

# JAMAICA'S NEGRIL GUIDE

2018

N.C.C.  
Negril  
Chamber of  
Commerce

1983

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## FROM THE PRESIDENT, NEGRIL CHAMBER OF COMMERCE



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

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

**Welcome to Negril –  
“Jamaica’s Jewel in the Crown”**

### Dear Friends

Once again, on behalf of the Negril Chamber of Commerce, we are proud to share the 35th anniversary edition of the 2018 Negril Guide with you.

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

We hope you will really enjoy the articles and we thank our advertisers who make this booklet possible. The winner of our front cover art competition, Khadneal Patten, a local artist, was chosen from eight finalists. Negril, like the rest of Jamaica, has been evolving and growing since

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

So welcome to Negril – often referred to as the “Capital of Casual” of Jamaica – where the Negril Chamber of Commerce is the voice of the community, and Negril shines as the destination of choice. We continue to advocate to make Negril the best and safest place for its citizens to live, work and raise a family.

Have a great holiday!

### One love!

Lee Issa  
President, Negril Chamber of Commerce

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NEGRIL GUIDE 2018

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Printing:  
Phoenix Printery Ltd





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### POLICE AND FIRE

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

### MEDICAL

Ambulance 110  
Baywatch Pharmacy 957-3941  
Lucea Hospital 956-2233/ 956-2704  
Negril Health Clinic 957-4926  
Savanna-la-Mar Hospital 955-2533  
Psychiatry/Psychology 462 1008

### AIRLINES

Air Canada 952-5160/2 or 952-3801  
American Airlines (MBJ) 1-800-744-0006  
Caribbean Airlines 1-888-359-2475  
Cayman Airways (KGN) 924-8093  
Continental Airlines 952-5530  
Delta Airlines 952-9740/971-1284  
International Air Link (AJAS) 952-5531  
Southwest Airlines 1-800-425-8130  
US Airways (MBJ) 940-0172  
Jet Blue 952-1496/952-9535  
Virgin Atlantic 974-2323

### AIRLINE/CHARTER

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

### BANKING & CREDIT CARD SERVICES

First Citizens Bank (New Kingston) 960-2348/50  
National Commercial Bank - Negril 957-4163  
Scotia Bank - Negril 957-4236/957-9466

### CHURCH SERVICES

Saturday:  
Seventh Day Adventist - 11:30 AM

Sunday:  
Anglican Episcopal - 8 AM  
Assemblies of God - 11 AM  
Mary Gates of Heaven Catholic - 10AM  
New Testament Church of God- 9AM,7PM  
United Church - 11AM  
United Pentecostal - 12:30 PM

### CIVIC ORGANIZATIONS

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

### MAIL & COURIER

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

### TRANSLATION SERVICES

French (Sophie Grizzle) 957-4277,  
(Nicole Tassin) 275 1985  
German (Inge Hill) 957-4052  
Italian (Dominique McGann) 957-4170,  
(Enrico Lionello) 364-1139  
Japanese (Misako Kasai) 418-7191  
Portuguese (Nonie Arthurs) 770-0369  
Spanish, French, Greek, Hebrew  
(Dr. Eva Johansen) 462- 1088

# Negril Chamber of Commerce Front Cover Contest

From sand and sea to sunsets to crafts to culture to history or fun, we were looking for a conceptual cover with a strong, impactful visual idea to capture Negril's essence. We want to send a big thank you to all entries and a special congratulations to Khadneal Patten, the winner!

Khadneal was born in Westmoreland and his work has been featured in group/ solo exhibitions. His work vividly and imaginatively depicts life in Negril.

A well-deserved shout out to Team Findious as the 2nd place winner. Their creative entry is displayed as the cover of the Negril Map insert.



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# TRAVEL ESSENTIALS

## ENTRY REQUIREMENT

Everyone travelling to Jamaica including minors must present a valid and approved travel document as evidence of their identity and nationality. The most common and preferred travel document is a passport.

Note: All visitors are required to travel with a round-trip or onward ticket.

## ANIMALS

Animals are not allowed to enter.

## CELLULAR & INTERNET ACCESS

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

## CURRENCY EXCHANGE

Most local ATMs accept Visa, MasterCard, Cirrus and most dispense money in Jamaican dollars while some, like the Scotia Bank, will give a choice of Jamaican or American dollars. All local or foreign currency in excess of US\$10,000 (or the equivalent in foreign currency) must be declared to the Jamaican Customs authorities.

## CLOTHING

Lightweight tropical clothing is best throughout the year.

## GENERAL CONSUMPTION TAX

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

## MEDICAL FACILITIES

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

## ELECTRICAL SYSTEMS

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

## FIREARMS

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



### TIME ZONE

Eastern Standard Time  
Jamaica does not observe  
Daylight Saving Time.

### AIRPORT TRANSFERS

It is customary for many hotels to provide bus transfers from the Sangster's International Airport (Montego Bay) to the hotel and return.

### TAX-FREE STATUS

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

### WATER

Most drinking water in Jamaica is purified by modern methods. According to the Water Resources Authority, the quality is among the best in the world.

### TIPPING & SERVICE CHARGES

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

### DUTY FREE

The following goods can be brought into Jamaica by all passengers who are 18 years old or older without payment of duties, and provided they do not exceed the allowed amounts: Perfume 170ML, Eau de Toilette 340ML, Alcoholic Beverages 1 Litre, Tobacco 200 cigarettes (or 50 cigars or 230 grams processed tobacco)

### Jamaican Residents:

If you are returning from a trip abroad can bring, free of duty, personal and household effects including gifts which are of a value that does not exceed \$500US. If you are taking Duty Free products out of Jamaica, please check the allowances for your destination country.

