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### ***Negril Chamber of Commerce converts dreams into realities***

Welcome to our 2005 Negril Guide, the annual publication of the Negril Chamber of Commerce. This guide tells the story of our town and what we represent. We hope you get a taste of this most special place on earth.

This year the chamber celebrates its 22nd year. We have a rich past of partnering with government, the private sector, international agencies, and individuals to help Negril grow into the successful destination it is today.

Tourism is our main economic engine. We boast accommodations from modest cottages and guest houses to the most luxurious resorts anywhere. Once a sleepy fishing village, our town now offers restaurants, bars, nightclubs, shopping, and transportation to rival the most developed cities.

However, we work in a simple style that maintains Negril's mystique.

Like well-oiled machines, our business communities have developed innovative support services to ensure that new business grows steadily. Our Chamber of Commerce exists to support the entrepreneurial spirit and facilitate sustainable economic growth for all stakeholders: businesses, visitors, and residents alike.

Through our relationships with government, and in partnership with capital, we have a successful track record of providing services and advice to convert members' dreams into business realities. We provide the "how-to," and we follow through with skill training for tourism workers.

Local or foreign, residential or commercial, investment is always welcome in Jamaica. If the Negril Chamber of Commerce can be of service, please contact us at PO Box 3055, Negril, Westmoreland, Jamaica WI. Tel. 957-4067, fax 957-4576, [negrilchamber@cwjamaica.com](mailto:negrilchamber@cwjamaica.com), [www.negrilchamberofcommerce.com](http://www.negrilchamberofcommerce.com).



Hoping to meet you soon,  
**WAYNE CUMMINGS**  
President



## Visitor Information

**Keep these numbers handy  
in case of *emergencies***

<b>POLICE/FIRE</b>	
Police emergency .....	<b>119</b>
Fire emergency .....	<b>110</b>
Police station .....	957-4268
Fire station .....	957-4242

<b>MEDICAL</b>	
Medical emergency .....	<b>110</b>
Advanced Manual Medicine .....	957-9924/818-0682
Long Bay Medical & Wellness Center .....	957-9028
Lucea Hospital .....	956-2233
Negril Health Clinic .....	957-4926
Omega Medical Centre .....	957-9307/4697
Savanna-la-Mar Hospital .....	955-2533
Thomas Mirabile, Optometrist .....	957-3654

<b>TRANSLATION SERVICES</b>	
French (Sylvie) .....	957-4277
German (Inge) .....	957-4052
German (Karin) .....	957-0420
Italian (Dominique) .....	957-4170
Spanish (Raquel) .....	957-4397

### Local Medical Care

**Omega  
Medical Centre**  
Dr. Dale Foster  
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Dr. Sonja King  
957-4697

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**Long Bay Medical & Wellness**  
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**Dr. Thomas Mirabile**  
Optometrist  
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<b>AIRLINES</b>	
Air Canada .....	888-991-9063, 952-5160/2
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Air Jamaica Express .....	888-359-2475, 952-4300
Air Negril .....	421-2904
American Airlines .....	888-359-2247, 800-433-7300
British Airways .....	952-3771
Cayman Airways .....	926-1762
Continental Airlines .....	952-5530
Delta Air Lines .....	800-221-1212
Jamaica Air Link .....	940-6660/0195
Northwest Airlines .....	800-225-2525, 952-9740
Timair .....	957-5374
US Airways .....	800-622-1015, 940-0172

## Negril Guide

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### NEGRIL GUIDE 2005

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### NEGRIL CHAMBER OF COMMERCE

President	<b>Wayne Cummings</b>
Executive Director	<b>Jean Jackson</b>
Assistant	<b>Pauline Munroe</b>

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### ON THE COVER

Hobie Cats on the beach, a sailboat at sunset, and cliff accommodations in Negril. Photos by Robert Ulrich and Jeff Borg.

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## Visitor Information

### CIVIC ORGANIZATIONS

Coral Reef Preservation Society	957-3735
Environmental Protection Trust	957-3736
Library	957-4917
Negril / Green Island Planning	957-4473
Negril Chamber of Commerce	957-4067

### MAIL/COURIER

FedEx	957-5533
Post office	957-9654
UPS/AirpakExpress	957-5051

### MONEY

ScotiaBank	957-4236
National Commercial Bank	957-4117

### Many denominations have churches in Negril

Anglican Episcopal	Sunday 8:00 AM
Assemblies of God	Sunday 11:00 AM
New Testament Church of God	
	Sunday 9:00 AM, 7:00 PM
Mary Gate of Heaven Catholic Church	
	Saturday (January-April) 5:00 PM
	Sunday 10:00 AM
Seventh Day Adventist	Saturday 11:30 AM
United Church	Sunday 11:00 AM
United Pentecostal	Sunday 12:30 PM

### Alcoholics Anonymous meets at local church

Alcoholics Anonymous meets at Mary Gate of Heaven Catholic Church on Tuesday, Thursday, and Saturday at 6:00 PM.

Craft markets are next to the river and at Rutland Point, Sunshine Village, and Vendor's Plaza. Photo by Jeff Borg.



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# Welcome to the Capital of Casual



Clockwise from left: Kids swinging on the beach, sunset over the cliffs, Hobie Cats ready to sail, snorkelers. Photos courtesy of Sandals and Jamaica Tourist Board, and by Jeff Borg and Robert Ulrich.



## Welcome

### Hippies give way to yuppies in contemporary Negril

Once upon a time, pirates plied the waters off Punta Negrilla — named by the Spanish for the black conger eels in the rivers, or maybe for the dark cliffs of the West End, depending on who tells the story.

In 1720 the buccaneer Calico Jack Rackham was seized in Negril and hanged in Port Royal. In the 1800s whalers butchered their catches in Bloody Bay, to the north. In 1959 there was still no road to sleepy Negril.

Today, Negril is a tale of two world-class resort towns — beaches to the northeast, cliffs to the southwest — that attract tourists and investors from North America, Europe, and Australia. Our booming resorts have developed in just 40 short years.

In the 1960s, hippies and back-packers

discovered Negril's pristine beaches, funky cliffs, and hallucinogenic sunsets. They slept with local families or under the stars. Some built inns and stayed. They established our casual, tolerant reputation.

In 1977 a major beach resort — now SuperClubs' Hedonism II — opened. Tales of wild toga parties and nude volleyball games spread Negril's fame. Then the Sandals and Couples chains followed. The boom was on.

By the 1990s investors discovered the West End, developing cliff-side boutique properties — Rockhouse and others — for the growing nonconformist market. In 2004 Hurricane Ivan accelerated the trend by forcing even more redevelopment, such as the new construction at Rick's Café.

A few of the original hippies remain, but the future of Negril — more yuppie than hippie — is a booming market for rooms, restaurants, and recreation. 🌴

### Chamber completes projects; community enjoys benefits

The Negril Chamber of Commerce invites new members. Our mission is to generate sustainable tourism and investment. Here are some of our 2004 initiatives.

A new **PREFERRED PARTNERSHIP** programme wins better rates from vendors for chamber members. Digicel was the first to sign up, establishing special wireless user groups for member organizations.

**DESTINATION MARKETING** was upgraded by improving *NegrilGuide* and negril.com.

Our **ENVIRONMENT** was enhanced by upgrading the recycling center. Now glass is crushed; cardboard baled; rain harvested; waste reduced; and plants grown. Members attended the World Conservation Congress.

We sponsored much **HUMAN RESOURCE** development. Members learned to plan and manage projects. Managers learned occupational health and safety. Hotel employees learned customer service, technology, office procedures, housekeeping, food, beverage, and languages. We developed a new skills bank to match workers with positions.

The **NEGRIL ALL AGE SCHOOL** was renovated and expanded by 1200 square feet. 🌴



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**Charela Inn**



## Welcome

### Plan visits to Negril around holidays and events

#### JANUARY

**Jamaica Sprint Triathlon.** Swimming, cycling, running at Couples Swept Away resort. Contact Jamaica Tourist Board, 929-9200, or Swept Away Sports Complex, 957-4061.

#### FEBRUARY

**Bob Marley Day.** February 6.

**Ash Wednesday.** February 9.

**Byron Lee and the Dragonaires "Unleash the Tiger."**

The concert is a touch of carnival each year. February 25. Contact The Jungle, 957-4005.

