all took place on the Camp Road campus of St Andrew's Excelsior Community College on Friday, November 16, only that it was not a real wedding, and the two students

who played the role of bride and groom were not legally married.

The mock wedding, which they and their second-year classmates planned and executed, was in partial fulfilment of the requirements for passing their meetings and events management course in pursuance of their associate of science degree in tourism hospitality and entertainment management. According to their lecturer,



From left: Best man Brad Gooden, and groomsmen Devonte Palmer and Tajee Brown.



Guests cheer as the 'bride' and 'groom' enter the reception.



The 'groom' puts on the ring while the 'officiating' minister, Witcliffe Doyley, looks on.

Marsha Gowie-Phillips, they were provided with the "prerequisite knowledge", which they were expected to apply.

The students were evaluated on pre-event activities, the relevance of the presenters, the event's

programme, the flow of the activities, food services, etc. They were also required to evaluate their own efforts.

"I was very impressed, to start with. My expectations were at a particular point. I am proud of them. I feel like everybody pulled



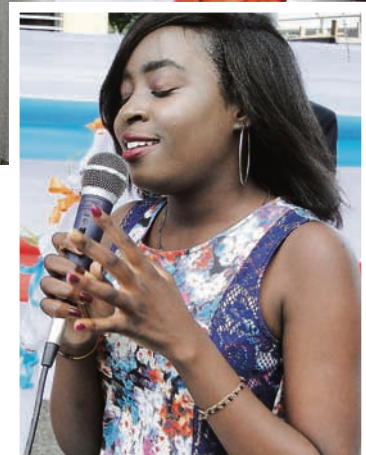
The 'groom' and 'bride' cut the cake.

their weight; there was a lot of cohesiveness and team work that made the function what it was, which was awesome, and I liked it," Gowie-Phillips said, when asked to give a feedback.

In her assessment, manager of the event, Sashana Christie, who also serenaded the 'couple', said she had mixed feeling at certain points as she felt she was not getting the

support she needed, and there were some fundraising challenges. However, she said, "I am so glad it was a success. Apart from the rain messing everything up at the beginning, I really think we wowed the lecturers.

And as for the 'bride' and 'groom', if for whatever reason they do not get married in real life, they have got a 'wedding' to remember.



Otelia McPherson serenading the 'bride' and 'groom'.

Passenger numbers could double to 8.2 billion in 2037

THE INTERNATIONAL Air Transport Association (IATA) revealed that present trends in air transport suggest that passenger numbers could double to 8.2 billion in 2037.

The latest update to IATA's 20-Year Air Passenger Forecast shows that an increasing shift Eastwards in the centre of gravity of the industry is behind the continued strong growth. Over the next two decades, the forecast anticipates a 3.5 per cent compound annual growth rate (CAGR), leading to a doubling in passenger numbers from today's levels.

The association warned, however, that growth prospects for air transport, and the economic benefits driven by aviation, could be curtailed if protectionist measures are implemented by governments.

"Aviation is growing, and that is generating huge benefits for the world. A doubling of air passengers in the next 20 years could support 100 million jobs globally. There are two important things that stand out about this year's forecast. First, we are seeing a geographical reshuffling of world air traffic to the East. And second, we foresee a significant negative impact on the growth and benefits of aviation if tough and restrictive protectionist measures are implemented," said Alexandre de Juniac, IATA's director general and CEO.

Eastward shift in aviation's centre of gravity continues

The Asia-Pacific region will drive the biggest growth, with more than half the total number of new passengers over the next 20 years coming from these markets. Growth in this market is being driven by a combination of continued robust economic growth, improvements in household incomes, and favourable population and demographic profiles.

China will displace the United States as the world's largest aviation market (defined as traffic to, from, and within the country) in the

This February 23, 2011, file photo shows United Airlines planes taxiing at San Francisco International Airport in San Francisco.



mid-2020s. The rebalancing of China's economy towards consumption will support strong passenger demand over the long term.

India will take third place after the US, surpassing the UK around 2024.

Indonesia is forecast to be a standout performer, climbing from the world's 10th largest aviation market in 2017 to the fourth largest by 2030.

Thailand is expected to enter the top 10 markets in 2030, replacing Italy, which drops out of the ranking.

Globalisation reversed or liberalisation increased?

The 3.5 per cent CAGR to 2037 assumes an unchanged policy framework over that period. Policy shifts, however, are likely over time. Should protectionism continue to expand in a 'reverse

globalisation' scenario, aviation would continue to grow but at a slower pace and deliver fewer economic and social benefits. Under a liberalised environment, connectivity would generate significantly more jobs and GDP growth.

"Global prosperity depends on air connectivity. Aviation is sensitive to policies that either support or undermine growth. And these seem to be pointing in the wrong direction. Dampening demand for air connectivity risks high-quality jobs and economic activity dependent on global mobility.

"This forecast is a cautionary warning to governments. First, the industry will grow, but they must clear the infrastructure bottlenecks to bring that growth to their home markets. And second, governments must understand that globalisation has made our world more socially and economically prosperous. Inhibiting globalisation with

protectionism will see opportunities lost," said de Juniac.

INFRASTRUCTURE AND SUSTAINABILITY

No matter which growth scenario comes to pass, aviation faces an infrastructure crisis. Governments must work closely with the industry to be more ambitious in developing efficient infrastructure, fit for purpose, and offering value for money.

"The world stands to benefit greatly from better connectivity. However, at this rate, airports and air traffic control will not be able to handle demand. Governments and infrastructure operators must strategically plan for the future. Decisions made now will have an impact on the value created by aviation for their regions," said de Juniac.

The increased demand to fly creates a responsibility to expand in a sustainable manner. The aviation industry remains committed to its goals of carbon-neutral growth from 2020 onwards

and cutting CO2 emissions to half 2005 levels by 2050.

"Commercial aviation is one of the only global industries to take on such comprehensive environmental targets. With mandatory emissions reporting beginning on 1 January 2019 under the Carbon Offsetting and Reduction Scheme for International Aviation, this will help rally the industry to invest in more fuel-efficient aircraft and sustainable aviation fuels," said de Juniac.

KEY FACTS

Fastest-growing aviation markets in terms of annual additional O-D passengers from 2017 to 2037 (constant policies scenario):

- China: 1 billion new passengers for a total of 1.6 billion
- US: 481 million new passengers for a total of 1.3 billion
- India: 414 million new passengers for a total of 572 million
- Indonesia: 282 million new passengers for a total of 411 million
- Thailand: 116 million new passengers for a total of 214 million