

JAMAICA®

Once you go, you know.

Are You Ready for the Trip of a Lifetime?

Explore the natural beauty of Jamaica, such as Somerset Falls near Port Antonio, Portland

Make It Memorable

Your vacation should carve indelible memories. When you're ready to escape the pressures of everyday life in the city, you'll be spoiled for choice in Jamaica. The diversity of the destination, with its varied terrain and microclimates, is echoed by the extraordinary range of lodgings for all tastes and pockets.

Looking Spiffy

Chic new hotels have further increased the choices of accommodations recently, and many of the older ones have been updated with stunning new décor and 21st-century amenities. Major improvements to Jamaica's highways make cross-

ing from coast to coast faster and simpler now. Both international airports are looking spiffy, with new facilities that speed up the arrival and departure process, and huge investment in the cruise ship ports has prepared them to welcome visitors by sea in high style. It's with good reason that Jamaica has been named by the World Travel Awards as the world's leading cruise destination for two years running!

Fun for All Ages

Exciting attractions will pique the interest of every family member, adding an educational experience to enjoyment. Sports facilities run the gamut...from diving the depths to roping your way across

the rain forest at canopy height. Golfers will find challenging greens amid gorgeous scenery, and superb après-golf facilities for elegant relaxation after a spirited game.

Sophisticated Evenings

At the end of the day, you'll find the nightlife is hip and sophisticated, and nowhere is the music scene hotter than in Jamaica. Dining is delectably diverse, from upbeat roadside jerk stands that all the family will adore to elegant epicurean restaurants with tables at water's edge—perfect for a *diner à deux* on starry, starry nights.

And any time you go, you can count on the warmest welcome in the Caribbean!

Call 1-800-JAMAICA or explore VisitJamaica.com

What's New...

THE JAMAICA TOURIST BOARD welcomes you to Jamaica and is here to make your visit the vacation experience of a lifetime. For details of upcoming special events, attractions and the wide range of accommodations in Jamaica, call 1-800-JAMAICA or explore www.visitjamaica.com.

For a terrific selection of vacation packages, explore the inspired choices from **AIR JAMAICA VACATIONS**. This innovative company is offering new reduced rates just in time for summer travel. From soul-soothing spas to thrilling water parks, you'll find an attractive range of family getaways to satisfy both kids and adults alike. Contact your travel agent or call 1-800-LOVEBIRD today! www.AirJamaicaVacations.com.

SANDALS RESORTS recently debuted new Luxury Included™ Swim-Up River suites at both Sandals Negril and Sandals Royal Caribbean. For the ultimate in opulence, book seven nights and save up to 45% with two nights complimentary. Call 1-800-SANDALS or visit www.sandals.com.

BEACHES RESORTS, the Luxury Included™ Family Vacation, debuts two new offerings for teens and tweens: an all-new Pirate's Island Waterpark at Beaches Boscobel featuring 10 exhilarating slides, and the Caribbean's only teen night club, *Liquid*, at Beaches Negril. Visit www.beaches.com.



The exclusive C-Bar at Royal Plantation

ROYAL PLANTATION, IN OCHO RIOS, offers guests the most extravagant dining experiences. Partake in the Caribbean's only Champagne-and-caviar bar, *C-Bar*, featuring Kaviari Iranian caviar packaged exclusively for Royal Plantation, and lavish dinners devised around the art of Sabrage. Visit www.royalplantation.com.

RIU MONTEGO BAY JAMAICA HOTEL will celebrate its opening on August 29, 2008, with a special US\$99 introductory rate! Enjoy an all-inclusive sunny beachside getaway that features premium services, gourmet dining and deluxe in-room amenities. For more information visit www.riu.com.

IBEROSTAR ROSE HALL BEACH will pamper you the Iberostar way, with spacious guest rooms, all-inclusive 24-hour amenities and exquisite à la carte dining. The Kids Club and wide array of entertainment make this an ideal destination for a family vacation. For more information visit www.iberostar.com.

THE PALMYRA RESORT & SPA, located on a pristine, white-sand beach within the elite enclave of Rose Hall, offers luxury living in beautiful, fully furnished suites, penthouses and villas, complemented by the extravagance of a 30,000-square-foot globally renowned ESPA. Set to open autumn 2008. Preview at www.thepalmyra.com.