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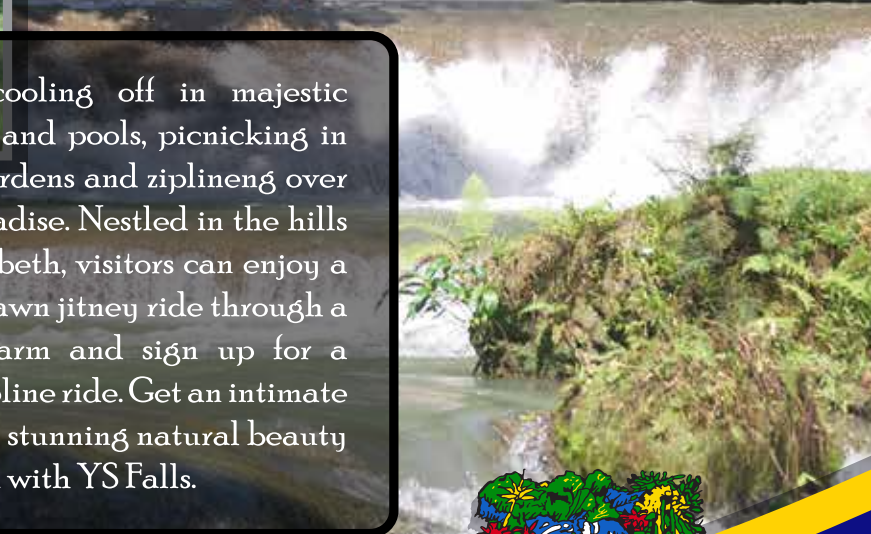
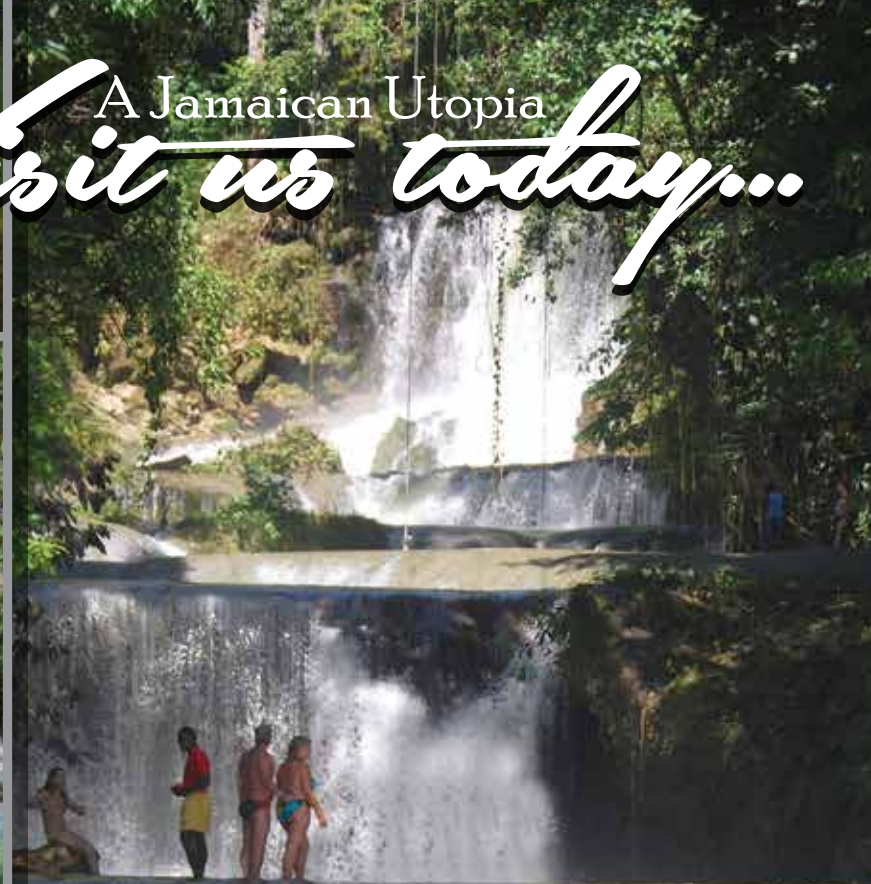
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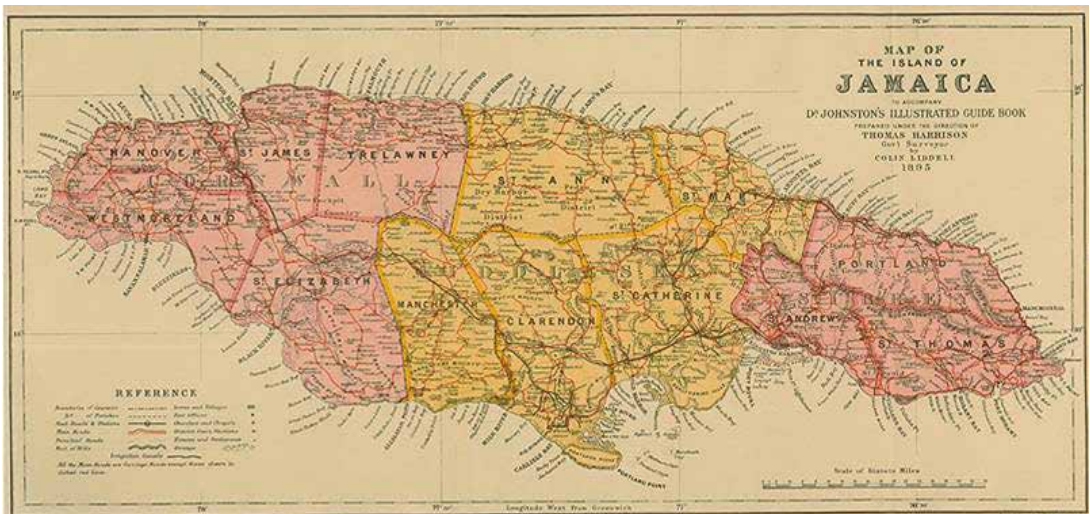




# “OUT OF MANY ONE PEOPLE”

## The History of Negril Part 1

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



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

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

who bartered cotton products, cultivated in Jamaica, as they excelled at weaving. The Arawaks, however, left their imprint on the Island they had lived in for over 500 years before the arrival of Columbus. Their way of life included hunting, fishing, festival dancing and farming. One of their staple crops was Cassava or manioc used to make ‘bammmy’, a round pancake, still prepared and enjoyed by Jamaicans today.

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

Bay, he sailed in his flagship, the “Nina”, passed the horseshoe harbor of Lucea, Green Island harbor and Negril’s white sandy beach before skirting around Negril Point heading East on his way back to Spain. Three years after the death of Columbus, the Spanish monarch started the settlement of Jamaica in earnest.

The Spanish settlers named Negril, which is actually a shortened version of “Negrillo” which is translated “small black ones” in Spanish. Negrillo is considered by some to refer to the darkened colored cliffs which are located on today’s West End. Another theory holds that because there had been a substantial population of black eels

**Amerindians were first to hit Negril Beach, 1,000 years after Christ’s Death.**

alongside Negril’s seacoast, the Spaniard’s named the area Negro Eels which had been shortened to Negrillo and then to Negril.

The intrusion by the Spanish into the culture of the Amerindians (Tainos) resulted in them becoming slaves to these Spanish masters, undergoing atrocities that would see them all killed within 50 years. People from the continent of Africa were another group associated with early Spanish settlement. Some Africans came as settlers while others came as slaves.

During the closing years of the Spanish occupation in the 1650’s, there were about 1,500 persons of African descent in Jamaica in stark contrast to the 523 Spaniards and 568 slaves in 1611”. Spanish derived names still exist today like Savanna La Mar (the Plain by the Sea) and Punta Negrillo (Negril Point). During the period of Spanish colonization, tropical produce such as tobacco, pimento, ginger and sugar fetched a good price in Europe.

Once they had Jamaica to themselves, the Spanish decided they really didn’t want it as they were more interested in the American mainland. So when 5,000 British soldiers and sailors landed in Kingston Harbor in 1655, the Spanish just fled. In 1656, Cromwell decreed that 1,000 Irish girls and the same number of young Irishmen be sent to Jamaica. In the same year, he instructed the Scottish Government to apprehend all known idle, masterless, robbers and vagabonds, both male and female, and sent them to the Island.

By 1660, Cromwell’s Commonwealth was no longer in existence and Britain had returned to being a monarchy with the restoration of Charles II as King. By 1662, Jamaica, for the purpose of a census, had been divided into 10 Districts and the Parishes of Westmoreland and Hanover were born.

At this time, these remote Parishes were vulnerable to attack from bands of Africans, former slaves of the Spanish as well as free African persons. These bands were the nucleus of the group who would become known as “The Maroons”. The English could only guess at their number, but in reality they were numerous and continuously joined by an increasing number of runaway slaves particularly in Negril and Westmoreland.

By the Treaty of Breda in 1667, over 1,200 British settlers, who were skilled in the art of producing sugar, sailed from South America and resettled in Hanover and Westmoreland. As a testament to this legacy, the Great House and the sugar plantation remains are still in Negril today. From 1668 onwards, the rousing pirate tradition that enlivens this period of Caribbean history was in full force.