#### MARCH

**Jamaica Beachfest.** Negril's famous Spring break: College kids heat up on the beaches, jump off cliffs, try out new water sports, and party hard. February 26 to April 2.

**Negril Music Festival.** Jamaican and international reggae and calypso. Mid-March. Call 968-9356.

**Easter.** Good Friday to Easter Monday, March 25-28.

**Negril Ice Cream and Chocolate Festival.** Negril Beach on Easter Sunday and Monday, March 27-28. Contact Island Multimedia, 957-3454.

#### MAY

**Labour Day.** May 23.

#### AUGUST

**Emancipation Day.** August 1.

**Independence Day.** August 6.

**Epicurean Escape.** A deliciously long weekend of seminars and tastings for foodies: from jerk to sushi, chocolate to pastries, Champagne to Sauternes. August 31 to September 4. Contact the Grand Lido Negril, 518-5006/7.

#### OCTOBER

**National Heroes Day.** October 17.

#### NOVEMBER

**Negril JerkFest.** Musicians play as leading jerk chefs from around Jamaica prepare their specialties at Three Dives Jerk on West End Road. November 27. Contact Lloydie, 782-9990.

#### DECEMBER

**Reggae Marathon.** A 26.2-mile run along the beach road set to throbbing reggae music. December 3. Contact Reggae Marathon Ltd., 922-8677, [www.reggaemarathon.com](http://www.reggaemarathon.com).

**Christmas Day Holiday.** December 26.

**Boxing Day.** December 27.



### Getting around Negril now quick, easy, inexpensive

Negril is easy to get around. Hugging the coast, about 10 miles from north to south, Negril's three major roads come together at a roundabout called Negril Square.

The flat wide beach road (Norman Manley Boulevard or A1) runs north past the beach resorts to Montego Bay. Narrow winding West End Road (Lighthouse Road) runs southwest past the cliff resorts to the lighthouse and beyond. Urban Sheffield Road (A2) runs inland three miles to the town of Sheffield, then to Savanna-la-Mar.

All it takes to **GET A TAXI** in Negril is to stand by the side of the road for 15 seconds. One will stop to offer a ride. Hold out for licensed cabs with red plates. Negotiate fees with the drivers — specify US or Jamaican dollars — before stepping into the cabs. Failure to do so may result in expensive sur-



**Beware of pedestrians along the coastal highway from Montego Bay to Negril. Photo by Jeff Borg.**

prises or unscheduled walks. From northern beaches or southern cliffs to the center of town should be around US\$5.

For a bit of freedom, **RENT A BICYCLE** around US\$10 per day. For a bit more freedom, **MOTOR SCOOTERS** can be rented for US\$25-35; larger motorcycles for US\$40-50; plus deposit. Several vendors line up their bikes along the major roads.

For maximum freedom and adventure, **RENT A CAR.** Escape the tourist areas and get into the real Jamaica. Paved roads circle the

bourbonbeach@cwjamaica.com', 'Web: [www.bourbonbeachnegril.com](http://www.bourbonbeachnegril.com)'."/>

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
Unique Vacations, Inc. is the worldwide representative for Jamaica.





island and cross the mountains at several points. Stay left. Most cars are Japanese sub-compacts. Rates are US\$50-100 per day. Gas is US\$2.20-2.95 per gallon. Telephone numbers for several agencies are on page 4.

Many resorts include **AIRPORT TRANSFERS** in their rates. Other visitors can use JUTA Tours, which advertise minibus trips between Negril and the airport in Montego Bay for US\$15 with a reservation, 957-4620/9197. A taxi might cost US\$70-80.

Several **DOMESTIC AIRLINES** and charters serve Negril Aerodrome on Norman Manley Boulevard. Timair flies groups to Montego Bay, OchoRios, Port Antonio, and Kingston. Fares start at US\$66 per person between Negril and Montego Bay, 957-5374. 

***Readily available services  
make business here easy***

The point of Negril is to get away. But visitors also take care of business here. The Negril Chamber of Commerce can help with faxing, copying, and typing. Mostly, members want to share their **CONTACTS** and **ADVICE** so new businesses can help grow the economy. The office is upstairs at Vendor's Plaza on West End Road between Scotiabank and the post office, 957-4067, fax 957-4591, [negrilchamber@cwjamaica.com](mailto:negrilchamber@cwjamaica.com). Ask for Executive Director Jean Jackson.

The Jamaican Dollar floats freely against other currencies. In early 2005 it was 61 to the US Dollar, 79 to the Euro, and 113 to the British Pound.

**MONEY** can be exchanged at many hotels. Two banks on West End Road open 9AM-2PM Monday to Thursday, 9AM-4PM Friday. They are Scotiabank, just west of Negril Plaza, 957-4236, and National Commercial Bank, at Sunshine Village, 957-4117. US Dollars circulate widely in Negril.

Standard **ELECTRICAL SERVICE** is 110volts. Some hotels also offer 220-volt service. →





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For most visitors, the only threats to **HEALTH** are sunburn and dehydration. Use sunscreen and drink plenty of water, which is perfectly safe, and also tastes good.

While fixing up the vacation place, one may need a hammer, a stack of plywood, or various **HARDWARE** items. Negril Hardware comes in handy, West End Road, 957-4411.

Visitors find **INTERNET ACCESS** at several cyber spots. Easy Rock Internet Café started as a sideline to a West End restaurant, but demand for internet exceeded demand for food. The café has Windows computers, printer, laptop port, and snacks. E-rates are US\$1.65 for 20 minutes, then US8¢ per minute, 957-0671. Another West End spot is MiYard, with 24-hour food, 957-4442.

In a trailer on Norman Manley Boulevard is Surf 'N Talk. The computers and printer are new and there is a port for laptops. The rate is US\$1 for 15 minutes.

A small public **LIBRARY** sits on West End Road ¼-mile from the roundabout, 957-4917.

The **POST OFFICE** opens 8AM to 5PM, Monday to Friday, on West End Road about 1000 feet from the roundabout, 957-9654.

Making **TELEPHONE CALLS** from Negril has become easy and inexpensive.

International roaming allows GSM phones to work in Jamaica when the feature is enabled. To use an AT&T Wireless phone, for example, costs US\$1.69 per minute in Jamaica. Digicel — competitor to the utility Cable & Wireless — claims the largest number of roaming agreements here. Digicel also rents phones at hotels and car rental agencies, and sells prepaid minutes through numerous outlets. The peak rate per minute to call another Digicel subscriber is US16¢. To a land line is US19¢. To almost every other country is US29¢. Frequent visitors can purchase a phone from US\$38. 888-DIGICEL.

Many hotels charge reasonable rates to make phone calls from their rooms. At Rondel Village, for example, rates are US\$2.44 for three minutes to the USA or Western Europe, US49¢ per minute locally, and a flat US81¢ to make an 800 call.

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# Resorts and Accommodations



Clockwise from top: the beach behind Charela Inn, sunset behind the cliff-side villas at Rockhouse, one of the pools at Beaches resorts. Photos by Robert Ulrich and Jeff Borg.



## Resorts and Accommodations

### Where to stay? Beach or cliffs? All-inclusive or small boutique?

**B**each-side or cliff-side? All-inclusive or small boutique? These are the first two questions that visitors must answer.

Most vacationers assume that a great Caribbean resort would be on a **GREAT BEACH**. For them, Negril's northern beaches may be best in all the Caribbean: long and broad, white and powdery, warm refreshing water, and fun for the kids.

**CLIFF-SIDE** Negril, however, is for people who do not make such assumptions. They enjoy the winding roads, tropical canopy, natural caves, funky architecture, sunset views from high rocky perches, sunbathing decks carved out of the cliffs, jumping-off cliffs into clear emerald waters, and real Jamaican neighbors nearby.



Negril's Long Bay and Bloody Bay are the icons of great Caribbean beach resorts.  
Photo by Robert Ulrich.

**ALL-INCLUSIVE** resorts, with hundreds of rooms and multiple restaurants, make rest and relaxation easy. Food, drinks, entertainment, activities, sports, transfers: all are included in the room rate. One never need leave the properties, which huddle together along the northern beaches.

**BOUTIQUE** resorts, however, with fewer rooms and more personal attention, are places for private relaxation and brave new adventures. They often have great restaurants, bars, and entertainment. But they also help guests to enjoy the real Negril around them — to eat, drink, and laugh like Jamaicans. The cliffs are full of boutique resorts, but the beaches have many as well.