Dolphin Cove "Swim With Dolphins" Experience

DOLPHIN COVE is Jamaica's number-one marine attraction, and the Caribbean's largest. For an experience of a lifetime, *Swim with Dolphins* offers a full day of activities. You can also swim with sharks, interact with stingrays, captain your own mini-boat, or go glass-bottom kayaking. Call (876) 974-5335 or visit www.dolphincovejamaica.com.

SUPERCLUBS RESORTS offer three Super-Inclusive brands: Grand Lido Resorts & Spas, Hedonism Resorts, and Breezes Resorts. Super-Inclusive getaways include accommodations; meals; premium cocktails; land and water sports; activities; entertainment; hotel taxes; and no tipping allowed! Call 1 (800) GO-SUPER (467-8737) or visit www.superclubs.com.

JAMAICA TOURS LTD. is the leading ground tour operator in Jamaica. With a great fleet ranging from private Lincoln Town cars to 51-seater motor coaches, and talented, knowledgeable guides, we offer: deluxe excursions and guided tours to Jamaica's finest attractions; airport meet-and-greet service; return airport transfers; guest assistance in all resort areas; and private limousine service. Visit www.jamaicatoursltd.com.



Artistic rendering of The Palmyra Resort & Spa in Rose Hall, Montego Bay

Experience Jamaica in the Lap of Luxury ... and You May Dally a Little Longer

For a stylish vacation with luxury accommodations, intuitive service and delicious pampering, you'll find dazzling choices in Jamaica.

Sandals Resorts' Luxury Included™ Vacation for two people in love wraps extraordinary comfort, service and amenities into every stay at any one of its seven properties in Negril, Ocho Rios, Montego Bay and the South Coast. When you book one of Sandals Resorts' top suites, you'll be met on arrival by your own personal butler, who is there for the duration of your visit to ensure your every whim becomes a reality.

Those suites, including the Bay Roc Beachfront Villa Estate at Sandals Montego Bay and the soon-to-debut Plantation Suites at Sandals Negril, are truly spectacular, and are some of the most opulent suites available on the island. Inside, the suites feature expansive living rooms with West Indian-inspired décor, bedrooms with a four-poster mahogany bed, marble bathrooms with a Jacuzzi tub, and large-screen plasma televisions in both living and sleeping areas. Visit www.sandals.com.

When you're ready to consider Jamaica for a second

home, take a look at the villas and condominiums at the new **Palmyra Resort & Spa**. Located on 16 spectacular waterfront acres in Montego Bay, this glamorous property represents the first luxury residential community in Jamaica. Service, high style and supreme comfort all come together for the ultimate in luxury living. The Palmyra was named "One of the Top 10 Most Exciting Home Developments in the World" by *Travel + Leisure* in March 2007, and also claimed the 2007 CNBC International Property Award. Visit www.thepalmyra.com.

(Continued on page 3)

summer = family time
summer = great savings

Starfish Trelawny
Resort & Spa
Montego Bay • All-Inclusive

3 nights 6 nights

\$719* \$1035*

Sunset Beach
Resort & Spa
Montego Bay • All-Inclusive

3 nights 6 nights

\$829* \$1245*

Beaches Boscobel
Resort & Golf Club
Ocho Rios • Luxury-Inclusive

3 nights 6 nights

\$1069* \$1735*

Jamaica Savings

Receive an additional
\$50 off per package.
Ask for Promo Code: Family50

On Air Jamaica, your vacation begins the moment you board with our **legendary Lovebird Hospitality** featuring authentic Caribbean in-flight entertainment, complimentary champagne, free meals and snacks, **TWO FREE** pieces of luggage and warm Caribbean smiles.

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PROMO CODE: FAMILY50 • **Terms & Conditions:** *Promo code valid on vacation packages 5 nights or longer. Prices are per person based on double occupancy in economy class on Air Jamaica from Chicago May 1-August 31, 2008. Savings are reflected in pricing and based on "X" class of service. Ticketing must be completed 21 days before departure. US & foreign government imposed taxes and related fees of up to \$90 per person are additional and due with final payment. A September 11th security fee of up to \$10 and PFC's of up to \$18 are additional and per person. Advertised savings reflected in pricing are based off of original hotel contracted rates and vary by resort and travel dates. Prices are capacity controlled & based on the lowest available airfare. Prices and promotions are accurate at the time of printing and subject to availability, changes, cancellations and restrictions. Not valid on groups. CST #20092182

The Lap of Luxury
(Continued from page 2)