British buccaneer Henry Morgan was close friends with the Governor of Jamaica and enjoyed the close protection of His Majesty's government no matter what he chose to plunder. The notorious Port Royal, known as the "wickedest place in Christendom", grew on a spit of land across from present day Kingston. Morgan and his brigands found a safe haven where ships could be repaired and loot shared and spent. Morgan enjoyed a prosperous life and was actually knighted and appointed Lieutenant Governor of Jamaica before the age of 30.

On June 7th 1692, Port Royal did not survive the earthquake that tipped most of the city into the sea nor the tidal wave that wiped out whatever was left. Port Royal, like Sodom and Gomorrah before it, disappeared into the murky depths. The infamous pirate "Calico Jack Rackham" was captured in Negril and taken to Spanish Town for trial and execution in 1720 at a place known thereafter as Rackham's Cay.

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

Booby Cay, the island at the northern end of the beach, was used in filming the south sea scenes in Walt Disney's "Twenty Leagues under the Sea". Booby Cay in Negril was so named during the whaling days, centuries ago. Today we can all enjoy "Calico Jack Rum" with its spicy, silver smoothness emulating this infamous English pirate.

The eighteenth century was prosperous for Westmoreland's sugar barons who ruled as undisputed masters of their British plantations. The whole Island became the largest sugar producing colony on earth, mostly through the sweat of the 2 million enslaved Africans. Fortunes that were the envy of the British King were made and magnificent great houses rose above the cane fields.

The enslaved Africans were cruelly used and forbidden to speak their own languages or practice their own customs. Discipline was harsh, but the slave owners could not quell the spirit of rebellion that existed so there was a long history of slave uprisings and slave violence towards tyrannical planters. For the slaves, there was the inspiration of the Maroons and the descendants of the runaway slaves from Spanish times, who encouraged others to join them.



"Nanny" Leader of the Maroons

Photo Courtesy of Jamaica Information Service

The Maroons, renowned as the forerunners of "Guerrilla Warfare", fought the British until the Treaty of 1739 which gave them a measure of autonomy that they retain to this day. Nanny of the Maroons and Captain Cudjoe were



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searching for isn't easy to find



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slaves but as “free men”; they wanted nothing more to do with the Plantations.

A frenzied effort was launched to attract cheap labor from abroad, initiating Jamaica's great age of immigration. People came in ethnic waves from Germany, Scotland, Ireland, China and India. A full 95% of Jamaican people can trace their roots to Africa but most have links tying them to Britain, the Middle East, China, Portugal, Germany or South America. By the mid 1900's all these ethnic groups had formed a "national identity" that had supplanted a British one in the hearts and minds of Jamaicans. In general, these groups lived together peacefully, partially because of the need to survive and the mixing of races.

This new identity was given official recognition on August 6th 1962, when Jamaica became an independent nation with only loose ties to The Commonwealth. On that day, the Union Jack was lowered for the last time and the new National Flag of Jamaica in black, green and gold was hoisted. For centuries, cut off from the rest of the island by bad roads and a large swamp, Negril lay mainly undiscovered and sparsely populated except as a shipping haven. Bloody Bay, north of Negril's Long Bay, once a port for whalers. The whales were towed in to be

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disemboweled and it is said that the waters of the Bay frequently ran red with their blood.

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

For more information, see History of Negril Part Two





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# GETTING AROUND & EXPLORING NEGRIL

Traveling all around and exploring Negril could not be easier if you follow the golden rules below.

There are only three major routes in Negril which all converge at the roundabout in the town center called Negril Square.

**Norman Manley Boulevard** (the Beach Road) feeds north from the roundabout running parallel with the Seven Mile beach and the beach resorts, through Lucea, capital town of Hanover, towards Montego Bay.

**One Love Drive** (the West End Road) winds its way past in-town shopping plazas, then heads southwest past the rugged cliff resorts to the Lighthouse and beyond to West Cliff Estate (formerly known as 'Hogs Heaven').

**Nonpariel Road** feeds northeast towards Sheffield, through Little London and Llandilo, past Brighton Beach to the capital

town of Westmoreland, Savannah La Mar.

Visitors need not wait very long to hail a taxi in Negril. Just stand by the road and by the time you count to three, you will hear a horn "tooting" and you will have one. But remember to make sure that it is a licensed and insured taxi.

You may choose a Route Taxi recognized by its distinctive black and white checkered panels along each side and its red license plates. The local cost to travel is approximately \$150JM per person, per route before a tip. Other people may be picked up and dropped off along the route to ensure the taxi is economically full. Note if using route taxis after midnight, the fare is normally doubled.

Or you may charter a taxi or Hackney recognized by the black and yellow checkered panels along the sides. Technically, these taxi operators can charge their own prices, but they must give you a price in advance.


Always negotiate the price in US\$ or JM\$ before entering the taxi.

Many of the hotels and resorts offer a taxi service from their main reception area, so check the prices there too. Alternatively, you can rent a car, explore and mingle with Jamaicans. Vehicles range from US\$50 – US\$130 per day and remember to drive on the left in Jamaica.


Besides the more adventurous flights from Negril Aerodrome to Montego

Bay, Ocho Rios, Port Antonio and Kingston, visitors have access to ground transportation to see other places of interest.


The Knutsford Express coach provides access throughout the island and has an office opposite Time Square Shopping Centre. In addition, check with your hotel reception for advice on locally approved tour companies like Juta or Kenny's Tours that will tailor trips to suit your individual or group needs.



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# NEGRIL ON A BUDGET

Many people are under the misapprehension that it would be impossible to enjoy a vacation in Negril on a tight or limited budget.

## **Well it's not true!**

Probably the highest cost you will have to find would be the airfare from your home country to Jamaica. When you arrive at the airport, there are a range of local budget transport choices available to bring you to Negril. There are several budget accommodation choices available too.

Backpackers and other travelers, young and old, are visiting all year round, enjoying the laid back One Love Negril vibes. Indeed

Negril has become a real “hotspot” for Budget Travelers exploring the island enjoying the gastronomy and cultural delights. Reflecting back to the 1960s, Negril was a place of refuge from the Vietnam War and attracted scores of draft dodgers. For many young adults, coming to Jamaica to the land of their hero, Bob Marley, has always been a dream.

The best way to ensure that they have a successful trip and really live the local experience is to meet people, eat local food, use local transport and socialize with the locals. Travelers have found this as the way to experience “The Real Jamaica”. The trade is great for the local economy where tourist money often goes

directly into the hands of local Jamaican people providing goods and services. Although new to Negril, but expanding rapidly in Kingston, Ocho Rios and Montego Bay, is “couchsurfing”. This is where Travelers can stay temporarily in a series of other people’s homes, typically making use of improvised sleeping arrangements when travelling on a fixed or limited budget.

You simply surf or travel from one spare couch to another spare couch whilst on a vacation covering a number of locations.

There’s already an interesting couchsurfing community that makes traveling anywhere a truly social experience where travelers can meet people from all over the world. It has all the advantages of having hosts who are local people with local knowledge and expertise providing low cost cultural and hospitable exchanges between people of all nationalities. To find out more, or even become a host in your own country:

[www.couchsurfing.org](http://www.couchsurfing.org)  
[www.independent.co.uk/student/couchsurfing](http://www.independent.co.uk/student/couchsurfing)

Alternatively, there are a number of rooms available within local communities in Negril e.g. Red Ground or Whitehall that are eminently suitable for travelers who have a limited budget.