### Beach accommodations

Here are short reviews of leading beach accommodations along Norman Manley Boulevard, in alphabetical order. Reviews of

**Rondel Village**

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"The best place in Negril to watch the sun go down is from Rockhouse - which incidentally offers the best food in Negril."  
Elle Magazine



# Resorts and Accommodations

cliff-side and out-of-town resorts follow.

The family run **BEACHCOMBER CLUB** offers personal service in elegant apartments, studios, and rooms. The popular Gambino's Italian/Jamaican restaurant is on site. 957-4170/1.

Family-friendly **BEACHES NEGRIL** and **BEACHES SANDY BAY** together have eight restaurants, eight bars, four pools, four tennis courts, fitness, spas, water sports, etc. What makes them unique are their activities for children. Parents can spend time with or without the kids, confident they are safe and entertained. 957-9270/9 (Negril), 957-5100/3 (Sandy Bay).

A Spanish style hacienda designed around the swimming pool, **CHARELA INN** is run by community leaders Daniel and Sylvie Grizzle. They also run the fine French-

Jamaican restaurant Le Vendôme on site, a special delight for hotel guests. 957-4648.

Nicely laid out for rest and relaxation, **COCO LA PALM** is a beach resort with Jacuzzi, water sports, activities, two pools, and two restaurants. 957-4227.

**CORAL SEAS BEACH** has rooms, suites, apartments, and a pool, amid bamboo and hibiscus on the beach. **CORAL SEAS GARDEN** is a similar facility just across the road. 957-9226 (Beach), 957-4388 (Garden).

Romantic straight couples who like lots of activities enjoy **COUPLES NEGRIL**. Decor is contemporary "Negril chic." Food is good at the three restaurants. Plus, there are five bars, two pools, golf, tennis, basketball, fitness, water sports, etc., on Bloody Bay. 975-4271.

Health nuts who want an all-inclusive



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## Resorts and Accommodations

beach resort choose **COUPLES SWEEP AWAY**. Food and drink is of high quality at its three restaurants and five bars. Sports and fitness include two pools, two Jacuzzis, 10 tennis courts, racquetball, squash, spa, sauna, sailing, skiing, snorkeling, diving, kayaking, and biking. There are group activities, but no pressure to join. Rooms have verandas. Grounds are well-landscaped. 957-4061.

Home away from home, **CRYSTAL WATERS VILLAS** is optimized for groups and families. The staff not only cleans, but also cooks and baby-sits for guests. 957-4284.

A 30-year landmark on the beach, the intimate **GOLDEN SUNSET** welcomes kids and promotes what they call "Old Negril pampering." 957-4241.

A raucous all-inclusive for singles, **HEDONISM II**, part of SuperClubs, has a nude beach, nude bar, and spacious rooms with mirrored ceilings. There are four restaurants, six bars, two grills,

two pools, tennis, squash, water sports, and fun activities. 957-5070.

With a choice spot on the beach, large suites, and personal service, **IDLE AWHILE** guests also have access to the sports complex at Swept Away nearby. 957-3302.

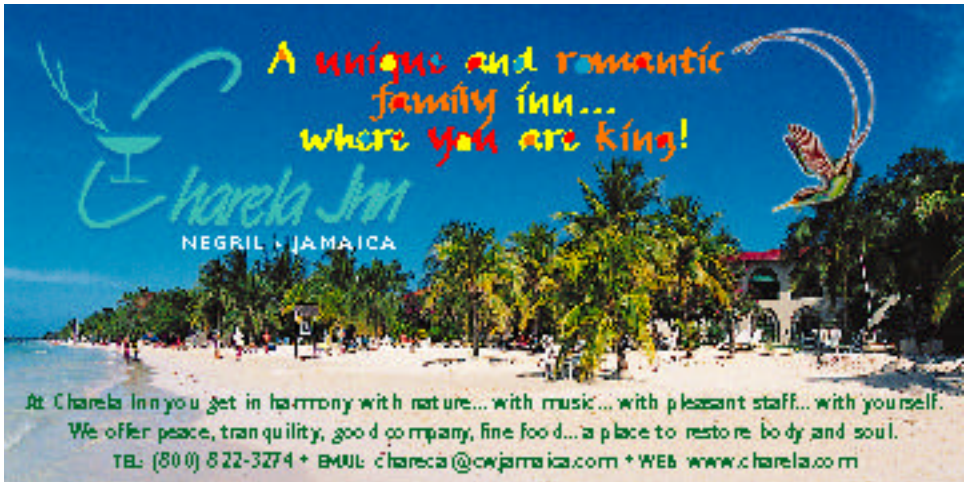
Stylish, Iberian-inspired, reasonably priced rooms, with terra cotta floors and big mahogany beds, make **KUYABA** a good value on the beach. The restaurant of the same name is a major bonus. 957-4318.

Tasteful, intimate, popular with European groups, **MERRILLS BEACH RESORT** offers verandas, lush grounds, a restaurant, and a beach bar and grill. 957-4751.

Modern studios and suites with kitchens, cable, and safes are offered at the **NEGRIL BEACH CLUB CONDOS**. Kids are welcome. A fitness center, open to the public, features free weights, cardiovascular equipment, and massage services. 957-4323.



This big fun fountain entertains even the youngest member of the party. Photo by Jeff Borg at Beaches Negril.



A stroll behind the beachfront resorts may be the most popular activity in Negril. Photo by Jeff Borg.

Part of the all-inclusive Sandals chain of resorts, **NEGRIL GARDENS** offers 65 nicely appointed beach and garden rooms with balconies in colorfully painted buildings.

The resort is especially popular with European vacationers. 957-4408.

The comfortable **NEGRIL TREEHOUSE** is 16 octagonal bungalows with TVs and safes. →

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## Resorts and Accommodations

Some suites have kitchenettes. The beach bar is popular. Guests have privileges at the Swept Away sports complex. 957-4287.

The family-friendly **POINT VILLAGE** condos have kitchenettes, so guests can opt for the meal plan or to cook for themselves. Three restaurants, three bars, three pools, and child day care are included. 957-5170.

The all-new all-inclusive beachfront **RIU TROPICAL BAY** and **RIU NEGRIL** are the two largest properties here, totaling 836 rooms on Bloody Bay north of



The fun foot-bridge crosses the cool pool by the peaceful patio at this beach resort. Photo by Jeff Borg at Rondel Village.

Negril. More affordable than some other resorts, rooms are modern, with satellite TV, safes, and mini-bars. Numerous restaurants, bars, entertainments, and pools, plus fitness, spas, tennis, volleyball, water sports, nude beach, conference facilities, and internet access are all found on site. 957-5900 (Tropical Bay), 957-5700 (Negril).

Restored and expanded after the 2004 hurricane, **RONDEL VILLAGE** is fresh and new. Large rooms — named after local fruits like Nase Berry, Ackee, and June Plum — have



Many resorts serve snacks and drinks just steps from the water. Photo by Jeff Borg at Beaches.

nice big balconies overlooking either the pool or beach. Service is friendly. 957-4413.

No one ever goes hungry or thirsty at a

**SANDALS** resort. The Jamaica-based chain that pioneered all-inclusive vacationing has a large property for couples at the north end

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# Resorts and Accommodations



Visitors can do a little spelunking in the caves under some of the cliff resorts of the West End. Photo by Jeff Borg at Xtabi.

of Long Beach. It offers five restaurants, four bars, four tennis courts, two pools, fun activities, a fitness center, and a long list of water sports. 957-5226.

More intimate than the huge beach resorts nearby, **SEA SPLASH** has the feel of an elegant boutique hotel. Plus, the famous Norma's Restaurant is located there, to the delight of hotel guests. 957-4041.

**SHIELDS NEGRIL VILLAS** has modern rooms with kitchenettes and cable. The property features a swim-up pool bar and a pleasant restaurant with tasty local Jamaican and international favourites. 957-3112.

**TRAVELLERS** beach resort offers 14 economical cabins plus 16 standard rooms with cable TV; some with kitchenettes. 957-3039.

**YELLOW BIRD** offers good rates on five two-bedroom cottages plus five hotel rooms on the beach, furnished simply with wicker, ceiling fans, and refrigerators. 957-4252.



Pool deck melts into the sunset from atop rocky cliffs. Photo by Jeff Borg at Rockhouse Hotel.

## Cliff accommodations

Here are short reviews of leading cliff accommodations along West End and Lighthouse roads, in alphabetical order.