The **Iberostar Rose Hall Suites Hotel** will open in November, introducing 375 suites and junior suites. The resort will include a panoramic swimming pool with an aqua-bar, activity pool with slide, and a lazy river, plus four restaurants and seven bars. Opening in December, the **Grand Hotel Rose Hall** is designed exclusively for adults and will be the company's most luxurious property in Jamaica, with six restaurants, a music bar, lobby bar, smokers' lounge and aqua-bar, and beautifully landscaped gardens. The **Iberostar Rose Hall Beach** opened in 2007, and offers great amenities for families. The three properties will share a full entertainment complex with a clubhouse, wedding area, shopping center, convention center, teen

cialties at the stunning **Riu Ocho Rios Hotel**. Explore the great outdoors at the Victorian-style **Riu Tropical Bay Hotel**, scheduled for an upgrade in late 2008 to Riu's top-of-the-line Palace status. Celebrate the opening of the new **Riu Montego Bay Hotel** in August 2008, where suites boast a hydro-massage tub and living room area, and guests enjoy an all-inclusive culinary extravaganza without ever leaving the hotel. Visit www.riu.com

Step back into a more glamorous era at **Royal Plantation Ocho Rios, Jamaica**, which blends old-world luxury with modern amenities. Set on a bluff overlooking the Caribbean Sea, this elegant 74-suite resort offers all guests stunning ocean views, plus access to twin private white-sand beaches, superior service, and enough pampering to spoil you forever. Jamaica's only member of the Leading Small Hotels of the World, Royal Plantation was ranked among the 25 best resorts in the Caribbean by *Condé Nast Traveler*. Visit www.royalplantation.com.

The Luxury of Villa Living

If the privacy of your own villa has a certain allure, you'll find some exceptional properties to choose from in Jamaica, many of them spectacularly appointed and staffed by talented and knowledgeable locals.

For an excellent selection, check out the following:

Jamaica Association of Villas & Apartments (JAV). Visit www.villasinjamaica.com

Jamaica Villas by Linda Smith. Visit www.jamaicavillas.com

Bluefield Villas. Visit www.bluefieldsvillas.com

Royal Plantation Private Villas. Visit www.royalplantation.com



Artistic rendering of Riu Montego Bay Hotel, opening August 2008

and adult nightclubs, and a dive center. Visit www.iberostar.com.

Riu Hotels & Resorts offers you four unforgettable Jamaican getaways. Relax beachside or hit the waves in one of numerous water toys; the activities are endless at the **Riu Negril Hotel**. Choose a luxurious standard room or upgrade to a deluxe

Junior Suite with a bathtub, and enjoy gourmet Japanese spe-

New Attractions Make Jamaica Top Choice This Summer

There has always been an enormous range of intriguing things to explore in Jamaica. Since 1494, when Christopher Columbus declared it "the fairest land ever eyes beheld," this Caribbean isle has been an irresistible magnet for adventurers and artists, writers and musicians, moguls and movie stars.

Diversity makes each resort area a new adventure and this summer a whole bevy of new and expanded attractions adds to the fun. Cleverly designed to blend with their surroundings, and themed to showcase Jamaica's rich history and cultural heritage, these attractions are both entertaining and informative.

For sheer excitement, check out the huge roster of tours offered by **Jamaica Tours**. Wonderfully diverse, they include: horseback riding on the beach; ATV tours; plantation visits; canopy tours; Jungle River tubing; a Black River



Experience the history of Jamaican culture at Outameni

safari; a reggae tour; swimming with dolphins; catamaran cruises; rafting; and much more. Visit www.jamaicatours.com.

In Montego Bay ...

Outameni Experience is a newly designed interactive journey through 500 years of Jamaican history, covering periods of Spanish occupation, colonization, slavery, emancipation and the arrival of indentured laborers. It leads you from the first Jamaicans to 21st-

century dancehall, politics and industrial development, all captured in fine architectural details, and in drama, dance, music and rituals, portraying powerful elements of the Jamaican creative spirit. Visit www.outameni.com.

The Shoppes at Rose Hall, recently completed, offer a tempting collection of 30 very inviting shops. Among them are the designer boutiques, Mont Blanc, Cartier, Gucci and DKNY, plus the island's top luxury duty-free retailers and two restaurants, Café Blue and Habibi Latino. This is also a great spot to find authentic Jamaican souvenirs. Visit www.rosehall.com.

In Ocho Rios ...