Local Jamaican owners have been very entrepreneurial in adapting parts of their own homes to provide basic amenities for visitors, both long and short term. Income received has been reinvested back into these homes to upgrade and develop such services as hot water, air conditioning or just good old fashioned fans.

More and more popular is Airbnb, a trusted community marketplace for people to list, discover and book unique accommodations and experience our town as a local. It connects people to one of a kind travel experiences at any price from a basic room to a Castle where standards of cleanliness and customer service are paramount. Check [www.Airbnb.com](http://www.Airbnb.com)

**Please note the Negril Chamber of Commerce accepts no responsibility for your accommodation choices.**

## **Food and Water:**

Always remember to carry drinking water with you as the temperatures can soar extremely high at certain times of the year. Local food, which caters for a budget, can range in price from US\$3 -US\$10 per meal. It is normal to get your food in a box or foil paper.

Alternatively, a few hundred yards from the roundabout in the Town Centre heading along the Nonpareil Road, is a very good fruit and vegetable market with excellent prices. It’s just behind the Yellow’s Computer store.

## **Transport:**

The cheapest way to get around is to use route taxis (identified by the black and white checkered banner along each side and the red license plate). There is a set price for each person for each route.

The route costs approx. \$150JM per person / per route and you may have to share the taxi with other people until it’s full. Do not put your backpack in the trunk of the cab; keep it on your knee or between your legs for safe keeping.



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## Security:

Use your common sense, don't "flash your cash", don't go into neighborhoods off the main track and don't walk alone late at night.

Walk with a purpose and you will avoid becoming a prey of aggressive persons trying to sell you a variety of things.

The hurricane season in Jamaica normally runs from June to November. You should monitor the progress of approaching storms and follow the advice of local authorities.

You can contact the emergency services by calling 119 for police, ambulance and fire.

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### **Traditional Caribbean Rum Punch - Easy Recipe**

This delicious concoction is the traditional rum punch recipe used throughout the West Indies and passed down for years. The old rhyme goes:

“One of sour - Lime Juice, Two of sweet - Syrup,  
Three of strong - Rum, Four of weak - Fruit Juice”

In a jug, combine lime juice, syrup, rum and juice. Serve chilled over ice, with fruit garnishes.

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# LOBSTER/CONCH

## KNOW THE LAW

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

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

Currently there are two main species that have closed seasons:

### **Caribbean Spiny Lobster:**

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

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

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

**PENALTY** – Six months in prison

## **Jamaican Queen Conch**

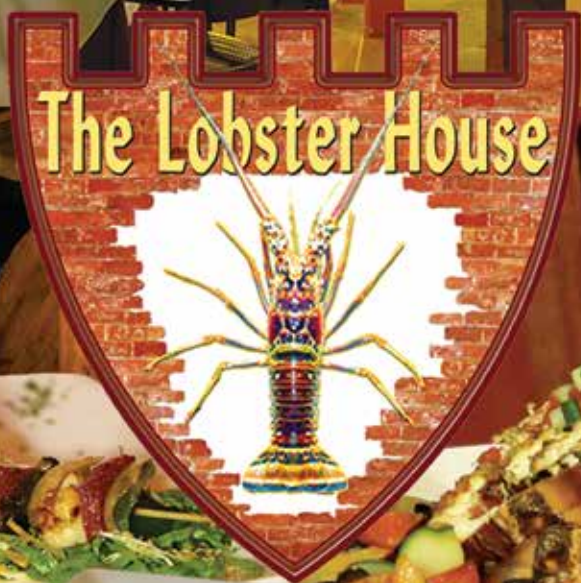
**The season is closed every year from September 1st until April 1st but can be extended where necessary.**

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

**PENALTY** – Six months in prison







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# HUNGRY?

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

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

The National Dish is Ackee and Saltfish (codfish). The ackee was first brought from Africa on a slave ship. Ackee, though cooked and used as a vegetable, is Jamaica's national fruit. It is wonderful with fried dumplings and plantain. Ackee is considered a Jamaican delicacy and can be seen growing in large red pods on Ackee trees. The yellow portion of the fruit is boiled and cooked together with seasoning and Saltfish.

Jerk Barbecue is a Jamaican treat not to be missed. Jerking will add a kick to chicken, lamb, pork, fish and even vegetables. The seasoning is more complex than just a fiery scotch bonnet pepper. It fuses

Curried Goat is one of the most popular dishes and Jamaicans are grateful to the Indian influence for bringing this excellent and addictive curry to the island.

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

Another firm favorite is Oxtail and Beans made from oxtail, spices, fava or butter beans and spinners made from flour.



Jamaican food is usually served with Rice and Peas made with red kidney beans, coconut milk, spices and rice. Other accompaniments include specialties like calaloo, which is spinach-like and usually steamed with

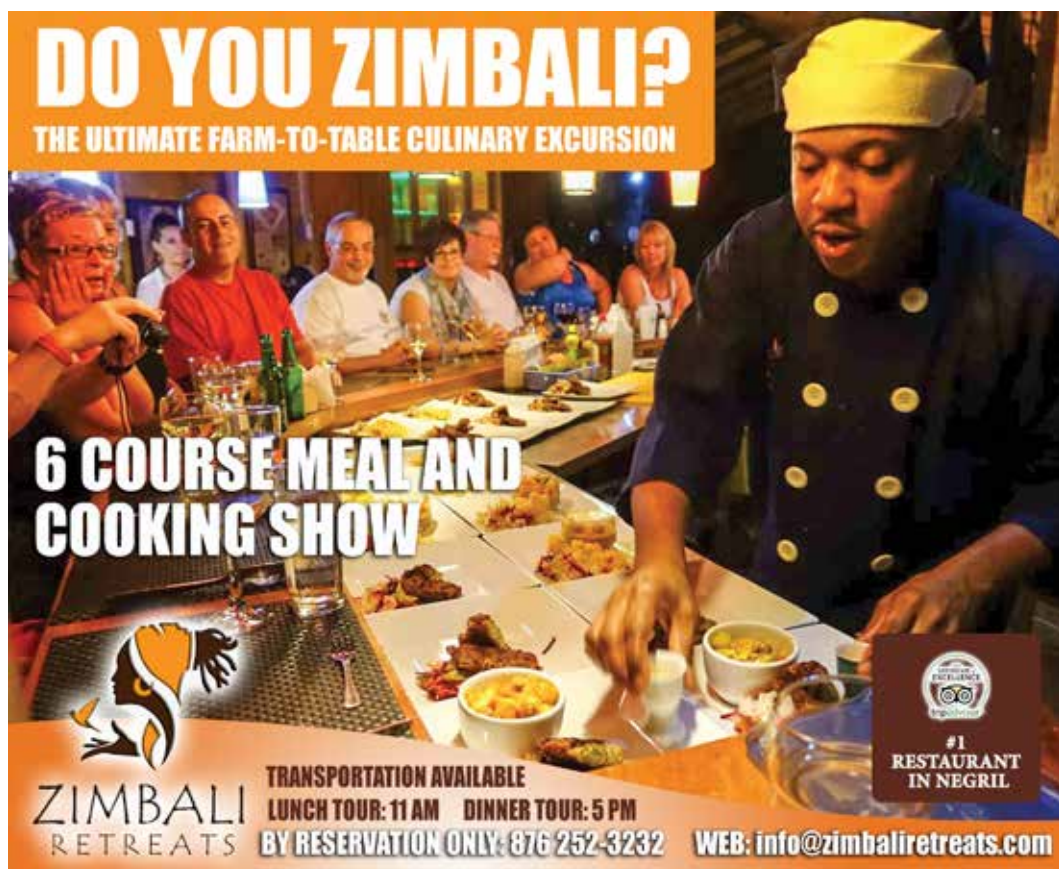
onion, sweet peppers and seasoned to taste or breadfruit, dumplings, green banana, plantain, festival or yam, known as hard food.