An intimate, exclusive, cliff-side all-inclusive resort, **THE CAVES**, offers sumptuous meals, self-service bar, saltwaterpool, Jacuzzi, spa, sauna, activities, and attentive service. →

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The popular Sands bar is on site. 957-0269.

**CORAL SEAS CLIFF** offers elegant villas, nicely furnished rooms, pool, and restaurant, overlooking the cliffs. 957-3147.

When a mere suite will not do, the **LANTRISSANT** beach house offers four bedrooms, cottage, full staff, private beach and tennis, all on four seaside acres a short walk from the center of town. 957-4259.

Imagine an architectural fantasy land where thatch and stone villas peek over dramatic cliffs into clear emerald waters 60 feet below... where the pool and many private decks perch atop rocky outcroppings for maximum sunset views... where the casually hip restaurant and bar make each guest feel a bit like a movie star... and where real people can actually afford to stay. That place would be **ROCKHOUSE HOTEL**. 957-4373.

Almost out to the lighthouse, hidden behind a wall, surrounded by greenery, carved from seaside cliffs, **TENSING PEN** is a place to hide from the world and commune with nature. 957-0387. →



Villas lean out over the cliffs for maximum views of the Caribbean, which beckons guests for a swim. Photo by Vic Hanna at Xtabi.

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Some of the cottages at **XTABI** cantilever out beyond the cliffs for unmatched views of the blue-green sea. Standard rooms are inland, making them more affordable. The large octagonal bar is a major social center, especially at sunset. 957-4336.

**Out of town accommodations**

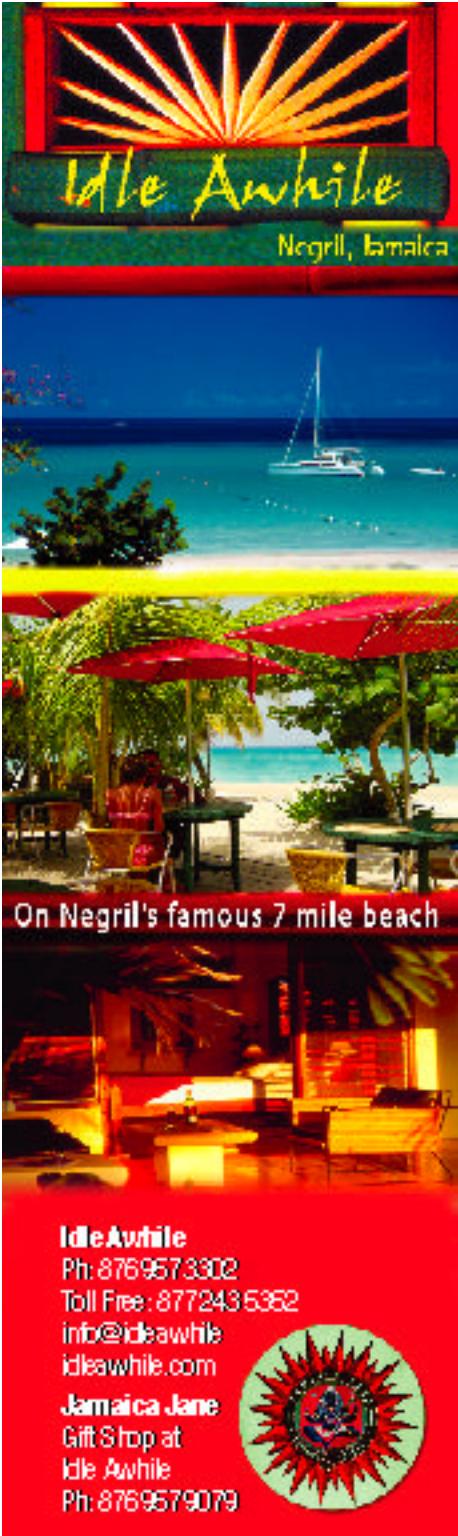
These resorts are located just a few minutes north or south of Negril.

The Welch family moved 15 minutes southeast of Negril to develop their new **LOST BEACH RESORT** along the South Coast. For families and groups who are weary of crowds, the resort features several modern beachfront apartments, plus a pool, restaurant, and bar. At the small fishing village of Hope Wharf, 640-1111.

Just a few miles up the coast from Negril, horseback riding through the mountains and sea is one of the big attractions at **RHODES HALL PLANTATION**, which offers beachfront villas with TVs and kitchenettes. Highway A1, 957-6883. 🌴



Winding roads, tropical canopy, natural caves, funky architecture, and Jamaican neighbors are features of the cliffs. Photo by Robert Ulrich.



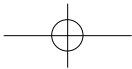
**Idle Awhile** Negril, Jamaica

On Negril's famous 7 mile beach

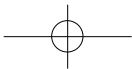
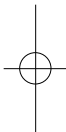
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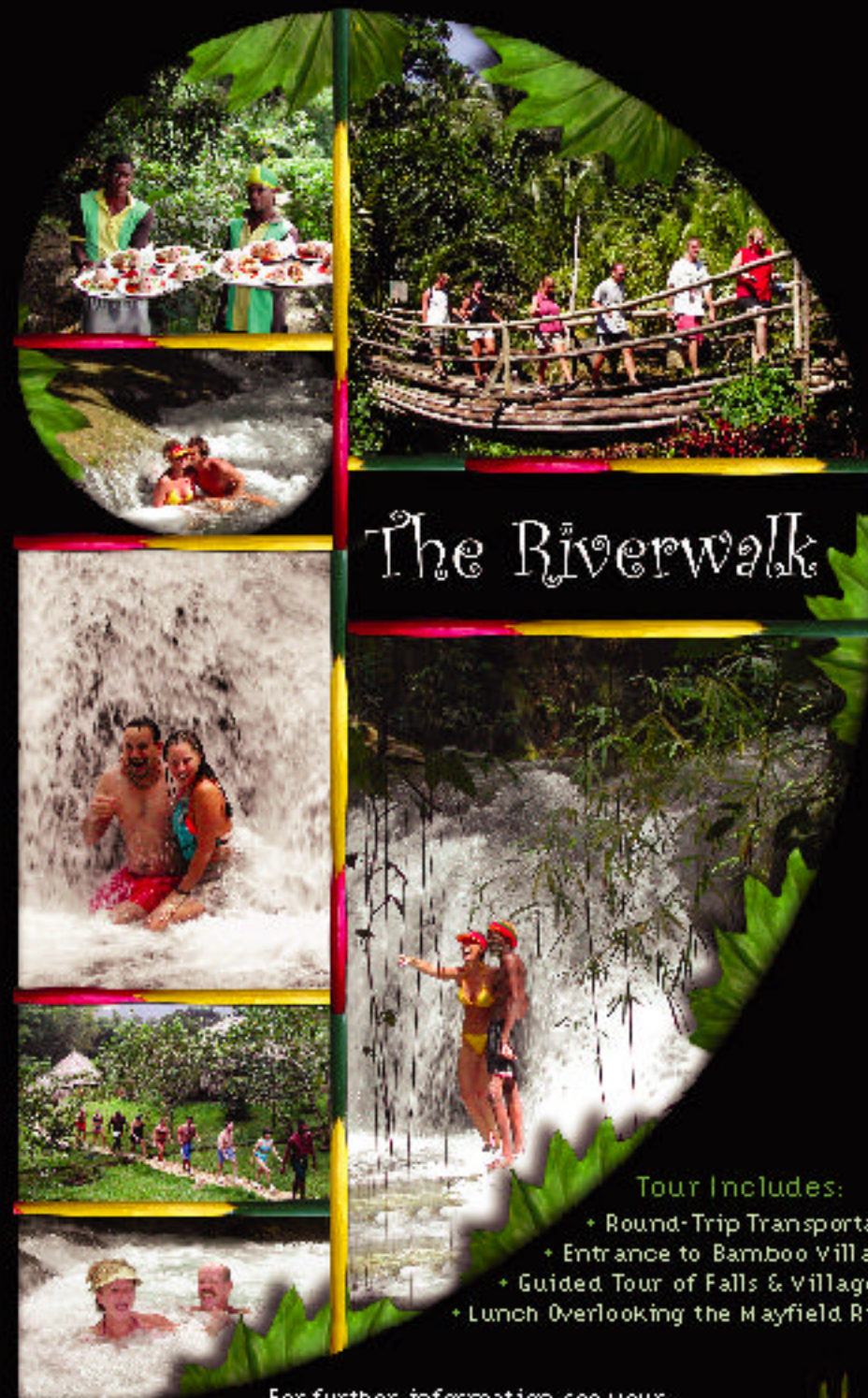