Try **Dolphin Cove**, where you can actually swim with these amazing creatures, or simply watch their choreographed approach to water without getting your feet wet. Other programs here include petting, feeding and swimming with sharks; interacting and snorkeling with stingrays; glass-

bottom sea kayaking; mini-boat adventures; hiking through an on-site jungle filled with chatty wildlife; and an educational program called *Sea Keeper for the Day*. Reservations are needed for some programs. Visit www.dolphincovejamaica.com.

Chukka Caribbean Adventures has recently added the new Ocean Safari to its selection of nature-adventure tours at its outposts in Ocho Rios and Montego Bay. On this wet and wild adventure, guests captain two-seat, inflatable-style Briggs Boats at sea. Visit www.chukkaadventuretours.com.

Mystic Mountain, situated along the North Coast Highway, between the Cruise Ship Terminal and Dunn's River Falls, is rapidly approaching completion. Features will include a bobsled coaster ride and a thrilling aerial tramway canopy tour with views of the rainforest terrain from 700 feet above sea level.

In Negril and the South Coast Area ...

JAM-X (Jamaica Extreme) Tours at Paradise Park takes visitors on a one-hour dune buggy journey through Paradise Park Plantation in Westmoreland (876-577-JAMX).

Spa Yourself

After a long, tough winter, there's nothing more rejuvenating than the luxuriant pampering you'll find at Jamaica's spas.

In Montego Bay: Try **Fern Tree Spa at Half Moon**. This recently opened facility integrates modern spa techniques with Jamaica's ancient healing remedies. Visit www.halfmoon.com/fern-tree-spa.php.

The **Palmyra ESPA** is Jamaica's first destination spa, designed under the guidance of global spa guru Susan Harmsworth. Visit www.thepalmyra.com.

For a historic setting, choose the spa at **Round Hill**, located in a beautiful 18th-century plantation house

on 10 acres of beachfront lawn. Visit www.roundhilljamaica.com/recreation/spa.asp.

The Ritz-Carlton Golf & Spa Resort in the Rose Hall area offers a seductive menu of therapies for body, mind and spirit. Visit www.ritzcarlton.com.

In Negril: **Rockhouse Spa at the Rockhouse Hotel** is perched high on a cliff top, affording stunning ocean views from a treatment room open to the skies. Visit www.rockhousehotel.com.

In Ocho Rios: **KiYara Spa at Jamaica Inn** is nestled on the cliffs of Cutlass Bay, reflecting the tranquility of its lush surroundings. Visit www.jamaicainn.com.



Indulge yourself at the Red Lane® Spa at Sandals Whitehouse in the South Coast

For grandeur and treatments utilizing indigenous ingredients, try **The Red Lane® Spa at Royal Plantation Ocho Rios, Jamaica**, a member of The Leading Spas of the World, where the fragrance of lemongrass permeates the air. Visit www.royalplantation.com.

On the South Coast: **Jake's**, known for its bohemian chic, has recently opened the **Driftwood Spa**, named for its use of natural local elements in the architectural design. Visit www.jakeshotel.com.

For a mélange of traditional spa rituals infused with Caribbean flair, try a treatment at the **Red Lane® Spa**, located at **Sandals Whitehouse European Village & Spa**, or at five other Sandals Resorts locations in Jamaica. Visit www.sandals.com

DISCOVER THE PALMYRA LIFESTYLE

LUXURY CONDOS & VILLAS

- Fully furnished luxury condominiums and villas from the mid US\$400s – US\$3.55m
- Spacious balconies with breathtaking Caribbean views for enhanced indoor and outdoor living
- Private, palm tree-lined tropical white sand beach
- Two swimming pavilions and state-of-the-art fitness center overlooking the sea

- Elegant or relaxed dining at four on-site restaurants
- 30,000-square-foot destination ESPA
- Golf privileges to Rose Hall's top three courses
- Personal Concierges, Butlers and Chefs
- Clubhouse with ballroom and extensive meeting space
- Full service Property Management and Rental Program
- Competitive mortgage financing available

OPENING AUTUMN 2008

One of the Top 10 most exciting vacation home developments in the world - *Travel + Leisure*

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*Amenities vary by resort. Unique Vacations, Inc. is the worldwide representative for Sandals Resorts.