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

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

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

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

The advertisement features a large photograph of a chef in a dark blue uniform and white hat, focused on preparing food at a counter. In the background, a group of people are seated at a long table, enjoying a meal and socializing. The scene is set in a restaurant with warm lighting and a casual atmosphere.

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# THIRSTY?

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

Jamaican rum is a distilled drink which is made from the by-product of sugar cane such as the juice or molasses. It is made by the fermentation of molasses or sugar cane juice with yeast. It is then distilled into a crystal clear sharp tasting product, about 80%, alcohol which is known as Jamaican White Overproof Rum.

The process of ageing Rum is intricate, involving the loss of some of the stronger components. Dark Jamaican rum is aged in oak wood barrels which attributes to the color and aroma of the finished product. It is also believed that oxygen seeped into the barrel changed some of the alcohol into fragrant esters.

There are Bars that sell rum punch, a mixture of rum and tropical fruits, including a variety of specialty rums such as: Calico Jack, Myers, Wray and

Nephew White, JB rum, Bacardi, Coconut, Captain Morgan, Appleton and many more. Beware though as some of these Rums are 60% proof and not for the lightweights.

Instead, as an alternative, you should kick back and cool off with Jamaica's most essential libation, Red Stripe Beer, served ice cold. It's the perfect accompaniment to any occasion or meal (especially the spicy ones).



For a non-alcoholic choice there is the unique and refreshing local soft drink called Ting, which is made with grapefruit juice.





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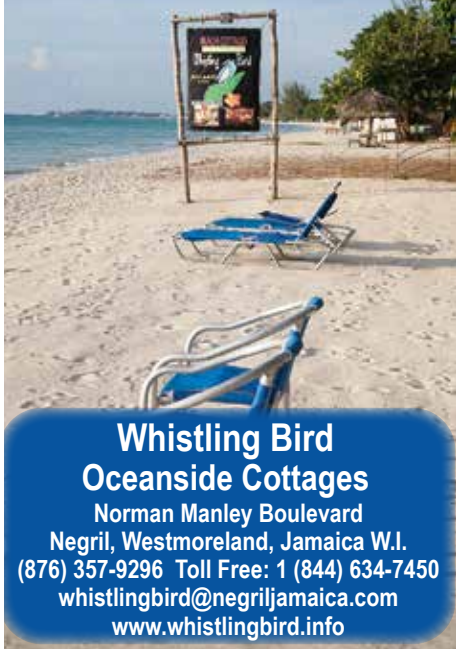
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Jamaica has many exotic fruits — many types of mangoes, star apple, sweet sop, soursop, custard apple, rose apple, sweet-cup, otaheiti

apple, jack fruit, guinep, tamarind and naseberry, among others. When in season, all are available at roadside stalls. The pineapple was introduced to Hawaii from Jamaica. The coconut is the world's most useful tree. Every part of the tree, as well as its fruit, is used by man. The trees can be seen along Jamaica's coastline and on working plantations, some of which offer regular sightseeing tours



## END OF AN ERA: 1976-2017

Since 1976, Cosmo Brown has been packing them in at long wooden tables in his restaurant under thatched roofs on the Seven Mile Beach. But after 41 years, Cosmo decided to retire and sadly, this excellent Seafood Restaurant closed at the end of May 2017. This open-air bistro was dear to the hearts of many Jamaicans / tourists alike and was a pleasant place to spend the afternoon—and even stay on for dinner. It's really hard to imagine nowadays that Cosmo started his tremendously successful business with only \$1,000 JMD. He is indeed an amazing role model for young people today and an inspiration to up and coming entrepreneurs. We wish him well and hope he has a long and happy retirement!



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# ROOTS OF REGGAE MUSIC

“Reggae” evolved in Jamaica in the 1960’s and was strongly influenced by traditional “Mento”, “Ska”, “Blue-beat” and “Rocksteady” genres of music. Reggae lyrics grew out of newly found independence from Great Britain and focused on news, social gossip and political comment.

The beat from “Rocksteady” was distinctive in that it dropped any of the pretensions to the smooth, soulful sound that characterized slick American R&B. Instead, it was closer in kinship to USA southern funk as it was heavily dependent on the rhythm section to drive it along.

Reggae’s great advantage, however, was its almost limitless flexibility: from the early,

jerky sound of Lee Perry’s ‘People Funny Boy’, to the uptown sounds of Third World’s ‘Now That We’ve Found Love’ which was an enormous leap through the years and styles.

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

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In early 1968, the first bona fide “Reggae” records were released. Larry and Alvin’s “Nanny Goat” and the Beltones’ “No More Heartaches” competed for the status of the first “Reggae” record. That same year, the newest Jamaican sound began to spawn big-name imitators in other countries.

American artist Johnny Nash’s 1968 hit “Hold Me Tight” has been credited as being the first to showcase “Reggae” in the American listener charts. Around the same time, “Reggae” influences were starting to surface in rockpop music, e.g., 1968’s “Ob-La-Di, Ob-La-Da” by The Beatles.

Included in this genre is Millie Small, a Jamaican singer-songwriter, who burst onto the UK scene with her 1964 blockbuster “My Boy Lollipop”. It was a smash hit internationally, having seven million copies sold worldwide to date. Notable Jamaican producers influential in the transition of Ska into Rocksteady and Reggae include Coxsone Dodd, Lee “Scratch” Perry, Leslie Kong, Duke Reid, Joe Gibbs, King Tubby. Chris Blackwell, who founded Island Records Jamaica in 1960, relocated to England in 1962, where he continued to promote Jamaican music.

Reggae’s influence bubbled to the top of the U.S.A Billboard 100 in late 1972.



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

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

First, “Three Dog Night” hit the number one spot in September with a cover of the Maytones’ version of ‘Black and White’. This was followed by Johnny Nash who hit number one for four weeks in November with ‘I Can See Clearly Now’. Paul Simon’s single ‘Mother and Child Reunion’, a track which he recorded in Kingston, Jamaica with Jimmy Cliff’s backing group, was ranked by Billboard as the number 57 song of 1972.

In 1973, the film “The Harder They Come” starring Jimmy Cliff released and introduced Jamaican music to cinema audiences outside of Jamaica. Though the film achieved cult status, its limited appeal

meant that it had a smaller impact than Eric Clapton's 1974 cover of Bob Marley's "I Shot the Sheriff", which made it onto the playlists of mainstream rock and pop radio stations worldwide. It was this record that made Reggae music a global phenomenon.

Clapton's hit used modern rock production and recording techniques and faithfully retained most of the original Reggae elements. It was a breakthrough mix of music styles devoid of any mock imitation and played an important part in bringing the music of Bob Marley to a wider rock audience. By the mid-1970s, authentic Reggae dubplates and specials were getting some exposure in UK radio shows like John Peel, who promoted this genre of music for the rest of his career. The same time, British filmmaker Jeremy Marre documented the Jamaican music scene in the movie, "Roots Rock Reggae", capturing the heyday of the origins of Reggae.