map to come







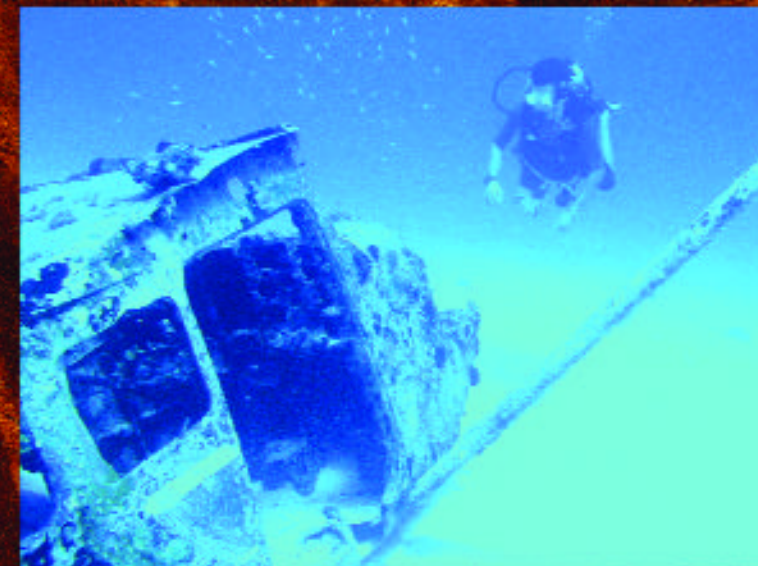
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# See and Do



Clockwise from left: airplane dive, Royal Palm Reserve, water sports, South Negril River, horseback riders.  
Photos by Mike Lydiatt/Sun Divers, Robert Ulrich, and Jeff Borg, and courtesy of Chukka Blue Adventure Tours.



## See and Do

### Fill days with adventure or do nothing at all

As the capital of casual, some visitors come to Negril to do nothing at all. That's okay. But there are so many beaches to stroll, cliffs to jump off, pools to swim, bikes to ride, horses to ride, skis to ride, kayaks to row, snorkels to blow, reefs to dive, fish to meet, fish to catch, fish to release, caves to explore, swamps to explore, sunsets to worship, boats to cruise, balls to lose, waterfalls to climb, an historic lighthouse to climb, an ancient sugar plantation to tour — and that's just the outdoor stuff.

For an excursion to see how rum is made, take the **APPLETON ESTATE RUM TOUR** in picturesque Nassau Valley a couple of hours east of Negril. The fragrant adventure includes hotel pick-up

in Negril, a rum tasting in the Appleton Lounge, and a sample bottle of rum to take home. Siloah, 963-9215/7.



A solar-powered 1985 lamp tops the stately 1894 lighthouse, which still operates to guide ships around treacherous West Point. Photo by Jeff Borg.

The **BEAUTIFUL BEACHES** at Long Bay and Bloody Bay are the very icons of a great Caribbean beach destination — white sand, clear water, pink tourists on parade, brown locals hawking wares, food and drinks served directly at one's chaise. Meanwhile, Long Bay Beach Park preserves a quiet, uncrowded stretch of the sand near the northern end of the bay, with just a few picnic tables and changing rooms.

Several operators offer **CATAMARAN CRUISING** with snorkeling stops and refreshments. *Wild Thing* is a fun 45-foot sailing yacht, complete with onboard waterslide, 957-9929/30. Island Charter operates two party boats, *Sunsplash* and *Sunsa-tion*, with some cruises fun for kids, and some cruises

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## See and Do



Day trippers on a small boat explore a cave carved under the cliffs by the Caribbean Sea. Photo by Robert Ulrich at Rick's Café.

fun for adults only, 430-0596/995-2853.

A uniquely exhilarating West End activity is **CLIFF JUMPING** into the clear emerald sea, several feet below. Rick's Café, one of several venues, is practically a stadium for such activity. All it takes to jump is enough rum to overcome one's better judgement.

Each morning many independent guides in small skiffs ply the beaches and rivers offering **FISHING** trips to visitors. To arrange a deep-sea trip for wahoo, tuna, blue marlin, or sailfish, contact Stanley's Deep Sea Fishing, 957-0667.

A uniquely Jamaican adventure is **HORSEBACK RIDING** through the sea. Rhodes Hall Plantation also offers tours through banana and coconut groves, and rides high up into the hills. Five miles northeast of Negril, 867-957-6883.

The historic **NEGRIL LIGHTHOUSE** still warns ships to stay away from treacherous

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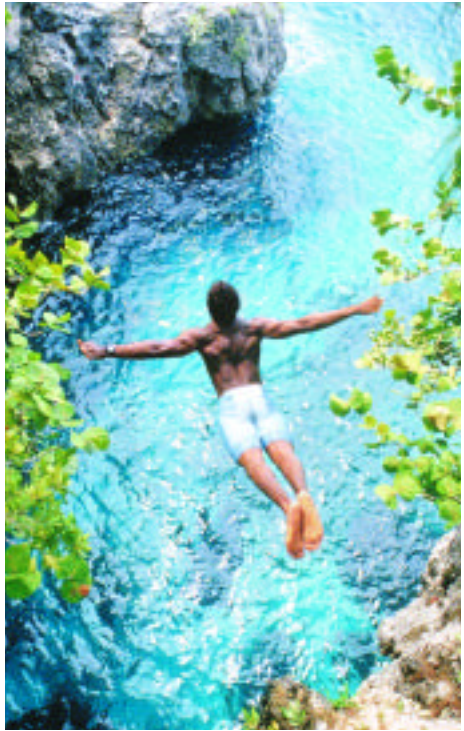
Telephone: (876) 971-6580 Fax: (876) 971-2481  
website: [www.mayfieldfalls.com](http://www.mayfieldfalls.com)



West Point. Only now the modern lamp runs on solar power. Inside the tower a mini-museum displays artifacts like the original kerosene lamp from 1894. Visitors who climb the steep 103 steps to the top of the 66-foot tower are rewarded with beautiful views of cliff-side Negril. Open daily at no charge, West End Road (also known as Lighthouse Road) three miles southwest of the roundabout.

Neither beach nor cliffs, but a totally other kind of Jamaican experience, are the **RIVERS** and **WATERFALLS** high up in the mountains. Visitors climb up falls, wade through rivers, swim in natural pools, and commune thoroughly with the environment. Mayfield Falls and Mineral Springs, 957-4864/971-6580. The Riverwalk, on the Mayfield River, 957-3444. YS Falls, near Middle Quarters, 997-6360.

In the Great Morass east of town, the 300-acre **ROYAL PALM RESERVE** protects the island's largest stand of native swamp cab-



bage palms. A boardwalk and observation tower facilitate eco-tourism, allowing close encounters with crocodiles, sea hawks, os-



Left: Diver just clears the cliffs on his way into the Caribbean. Photo courtesy of Jamaica Tourist Board.  
Above: West End cliffs host catamaran cruisers who stop for a bit of snorkeling. Photo by Robert Ulrich.

preys, doctor birds, woodpeckers, egrets, herons, black parakeets, butterflies, and mosquitoes. A compact museum explains

the local flora and fauna. Look for a sign on Sheffield Road 10-15 minutes from the roundabout, 957-3736/364-7407. →

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Price: Adults, US\$12 / Children, US\$6