Beaches Resorts Caribbean Adventure with Sesame Street

Fun Family Resorts

Family-friendly resorts deliver amazing value and exciting activities, all included in the price. Details of just a few follow here: Opening in late August, the

Riu Montego Bay Hotel will stretch along a shimmering beach surrounded by nearly 450,000 square feet of lush gardens. Less than three miles from downtown Montego Bay, this

island oasis offers a wide variety of leisure and sporting activities and deluxe accommodations in a lavish setting. There are children's shows, a playground and special swimming pool for kids,

live music, a disco, and an on-site spa where Mom can relax, knowing the little ones are well supervised with fun and educational programs they'll love. Riu has all-inclusive properties also in Negril and Ocho Rios. Visit www.riu.com.

Iberostar Rose Hall

Beach opened in spring 2007 in Montego Bay with one of the most exclusive beaches in the area, just 20 minutes from the Montego Bay Airport. The resort offers sports and activities that include tennis, gymnastics, water polo, aerobics, volleyball, table tennis, tropical dance lessons, Spanish lessons and more. Non-motorized water sports like sailing, snorkeling, kayaking and windsurfing are included. Guests can also enjoy scuba diving and a variety of motorized water sports at an additional charge. Lucy's Mini Club offers stimulating activities for children between the ages of 4 and 12 years. In November, this innovative company will open **Iberostar Rose Hall Suites**, a family-friendly luxury property. Then in December, **Iberostar Hotel Rose Hall** will open, exclusively for adults, expand-

ing the reach of this great hotel company's product with a focus on value and enormously diverse amenities. Visit www.iberostar.com.

Parents of the pre-school set who can take off in September or October will find value and excitement in a vacation at **Beaches Negril Resort & Spa**, **Beaches Boscobel Resort & Golf Club**, or **Beaches Sandy Bay**. That's

when the **Luxury Included™ Family Vacation** introduces **WonderFALL**, a new annual season of events and activities designed expressly for families with young children. Available at all three **Beaches Resorts** in Jamaica, this fun program is offering up to 45% off and two nights free to guests who book a seven-night stay during those two fall months, plus a special welcome gift pack, parenting seminars and more. The **WonderFALL** celebration highlights the **Beaches Resorts Caribbean Adventure with Sesame**

Street, which brings everyone's favorite friends Elmo, Grover, Cookie Monster, Zoe, Bert & Ernie, and now Abby Cadabby, to the resorts for signature activities, new stage shows, and special live performances by Gordon and Elmo, straight from Sesame Street. These activities are in addition to **Beaches Resorts** everyday amenities for kids of all ages, including Crayola Art Camps, Xbox™ Game

Oasis Centers, Pirate's Island Waterparks and much more. Visit www.beaches.com.

At **Starfish Trelawny**, a **SuperClubs** resort, enjoy savings on vacations between May 1 and December 22, 2008. Water lovers will enjoy the thrill of scuba diving and snorkeling ... and leave mini-golfing and ice-skating to landlubbers. The Kids Club offers age-specific programs and

Value-Added Vacation Packages and Exciting Tours

Air Jamaica Vacations offers thrilling vacation packages to Jamaica, with air from many North American hubs and accommodations at the island's best all-inclusive resorts. Great locations include Montego Bay, Negril and Ocho Rios, all ideal for families. For a dynamic vacation that is creatively designed and packed with value-added features, check out the hot deals with this cutting-edge tour company. And the easy-to-use online reservations system makes booking a breeze. Visit www.airjamaicavacations.com. Contact your travel agent or call 1-800-LOVEBIRD today!

For sheer excitement, explore the huge roster of tours offered by **Jamaica Tours**. Wonderfully diverse, they include: horseback riding on the beach; ATV tours; plantation visits; canopy tours; Jungle River tubing; a Black River safari; a reggae tour; swimming with dolphins; catamaran cruises; rafting; and much more. Visit www.jamaicatoursltd.com.

even after-hours babysitting so parents can dance beneath starry skies into the wee small hours. Guests of all ages can take advantage of the many daily activities, including the resort's Circus Workshop, karaoke competitions and trivia contests. Rates start at just US\$99 per adult, per night, and \$50 per child (aged 2 - 12 years), per night. Visit www.starfishtrawl.com.



Cool off at Negril's new Kool Runnings Waterpark

Kids Stay & Eat FREE!