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

people you would see at a Jah Shaka Dance at the "Four Aces" club in Dalston would be the "Sex Pistols". An interesting point is that this Club was once owned by Winston Wellington who owns Travelers Resort and then by Luddy Samms who owns Drifters Bar, both in Negril. Letts would play Reggae and Punk tracks at clubs such as "The Roxy" in London and promote "Punk" bands such as The Clash, The Ruts, The Embers and The Slits who performed many Reggae-influenced songs. Around the same time, Reggae music took a new path in the UK; created by the multiracial makeup of England's inner cities and exemplified by groups Steel Pulse, Aswad and UB40, as well as artists such as Smiley Culture and Carroll Thompson.

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



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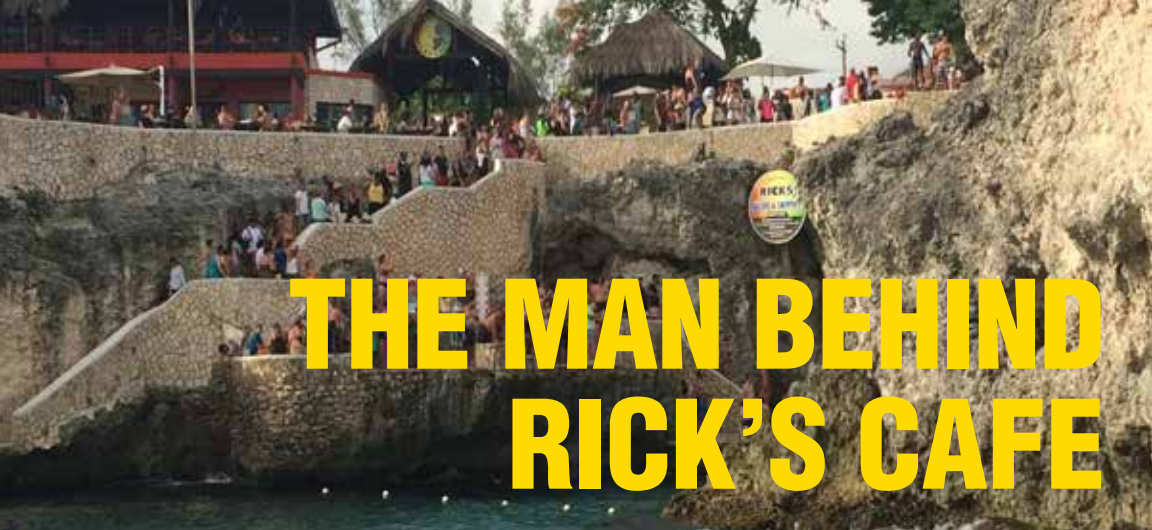


# NEGRIL WEEKLY

SUNDAY	MONDAY	WEDNESDAY
<p><b>DRIFTERS BAR LIVE</b></p> <p>OPEN MIC – RHYTHM AND BLUES - 3-8PM. HOSTED BY LUDDY SAMMS, FORMERLY OF "THE DRIFTERS"</p> <p><b>ALFRED'S OCEAN PALACE</b></p> <p>EVENINGS - REGGAE WWW.ALFREDS.COM</p> <p><b>TRAVELLERS RESORT</b></p> <p>KARAOKE 7.30PM- MIDNIGHT</p> <p><b>BOURBON BEACH</b></p> <p>OLD SCHOOL – 9PM-2AM</p> <p><b>CALICO JACK'S PIRATE SHACK</b></p> <p>WITH 'BAND X DUO' ACOUSTIC ROOTS/REGGAE/BLUES , 2 – 5PM WWW.HALFMOONBEACHJAMAICA.COM/</p>	<p><b>BOAT BAR</b></p> <p>LIVE REGGAE SHOW 2-6PM THEBOATBAR@GMAIL.COM</p> <p><b>TRAVELLERS RESORT</b></p> <p>MENTO BAND 6.30PM – 10.30PM</p> <p><b>BOURBON BEACH</b></p> <p>"JAMMIN'- SHOWCASING YOUNG TALENT9PM-2AM</p>	<p><b>BOAT BAR</b></p> <p>LIVE REGGAE SHOW 2-6PM THEBOATBAR@GMAIL.COM</p> <p><b>DRIFTERS BAR LIVE</b></p> <p>MOTOWN/ATLANTIC- HOSTED BY LUDDY SAMMS, FORMERLY OF THE "DRIFTERS" WITH THE SUPERBAD BAND3-8PM</p> <p><b>ROOTS BAMBOO</b></p> <p>LATE EVENINGS- WWW.ROOTSBAMBOOBEACH.COM</p> <p><b>HALF MOON BEACH</b></p> <p>'BAND X' REGGAE/BLUES 1– 4PM TEL: 531 4508</p>
	TUESDAY	
	<p><b>ALFRED'S OCEAN PALACE</b></p> <p>EVENINGS – REGGAE WWW.ALFREDS.COM</p> <p><b>BOURBON BEACH</b></p> <p>VYBE – LIVE HOUSE BAND- 9PM-2AM</p> <p><b>TRAVELLERS RESORT</b></p> <p>ACOUSTICS BY THE BEACH6.30– 10PM</p>	

# ENTERTAINMENT

THURSDAY	FRIDAY	SATURDAY
<b>DRIFTERS BAR</b>  LIVE SHOWCASE UP AND COMING ARTISTES - ALL MUSIC GENRES – 3-8PM  <b>WOODSTOCK DINNER</b>  REGGAE SHOW 5PM - WOODSTOCKNEGRIL@GMAIL.COM  <b>TRAVELLERS RESORT</b>  LIVE ENTERTAINMENT 6.30 – 10PM  <b>CHARELA INN</b>  DINNER, LIVE JAZZ & BLUES, VINTAGE REGGAE, ROCKERS, R&B 7.30-9.30PM  <b>BOURBON BEACH</b>  DANCEHALL EXPLOSION- (OLD AND CURRENT) 9PM- 2AM  <b>THE JUNGLE- LADIES</b>  NIGHT- LATE NIGHT	<b>BOAT BAR</b>  LIVE REGGAE SHOW 2PM- 6PM THEBOATBAR@GMAIL.COM  <b>DRIFTERS BAR</b>  LIVE MUSIC JAM SESSION- SOUL AND BLUES. 3-8PM. HOSTED BY LUDDY SAMMS. (FEEL FREE TO USE OUR IN- STRUMENTS IF YOU DON'T HAVE YOUR OWN!)  <b>TRAVELLERS RESORT</b>  KARAOKE 7.30PM – MID- NIGHT ALFRED'S OCEAN PALACE  LATE EVENINGS- REGGAE WWW.ALFRED'S.COM  <b>BOURBON BEACH</b>  FEATURE FRIDAY / SPECIAL ONE OFF ACTS – 9PM-2AM	<b>HALF MOON</b>  BEACH 'BAND X' REGGAE/BLUES 1– 4PM , TEL: 531 4508  <b>SEASTAR INN</b>  REGGAE SHOW WITH \$25 BUFFET 7 - 11PM. SHUTTLE BUS WWW.SEASTARINN.COM  <b>TRAVELLERS RESORT</b>  OLDIES NIGHT 7-11PM BOURBON BEACH CULTURAL SALUTE- REGGAE 9PM-2AM  <b>CHARELA INN</b>  DINNER, PURE JAZZ & BLUES LIVE SHOW 7.30-9.30PM  <b>THE JUNGLE</b>  LATE NIGHT - REGGAE



# THE MAN BEHIND RICK'S CAFE

It is renowned as one of the top ten bars in the world and is located on Negril's West End. But how did this amazing attraction come about?