## See and Do



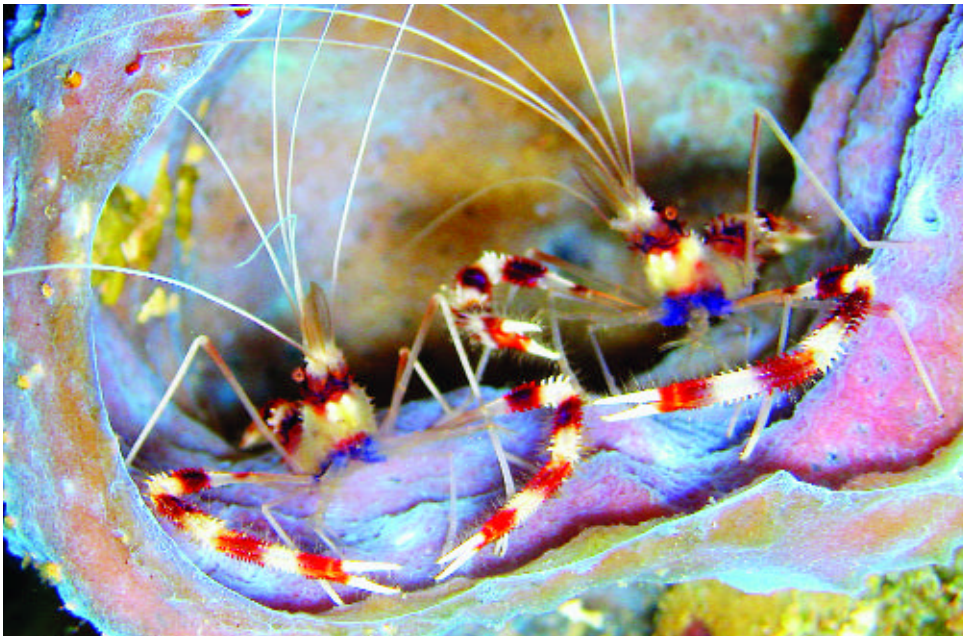
Mike Lydiatt gives his dive student some last-minute tips before testing her new scuba skills. Photo by Jeff Borg on a SunDivers boat.

Certified divers take advantage of beautiful reefs off the beach at Long Bay, as well as unusual caves under the cliffs of the West End. Newbies take advantage of Negril vacations to earn PADI open water **SCUBA DIVING** certificates in just four days. Then they can

enter the silent world of beautiful neon fish, bright corals and sponges, big spiny lobsters, even sting-rays and nurse sharks. From 45 to 90 feet down, dive sites include coral-crusted airplanes, a tug boat, caves, and tunnels. Not ready for diving? No certificate is needed to have some fun **SNORKELING**. Led by the enthusiastic Ansel Clarke, dive masters at SunDivers take good care of their charges,

at Point Village (Rutland Point) and two other locations, 957-4503/9943. Another experienced operator is Negril Scuba Centre, in the Negril Beach Club Hotel, 957-9641.

At the far western tip of Jamaica, the evening ritual of **SUNSET WORSHIP** is celebrat-



Banded shrimp settle into a colorful sponge on the reef just offshore. Photo by Mike Lydiatt / SunDivers.

ed on both beach and cliffs. No admission is required; just a comfortable perch, one's favourite libation, and maybe a camera.

Various forms of **WATER SPORTS** — jet skiing, water skiing, sailboarding, sailboat-

ing, parasailing, banana boating, and snorkeling — are readily available from beach-front hotels and beach concessions. Check with Treehouse Watersports, 957-4893, or Aqua-Nova Water Sports, 957-4323. 🌴



**Enjoy horseback riding at Rhodes Hall Plantation**

Ride our gentle horses along the beach, into the Caribbean Sea, or through the mountains. Just call 957-6883 or 957-6334 to arrange for free pick-up from any Negril hotel. Just five miles from town.

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# Eating and Drinking



Clockwise from top: lobsters queued up at a West End jerk stand, lunch on the beach, Jamaican coffee, breadfruit on the tree, sunset on the cliffs. Photos by Jeff Borg and Robert Ulrich.



# Eating and Drinking

## Unique fruits, veggies, spices make for culinary adventure

The first-time Negril visitor takes a spoonful of the soup, grins broadly, and pronounces, "It's like a warm, savory version of pumpkin pie."

Pumpkin soup does not actually come from the guts of jack-o-lanterns... more like big orange squashes. Typical Jamaican fare relies on many

### FRUITS AND VEGETABLES

largely unknown in Europe and North America. Ackee, a tree fruit native to Africa, cooks up like scrambled eggs and makes its way into many dishes. Callaloo, served aside nearly every local dish, looks and tastes like spinach.



There are so many fruits in this Garden of Eden: breadfruit (starch to boil, bake, or roast), guava (musky sweet), guinep (like a grape), mango (sweet and slippery), papaya (like a melon with edible black seeds), sour-sop (acidic flavour in desserts), star apple (mildly sweet purple tennis ball), ugli (like a deformed grapefruit), and others.

**JERK BARBECUE** is the quintessential Jamaican flavour. Jerking adds kick to chicken, lamb, pork, fish, even vegetables. But the seasoning is more complex than just a fiery scotch bonnet pepper. It fuses scallions, black pepper, allspice, nutmeg, and more. Jerk

Ripe ackee fruit (above right) figures into many Jamaican dishes. Unripened ackee (above left) is poisonous. Photo by Jeff Borg.

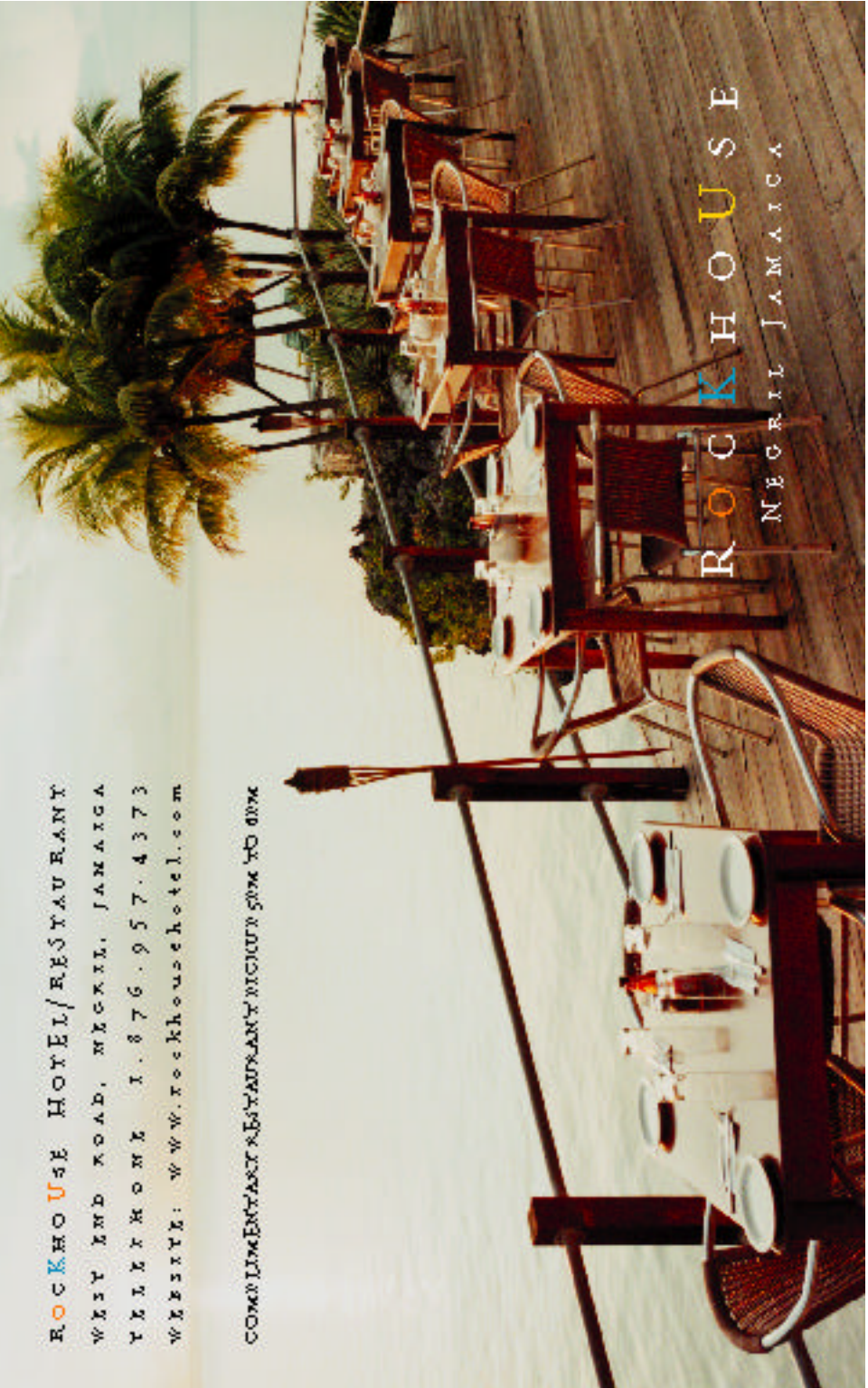
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# Eating and Drinking

seasoning is to hot sauce, as fine wine is to grape juice. Visitors can stock up on native seasonings at supermarkets or gift shops.