MONTEGO BAY, JAMAICA
Iberostar Rose Hall Beach

from **\$333**
4 DAYS
3 NIGHTS

Discover Iberostar Rose Hall Beach, our new architectural masterpiece located in Jamaica, shining over Montego Bay. Our signature 5-Star service and all-inclusive comfort are sure to exceed your every expectation. This resort features a main lobby that overlooks the ocean and breathtaking views from every single room. This is truly the ultimate way to experience the enchantments of beautiful Jamaica.



5-Star Resort
All-inclusive Comfort
Exquisite A la Carte Cuisine
Live Entertainment

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ROSE HALL BEACH
HOTEL**
★★★★★

Toll Free: 1.888.923.2722

www.iberostar.com

Prices are per person based on double occupancy. Valid for travel through June 30, 2008. All-inclusive includes all meals, beverages, taxes and tips. Airfare and round-trip transfers are not included. All rates and availability are subject to change without notice. Cannot be combined with other offers. Additional restrictions may apply. All applicable cancellation penalties apply. See www.iberostar.com for details. Iberostar does not assume responsibility for errors or omissions within the content of this advertisement.



The Norwegian Sun docked in Montego Bay Cruise Ship Terminal

Getting to Jamaica by Air and Sea

It's Easy, It's Fast, and It's Closer Than You Think!

Jamaica is serviced by most of the major airlines, which fly into both Montego Bay and Kingston airports. Now looking very chic, Sangster International in Montego Bay completed a US\$200+ million renovation in December 2007, and Norman Manley in Kingston is currently undergoing a US\$139 million expansion. Both projects feature revamped customs and arrivals halls, jetways, food and retail concourses, reception areas and lounges, and many more upgrades. These renovations expedite arrival and departure for all visitors, and

have added exciting new features to enjoy before boarding.

Travelers from Chicago may find the best deals from United Airlines and Air Jamaica, which both fly non-stop to Montego Bay. Air Jamaica operates five flights a week.

New York area residents can fly non-stop out of JFK on Air Jamaica, Delta, and American Airlines, or non-stop from Newark on Continental. Air Jamaica runs four daily non-stop flights from JFK to Jamaica.

Air Jamaica and U.S. Airways offer the most frequent non-stop

service from Philadelphia, with Air Jamaica operating daily non-stop service to Montego Bay.

Travelers should check departure schedules with their respective airlines or travel agents. Visit www.airjamaica.com.

Jamaica is of course enormously popular for cruise travel, and was named by the World Travel Awards as the number-one cruise destination in 2007. Carnival, Princess, Royal Caribbean, *The Queen Mary II*, and *The Norwegian Jewel* all call upon Jamaica's ports. Please check with your local travel agent for the latest port-of-call schedules.

JAMAICA

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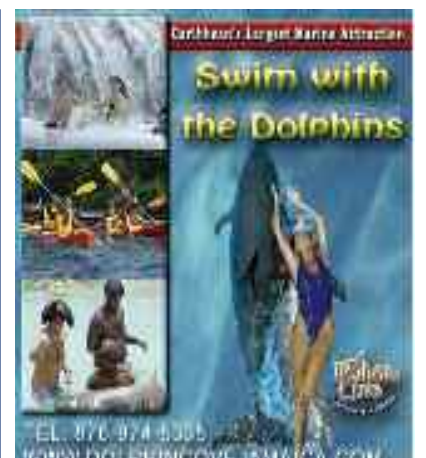
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The daunting elevated #1 tee box at the challenging White Witch Golf Course in Rose Hall, Montego Bay

Sharpen Your Skills on World-Class Greens

...then Relax in the Caribbean's Most Luxurious Golf Clubs

With 12 magnificent courses that range dramatically in scenery, Jamaica has become a magnet for players from around the globe. Montego Bay is the natural focal point

and tee times are not hard to come by—in fact, you can fly into Montego Bay at 10:00 a.m. and be on the first tee by noon.

Backdrop for Bond

Cinnamon Hill is a 6,637-yard, par-71 course, where the

ocean and mountain vistas are breathtaking and trade winds keep the action cool. The seductive layout features an open, windswept front nine that gives way to a tight, bunker-laden backside bordered by dense

foliage. Play here and you'll enjoy stunning scenery that includes the ruins of an 18th-century sugar mill, aqueducts and inlaid stone walls, plus a waterfall at the 15th hole that was featured in the James Bond film, *Live and Let Die*.