Easy answer, an 18 year old Tom Martin arrived in Jamaica in 1973 at a time when the rich and famous chose Jamaica as their playground. He had a vision about this little bar on the rocks. He was young, energetic and enthusiastic, but he succeeded. Tom is the public face of Rick's Café and he has spearheaded it from the beginning. Along with his amazing partners they have made it what it is today.

This little bar, not so little now, was first owned by local man, Doctor Campbell, son of the Jamaican Governor General. Richard Heirshman was the original "Rick" and over the years it has survived two major hurricanes that brought it close to disaster and extinction.

The growth and development of Rick's Cafe has evolved in parallel to Negril itself, from the dirt road through Negril and leading to Rick's Café on the West End. When the Negril Tourist product grew, Rick's was growing too; from the Cedar Shingle Bar to the sophisticated environment of today.

There are core staff, employed for over 30 years, coupled with new young vibrant staff, who enhance the whole ambiance / experience and helping everyone to have a wonderful time.

Everyone talks about Cliff Jumping at Rick's Cafe and because safety is paramount, this has evolved from daredevil jumping in the past to three professional divers entertaining the guests at Sunset, very spectacular!!!

Tommy Martin, photographed with the gorgeous Audrey Hepburn in the background, is the ultimate Negrilian and happy and proud to be part of the Jamaica Tourism Industry.





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# GANJA: KNOW THE LAW

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

## **Possession of Ganja**

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

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

## **Visitors to Jamaica who are users of medical marijuana.**

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

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

## **Smoke Free Places:**

There is a comprehensive ban on tobacco and cigarette smoking in indoor public places, indoor workplaces, and public transport. The law also prohibits smoking in several outdoor places and within five meters of entrances, exits, windows, and ventilation intakes of a public place, workplace, or public transport.

For the purposes of these smoking rules, a public place includes a workplace and any place which is for the use of, or accessible to, the public, such as sidewalks, bus stops, restaurants, offices, educational institutions, pharmacies, hospitals, areas used by children, supermarkets and parks.



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

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

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

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

## **Failure to pay a ticket**

It is an offence to fail to pay a ticket that has been issued for smoking in public or for possession of 2 ounces or less of ganja. The offender will be required to attend the Petty Sessions Court, and may be ordered to do community service, or in the rare case where community service cannot be arranged, pay a fine of \$2000JM. A conviction for failing to pay a ticket will also be recorded on the offender's criminal record.

Courtesy of The Jamaican Ministry of Justice



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## Craft Markets

There are two big outdoor Crafts Markets that can fill the day with shopping as entertainment. Negril Craft Market with its huts lining the Negril River, by the roundabout, was started in the late 70's and is managed by the Negril Area Land Authority. To the north of Negril, near the aerodrome, you'll find the open-air Rutland Point Craft Market, established by the Urban Development Corporation (UDC) in the early 80's.

All the vendors call out "Come give me a look, Mon". From inside the packed stalls burst treasures galore, all anxious to go home with visitors. They have a wide choice of carvings, jewelry, art, pottery, sarongs, tee-shirts, beach towels and other souvenirs; another good choice is the vibrant local art, clothing, straw items and a huge selection of little gems that you won't find anywhere.

## Fruit Market

There is a very vibrant and exotic fruit market located just up from The Yellow Computer

store. Open 7 days a week, it offers the most tasty variety of organic produce fresh from the trees and fields to your table. You will find these small vendors have the most unique fruits you have ever enjoyed.

## Fish Market

Straight from local fisherman, there are plenty of road side "markets" in and around Negril where you can purchase fresh produce of fruit, fish, vegetables, plants, seeds and much more. You will even see the occasional pick up truck parked in Negril with a wide variety of selections. Or get up early and go to the sea besides Canoe Bar and buy fish.

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

## Duty Free

Opposite Bourbon Beach on Norman Manley Boulevard is “Time Square Mall”, offering duty-free shopping ready with electronics, crystal, china, leather and exotic jewelry you may not find anywhere else.

A range of other gift shops can be found at White Swan Plaza, Whitehall Plaza and Riverside Plaza which are all situated downtown and at Sunshine Plaza on the start of the West End Road.

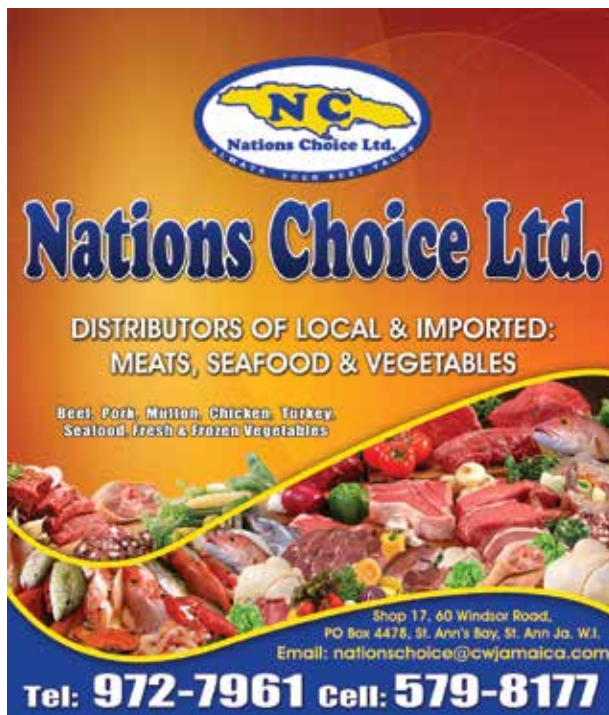
## Supermarkets

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

Master at Value Master Plaza, Quality Traders or Icon Supermarket at the beginning of the West End Road and Hi Lo at Sunshine Plaza also near the beginning of the West End Road.

## Cambio, Western Union and ATMs

The main Cambio is located in the Town Centre Square with another in the West End, known as Banmark Cambio, located after Pushcart and before Summerset Village. The Western Union Office is located in Sunshine Plaza close to Hi Lo Supermarket's main entrance. There are ATMs located in the Town Centre Area namely Scotiabank, First Caribbean, Sagicor and NCB who all have points there. In addition ATMs can be found at Petcom Gas Station out beside the aerodrome on the Beach opposite side, next door at Rutland Point Craft Market, Time Square shopping plaza, Hi Lo Supermarket and the NCB Bank in Sunshine Plaza.



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# FUN IN THE SUN

The following are some of the main attractions in Westmoreland and Hanover:

**NEGRIL** is an attraction in itself as the seven mile beach is often listed as one of the top ten most beautiful beaches in the world. Although this is a beach lover's paradise with the golden sand and blue, blue water we have even more to offer. For those of you who are more adventurous and want to do more than just swim and sunbathe we invite you to enjoy the hundreds of Tours, Attractions and Activities in and around Negril.

Contact your hotel or resort reception to find out about their organized tours or click on the website and arrange it yourself. Below are a few examples:-

**HOME OF PETER TOSH** is located on the road to Whitehouse near Belmont. He was born Winston Hubert McIntosh in the rural parish of Westmoreland, Jamaica, in 1944, he moved to the notorious slum of Trench Town (so named because it was built on the "trenches" that drained the sewage of nearby Kingston) at age 16.