The staple of fast food here is the **JAMAICAN PATTY** — a pastry crust filled with chicken, fish, veggies, whatever, then baked or fried. In Latin America it might be called an *empanada*. Here it ranges from agreeably mild to aggressively spicy.



At her beach road patty emporium Mis Sonia fills each shell with beef, chicken, seafood, or veggies, one at a time. Photos by Jeff Borg.

Java snobs agree that **BLUE MOUNTAIN COFFEE** may be the best in the world — rich but not bitter; smooth but not wimpy. Perfect beans result from the skill and care of the workers, plus the cool temperatures, abundant sunshine, rich soil, and gentle rainfall in the Blue Mountains of eastern Jamaica. At the rate of US\$40 per pound in the USA, it had better be great.



Aneika plays the espresso machine to produce Jamaican coffee to die for. Photo by Jeff Borg at Morgan Bar in the Sunrise Club.

Coffee aficionados can stock up in Jamaica for half that price.

**RUM** is among the island's five largest exports and Appleton is the island's leading brand of rum. The same company also makes the White Overproof and Coruba brands. The Appleton Estate dates back to 1655 and now offers tours. Myers's Rum is another excellent Jamaican brand.

The island also produces good **BEER** and **SOFT DRINKS**. The popular national beer is a lager called Red Stripe, which is exported. A unique and refreshing local soft drink is called Ting, made from grapefruit juice.

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## Eating and Drinking

### Chefs fuse international recipes with Jamaican ingredients

Negril visitors and locals enjoy more than our share of fine restaurants — most open-air with views of the beach or cliffs.

### Beach restaurants

Here are short reviews of some beach-side restaurants and bars along Norman Manley Boulevard. Cliff-side eateries follow.

One of the most popular bars in Negril is **BOURBON BEACH**, with live reggae three nights a week, disco parties, and good jerk chicken and pork. 957-4405.

**GAMBINO'S** in the Beachcomber Club



Careful, jerk chili bites back.  
Photo by Jeff Borg at Jimmy Buffett's Margaritaville.

merges Jamaican and Italian cuisines: fresh salads, grilled fishes, spaghetti Alfredo, chicken parmigiana, and a rich fettuccine with lobster. 957-4170.

With laid-back Rastafarian inspiration, the **HUNGRY LION** is a place for vegetarians and seafood lovers. Tropical juices flow freely, including watermelon, carrot-apple, and pineapple-ginger. Try the pineapple-carrot cake for dessert. 957-4487.

For health food and herbal tea beyond the lighthouse, **JACKIE'S ON THE REEF**

serves breakfast, lunch, and dinner. 957-4997.

**JAMAICA TAMBOO** has tables right out in the sand for maximum views of the beach. Specialty pizzas include lobster, which also



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# Eating and Drinking

comes as deep-fried niblets. Sandwiches are good. Breakfast is American style. 957-4282.

Part theme park, part cheeseburger in paradise, **JIMMY BUFFETT'S MARGARITAVILLE** specializes in fun and games: volleyball, trampolines, hammocks, shows, wet T-shirt contests, and multiple bars. Both food and drinks are good: steaks, burgers, chicken, shrimp kebobs, and such. But who would expect jerk chili? 957-4467.

**THE JUNGLE** — night club, sports bar, and grill — pumps out the disco, calypso, soca, salsa, and reggae at high volume for a

frenetic young crowd. Energy is highest at the dance floors downstairs, while the upper deck is for cooling down. Spring Break is the high holiday of mania. 957-4005.

The fun part of **KUYABA ON THE BEACH** is the ambiance — part African safari, part Polynesian tiki hut. The serious part is the food. Specialties include jerk sausage, shrimp in bacon, pumpkin and pepper pot soups, Caribbean lobster, pasta with conch and garlic... actually, conch done so many ways. Fire breathers may like the thin conch strips with jerk sauce on the side. 957-4318. →



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## Eating and Drinking

**LE VENDÔME** combines classic French recipes like duck à l'orange with fresh Jamaican fruits, vegetables, and spices from their own farm. Even the pâté and peanut ice cream are homemade, and the freshness comes through. Jamaican Daniel Grizzle, co-owner with French wife Sylvie, summarizes their philosophy when he chuckles "No cheap coffee." On the beach behind Charela Inn, 957-4648.

Italian dishes with exotic Jamaican influences can be savored at the **LOBSTER HOUSE AT SUNRISE CLUB**, run by Italian Luca Giannone. Sure, the all-lobster seafood menu is unique. Sure, the wood burning oven bakes great pizza.

But the big discovery here: best espresso anywhere in Negril... maybethe world. 957-4293.

Norma Shirley, mastermind behind **NORMA'S RESTAURANT** on the beach at Sea Splash Resort, may be the finest chef in Jamaica. Her eclectic fusion has been called New World Caribbean, CaribAsian, even Nuevo Latino. Depending on the season,

she may offer lobster, jerk chicken, grilled or poached salmon, Cornish game hen, or rack of lamb — all very creative. 957-4041.

### Cliff restaurants

Here are short reviews of some cliff-side restaurants and bars along West End Road.

In the mood for something sweet? The name **CAKE, COFFEE & ICE CREAM** should be

easy to remember.

Exotic ice creams include coconut, mango, pineapple, and guava. In Tait's Plaza at Negril Square, 957-3639.

For an authentic Jamaican meal without frills, try **CHOICES** restaurant and wine bar. Portions are hearty and prices are low: ackee and salt cod with

onions, peppers, tomatoes, and Jamaican spices; soups of conch, pumpkin, or red pea; spicy jerk chicken, fish, or pork; even stewed beef, curried goat, and oxtail. 957-4841.

The bad news about **RICK'S CAFÉ** — cliff-side hippie joint from the '70s — is that Hurricane Ivan blew it away in 2004. →



Roadside stands serve good jerk chicken at the right price. Photo by Vic Hanna.



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## Eating and Drinking

Except for the kitchen, whence come steaks and seafood, much of it blackened Cajun style. The good news is that Rick's will be bigger and even more fun after reconstruction in 2005, this time with a dipping pool.



Knighted as one of the "Ten Best Bars in the World" by *Caribbean Travel and Life*, the cliff jumping, sunset watching, and rum drinking should resume by Spring. 957-0380.

In the island's most beautiful setting — a timber balcony 60 feet over the rocky cliffs and blue-green Caribbean Sea — the food at **ROCKHOUSE RESTAURANT** is pretty great too. Hatched by Jamaican chef Kevin Broderick and Italian co-owner Fabian Ippoliti, the "newJamaican" menu starts with such traditional dishes as coconut toast, ackee and salt fish, and jerk chicken. Then it fuses tangy sauces, hot peppers, and rich curries with cool sweet tropical fruits. Signature dishes include lobster enchiladas, crab *quesadillas*, blackened *mahi mahi* with mango chutney, and several fishes with a unique ginger sauce. 957-4373.

After all the cliff jumping, bar hopping, and sunset watching are done for the day, the fine dining begins at **XTABI** resort. From a great spot over the cliffs, seafood specialties include lobster thermidor, lobster Benedict, lobster scampi, grilled lobster, curried lobster, conch steaks, conch burgers, fried conch, and curried conch. Chicken, pork, and beef are served too. Don't forget dessert and Jamaican coffee. 957-0121.

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# Shopping and Business



Clockwise from top: painting and straw hat from the craft market, artist making and selling wood sculptures on the beach, fine watches sold duty-free at Time Square Mall. Photos by Jeff Borg.



## Shopping

### *Find crafts, coffee, spices, cigars; save on jewellery, watches, spirits*

**T**he battle-tested shopper spies just the watch she wants at the duty-free shop. She checks her notes and moves in for the kill. Negotiations involve a glass of wine, a whiff of attitude, and one strategic retreat to the door. When the dust settles, she has saved enough on the new watch to cover half her vacation.

World-class shoppers know that Jamaican duty-free merchants sell jewellery, watches, and perfumes at 20-40 percent less than in Europe or North America. Plus, there are many unique Caribbean goodies to take home.