British Style

Half Moon's 7,119-yard, par-72 course is reminiscent of a true British-links style course, with trade winds and water hazards adding to the challenge of navigating undulating greens sculpted from the foothills of the island's western coastline. It recently underwent a US\$2 million dollar renova-

tion supervised by designer Robert Trent Jones. Jones added a few more challenges with repositioned bunkers, elevation changes, reshaped fairways and an increase in the length of the course to challenge even the best players.

Go for the Gold

Ocean and mountain views are spectacularly dramatic from Ritz-Carlton's White Witch Golf Course, which stretches across 200 lush acres of the historic 4,000-acre Rose Hall Plantation. This 6,800-yard, par-71 course was designed by Robert von Hagge and Rick Baril, and ranked among the "Top 10 New Golf Courses of 2000" by *Golf Magazine*. It's also one of only 10 international courses to have earned the prestigious "Gold Tee Award" from *Meetings & Conventions*. White Witch was

selected by *Condé Nast Traveler* as the number-one golf resort in the Caribbean and the number-one golf course design in the Caribbean. The magazine additionally named this as the course with the very best golf staff in North America, the Caribbean and Mexico.

Teeing It Up in Paradise

Jamaica's Sandals Golf & Country Club awaits enthusiasts with a challenging 6,311-yard, par-71 course. The club is located 700 feet above sea level in Upton, surrounded by lush fauna just east of Ocho Rios. Rolling terrain and magnificent flowering and fruit trees dominate the 120-acre layout. Complimentary green fees are included for all Sandals Resorts guests in Jamaica, and round-trip transportation is provided from all Sandals Resorts within the Ocho Rios area. Club facilities include two practice areas, a putting green with chipping area, a driving range and qualified golf instruction by a resident PGA Golf Professional. One lesson a day is included for all Sandals Resorts guests who wish to learn the sport or just brush up on their swing.

The par-4 15th hole at the 7,119-yard Half Moon Golf Course in Rose Hall, Montego Bay



Pick Up the Pace This Summer! Add Some Spice, Catch the Beat

In those lazy, hazy days, there is always the option of upbeat activities all around the island. Here are a few that will lift your spirits and take you to the very heart of Jamaica's vibrant community lifestyle.

CALABASH INTERNATIONAL LITERARY FESTIVAL, May 23 – 25, Jake's Resort, St. Elizabeth

Calabash presents three days filled with readings and live music, all for free, at Treasure Beach. More than 30 authors and musicians from 10 countries will read and perform at the 7th Annual Calabash International Literary Festival, showcasing Jamaica's extraordinary literary strength. Visit www.calabashfestival.org.



Calabash International Literary Festival

Ocho Rios Jazz Festival

OCHO RIOS JAZZ FESTIVAL, June 7 – 15, Ocho Rios

In Jamaica, June is a month to celebrate the magnetic spontaneity of jazz. The 18th Annual Ocho Rios Jazz Festival will feature nine days of inspiring music and entertainment that will fascinate all age groups. Performers will travel to Jamaica from Europe, the United States and other Caribbean destinations to join celebrated Jamaican jazz artists. Visit www.ochoriosjazz.com.



PORTLAND JERK FESTIVAL, July 1, Boston Playing Field, Portland

Jamaica presents one of the biggest celebrations of jerk cuisine, hosted in Portland, known as the "home of jerk." This is the perfect opportunity for visitors to participate in a lavish feast of jerk lobster, fish, chicken and pork, and to enjoy performances by local artists and dancers, art exhibits, carnival rides and face painting (876-715-6553).

REGGAE SUMFEST, July 13 – 19, Catherine Hall, Montego Bay

This hot annual music event features the top talent in roots, rock and reggae from all over the world. Past performers have included R&B queen Mary J. Blige, LL Cool J, Rihanna, 50-Cent and G-Unit, Missy Elliott, Morgan's Heritage, Elephant Man, Beenie Man and Bounty Killa, to name a just few. Visit www.reggaesumfest.com.



Damion Marley at the 2008 Reggae Sumfest

KINGSTON RESTAURANT WEEK, November 9 – 16, Kingston

Kingston Restaurant Week offers a premium opportunity to sample Jamaica's deliciously diverse cuisine. The event celebrates Kingston's talented culinary community and allows travelers to experience "adventures in tastes for less," with menu prices often reduced by as much as 50 percent (876-978-6245).

Who says you can't have it all? Fast and fun or laid back and lazy, whatever you're into you'll find it at Breezes. And it's all included. From land and water sports to meals, drinks and entertainment. All on some of the best beaches anywhere.

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