At the **CRAFTS** markets all the vendors call out, "Come give me a look, mon." Inside the stalls await colorful paintings, tropical clothing, wood and shell necklaces, straw

hats and bags, carved faces and fish, and way more. Each piece is handmade nearby. Haggling is a part of the game. The largest market sits next to the river in the center of town. Others are found at Rutland Point, Sunshine Village, and Vendor's Plaza.

Aficionados of Cuban and other fine **CIGARS** make their way to Cigar World, with a walk-in humidor, inside Time Square Mall, 957-3299.



At duty-free shops, fine jewellery and watches often sell for 20-40 percent less than in North America and Europe.

The nexus of **FABULOUS JEWELLERY** for sale duty-free is Time Square Mall. Each gallery offers diamonds, emeralds, opals, rubies, sapphires, gold, platinum, silver, and tanzanite. Tajmahal's represents Carrera y Carrera, Pianegonda, and Roberto Coin, 957-4579. Tropicana offers Mikimoto, 957-9530. Casa de Oro

and The Royal Shop also have stores there. For something completely different, the Jaja Originals studio does custom wedding bands and handmade jewellery, at Coco la Palm

Hotel, Norman Manley Boulevard, 957-4326.

Popular **DESIGNER PERFUMES** can be purchased duty-free at several of the shops located in Time Square Mall.

Duty-free **LUXURY WATCHES** give Time Square Mall its name. Tajmahal's offers Audemars Piguet, Breitling, Daniel Mink, Movado, Jaeger-leCoultre, and Swiss Army, 957-4579. Tropicana represents Baume & Mercier, Bulgari, Chopard, David Yurman, and Piaget, 957-9530. Casa de Oro and The Royal Shop sell fine watches as well.

While **JAMAICAN RUM** is exported worldwide, it costs a third less on the island. Stock up on Appleton and Myers's rums and Tia Maria liqueur. Spirits from around the world are also discounted. Available at airport and gift shops, take home as many bottles as customs and luggage will allow.

Piquant Jamaican **SEASONINGS** and heavenly **BLUE MOUNTAIN COFFEE** can be purchased in Negril, then spread around as welcomed gifts back home. While sold at many gift shops, a good place to stock up is the supermarket at Sunshine Village on West End Road, 957-4546.



Top: Denise customizes a straw basket at the craft market in central Negril. Left: Fine Jamaican rum sells for a third less at the island's duty-free shops. Photos by Jeff Borg.

Every shop and roadside vendor sells the fun **SOUVENIRS** that prove one really visited Jamaica — bags, caps, dolls, dresses, mugs, shirts, shorts, shots, towels — printed with shells, flowers, or reggae colors. Jimmy Buffett's Margaritaville adds corporate branding to the mix, with a song lyric, Rasta Parrott, or logo. Norman Manley Boulevard, 957-4467. Other souvenir vendors operate at Time Square Mall.

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## Business

### Visitors become investors; Rockhouse adopts school

Like most visitors to Negril, Paul Salmon was “seduced by the town’s charms — the incredible beauty of its location, the amazing cliffs and caves, the strong identity of its people, their love for life.”

Like most, he fantasized about buying a little resort and spending his days here. But unlike most, he actually did it.

It was the early 1990s, dawn of a new trend in travel toward boutique hotels. He saw this niche in Negril. He and two other investors purchased 12 well-worn cottages on the cliffs. After much expansion and renovation — using native timber, thatch, and stone — the hip new Rockhouse cliff-side resort appeared with 20 outrageous villas, five luxurious studios, and nine standard rooms.

It also boasts a “new Jamaican” restaurant, big comfy bar, fabulous pool, spa cabana, activities, 8.5 acres, 70 staff members, and worldwide reputation for service.



Paul Salmon rededicates  
Negril All-Age School.

As foreigners, how hard was it to purchase property and establish a new business? “It was straightforward,” shrugs Salmon, who worked on Wall Street. “JamPro was very helpful,” referring to the agency that facilitates investment. “There were no major challenges. I expected it to be more difficult.”

In exchange for the opportunity, Negril gets a great corporate citizen. Salmon also chairs Rockhouse Foundation, which adopted the Negril All Age School. “Our objective was not just a hotel, but also to be responsible investors in a developing economy like Jamaica’s... responsible to the environment... the staff... the people.”

In 2004 the foundation worked with school, chamber of commerce, and government officials to construct 1200 square feet of new classroom space, and to install new electrical service, roofing, doors, windows, paint, fencing, and furnishings. They also got the US Agency for International Development to donate money, the US embassy to donate computers, and the Peace Corps to donate a volunteer.



Business owners in Jamaica get to live where the world comes for holidays. Photo by Jeff Borg.

Paul Salmon avoids the spotlight and deflects credit. But how does all this involvement make him feel? “Tremendous pride and sense of achievement. The best thing you can do in life is helping people. But there’s so much more to do.”

### Government, economy, facilities, labour, climate all good for biz

Six features make Jamaica the smart place to launch a new business: government, economy, incentives, infrastructure, labour force, and environment.

Member of the British Commonwealth, Jamaica has a **DEMOCRATIC GOVERNMENT** and independent judiciary. It belongs to WTO, CARICOM, and FTAA, and has bilateral agreements with the USA, Canada, and others.

The **FREE-MARKET ECONOMY** is based on tourism. Business registration is easy, with fees as little as US\$25 for proprietorships and US\$114 for limited companies. Government imposes no currency restrictions.

For approved investments, firms enjoy **TAX RELIEF** and **DUTY EXEMPTIONS** in Jamaica. Special Caribbean duty exemptions also de-

rive from the USA. Favoured businesses include hotels, villas, movie and music producers, manufacturers, exporters, miners, refiners, and those engaged in factory construction or urban renewal.

**WORLD-CLASS INFRASTRUCTURE** includes nine seaports, two international airports, and one of the least-cost digital telecom networks anywhere. Jamaica sits strategically on shipping lanes from the Panama Canal. A new multi-lane highway is under construction from Montego Bay to Kingston.

Jamaican schools — based on the British model — produce an educated **ENGLISH-SPEAKING LABOUR FORCE** with adult literacy over 70 percent and growing.

Business people here get to live in the **PRISTINE ENVIRONMENT** to which the world comes for their holidays. Vistas are beautiful. Air is clean. Food is fresh. Summers last all year (average 25.9°C/79°F at sea level).

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Cecile Dougherty ..... Coordinator /  
..... Mirage Hospitality Skills Training Centre  
Anthony McKenzie ..... Security Officer



2005 Negril Chamber of Commerce President  
Wayne Cummings (left) pauses with staff mem-  
bers Cecile Dougherty, Icilda Lee, Gina Harrison,  
Oswald Hendricks, Executive Director Jean  
Jackson, Pauline Munroe, Simone Wedderburn,  
and Neneatha Salmon. Photo by Jeff Borg.

#### CHAMBER MEMBERS

3 C's Naturally .....	957-3140/4837
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Beachcomber Club .....	957-4170
Beaches Negril .....	957-9270
Beaches Sandy Bay .....	957-5100
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Choices Restaurant .....	957-4841
Coco la Palm .....	957-4227
Coral Seas Resorts .....	957-4388
Couples Negril .....	957-5960
Crystal Waters .....	957-4284
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Hedonism II .....	957-5200
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Margaritaville .....	957-4467
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Negril Hair Braiders Association .....	881-2849
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Riu Tropical Bay .....	957-5900
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Rondel Village .....	957-4413
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Sandals Negril .....	957-5216
Scotiabank .....	957-4236/7
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Shady Dayz .....	957-3626
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Sunshine Village .....	957-4125
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Talrich Enterprise .....	957-3412
Tensing Pen .....	957-0387
The Caves .....	957-0270
Time Square Plaza .....	957-9263
Wild Thing Watersports .....	957-9929/30

To inquire about membership, contact:

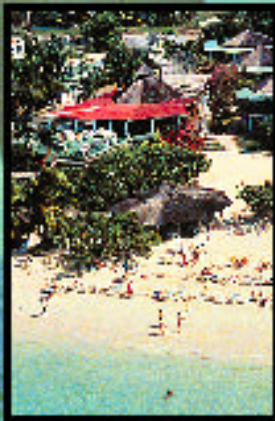
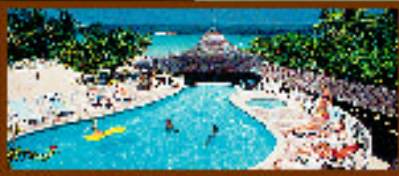
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