His mother strongly influenced him, and her sensibility would become apparent in both his lyrics and views; she was particularly concerned that he have a Christian upbringing. He attended the local church daily, and his experience there — singing in the choir and learning to play the organ — formed a sort of musical apprenticeship that prepared him for his subsequent career with "Bob Marley and the Wailers".

**THE PELICAN BAR** started as a dream when a local Rastafarian, Floyd, was told to build a bar in the ocean. So he did and it now has the reputation of being one of the best bars in the world. He built the bar on stilts in four feet of water, half a mile offshore.



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

**BOOBY CAY** is a very small island that sits just off shore from Negril. Booby Cay has a claim to fame, since many scenes from Jules

adventurous water activities like snorkeling, scuba diving and swimming, this is the place! There are plenty of coral reefs on this island, providing a breeding place for a huge population of vibrant marine life. Presence of the coral reefs makes the island an excellent place to experience snorkeling and scuba diving.

**NEGRIL HILLS GOLF CLUB**, built in 1994 by Robert Simmons is located approximately one mile out of Negril. This very fast 18 Hole par 72 course measuring 6333 yards, is distinguished by elevated tees and greens, wickedly undulating fairways, flanked by thirsty water



Verne's popular film "20,000 Leagues under the Sea" were filmed on the small island. Booby Cay island remains open to the public 24 hours. The place is ideal for those wanting to enjoy water sports, photographers, bird-watchers, and sunbathers. The best mode of transportation to reach Booby Cay is by boat.

Booby Cay gets its name from the booby bird, which is a type of tern that returns to the island yearly to breed and lay eggs in the once safe environment of the off-shore sanctuary. It is a popular spot for picnics and if you want to enjoy

hazards. Challenging topography and stunning natural beauty make this one of the best.

At Negril Hills enjoy the best in golf club privileges, from the elegance and charm of one of Jamaica's finest golf courses. The breathtaking scenery, the challenging multi-rise golf course and a tranquil atmosphere attracts new and returning visitors each year. The Negril Hills Golf Club is one of international golf's best kept secrets. Their staff has been carefully chosen to ensure their commitment to total guest satisfaction.

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If you are travelling through Lucea:

### **CLOCK TOWER AND COURTHOUSE**

When you visit Lucea look out for some other attractions like the Town Clock. The most notable landmark in Lucea is the famous Clock Tower mounted on the Old Court House. It was installed in 1817 and has an interesting history.

The clock was initially intended as a gift from Germany to the people of the island of St. Lucia, however there was some confusion and the clock arrived in Lucea instead. The people of Lucea then decided they wanted to keep the clock and raised money to pay for it. A German landowner residing in the parish then erected it and fashioned the top of the tower after the helmets worn by the German Royal Guard. The clock is still fully functional today.



**FORT CHARLOTTE** located on the seafront at Lucea was built in 1746 to protect Jamaica's North West from naval attacks. In 1761 it was given the name "Fort Charlotte" in honor of King George III's marriage to

Queen Charlotte. The fort is said to be one of the best kept forts in Jamaica and has been visited by many notable figures, including Horatio Nelson and Captain Bligh.

Breadfruit was brought here by Captain Bligh on the "Tahiti" in 1793. The first time he attempted to bring the plants to the island, his crew took over the ship and put him off on a deserted island. The Film "Mutiny on the Bounty" was based on this event.

Fort Charlotte was constructed from rectangular cut stone with the capacity to hold 50 men. There were embrasures for 23 guns although it is rumored the weapons never needed to be fired. Several features of the Fort are still standing today so look out for the artillery store, three guns and a circular base for the rotation of guns.

**THE HANOVER MUSEUM** is suitable for Families and has an interesting and informative Specialty Shop. It is located at Taylor Drive, Lucea and is open from 8.30am until 5.00pm every day. The Price is JMD. Run by the Hanover Historical Society and Museum, which is housed in an 18th century police barracks and jail. The place has interesting artifacts, storyboards and memorabilia that tell the history of the parish. The Museum also has a gift shop, a cafe and basic facilities.

If you are travelling through Kingston:

**THE BOB MARLEY MUSEUM** is situated on the site of the legendary musician's home, which he purchased in 1975. This house, featuring 19th-century architecture, was Marley's home until his death in 1981. It was converted into a museum six years later by his wife, Mrs. Rita Marley. The main museum displays Marley's personal treasures. The property also features a well-



equipped 80-seat theatre, a photographic gallery, and a gift shop selling T-shirts, posters, CDs and other Bob Marley memorabilia. The venue allows you to see every aspect of the life of Bob Marley.

The Bob Marley Museum welcomes locals and visitors from overseas. The entry fee is \$25.00 USD for adults and \$12.00 USD for children (ages 4-12). The tour is guided and lasts approximately 1 1/4 hours. The Museum is open Mondays to Saturdays and is closed on Sundays. The first tour begins at 9:30am and the last tour commences at 4:00pm.





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# VENDOR'S PLAZA



## **“A Transformation Indeed” - Support for Small Business in the Community**

Vendors Plaza, now with over 50 shops, has gone through many changes over the years, since it was built in 1994 with financial support of USAID and the Negril Chamber of Commerce. However it had become dilapidated, was in need of some tender loving care and required substantial repairs.

The Negril Chamber of Commerce is immensely grateful to its President, who is also Chairman of Couples Resorts, Mr. Elias 'Lee' Issa for making a significant contribution by funding the recent renovation of the plaza. He certainly did not hesitate to give back to his community in a big and extremely generous way once again.



This project, which was managed by Mr. Daniel Nicholas, Office Manager for the Negril Chamber of Commerce, has not only improved the aesthetics in Negril's town, but has begun to foster prosperity and uplift the livelihood of all small business shop owners who are located there.

Renovation of the Plaza required major works including rewiring, installation of LED bulbs and flood lights, tiling with porcelain tiles, new bathroom fixtures with marble counter tops, an upgraded plumbing system, removal of old equipment and furniture around the property, termination of pests, window replacement, installation of handrails for staircases, full external painting, leaks fixed, fascias added and landscaping completed.

Air conditioning units were installed and serviced, and the old Plaza sign was replaced. Bins were placed around the plaza and a tall picket fence was constructed around the garbage receptacle to not only prevent animals from creating a mess, but blend in with the overall aesthetics of the building.

The property was also reconnected to the National Water Commission (NWC) and aluminum gutters were connected to three x 1000 gallon tanks powered by a new 220-volt water pump to harvest water when it rains. The shops were also numbered for easy access.

The Negril Vendor's Plaza originally relocated vendors who were "on the streets", but now provides opportunities for small business development. It has positively impacted the lives of hundreds over the years. Today, the type of businesses on the plaza has evolved from craft, fruit and vegetable vendors to small commercial businesses who would welcome your support.

Contact Information:

Negril Chamber of Commerce  
Vendor's Plaza (A Fi Wi), P.O. Box 3055  
Negril, Westmoreland, Jamaica, W.I.  
Tel: (876) 957-4067 Fax: (876) 957-4591  
Email: [info@negrilchamber.org](mailto:info@negrilchamber.org)  
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- Fruits
- Graphic Designs
- Hair Salons
- Jamaican Crafts and Jewelry
- Jamaican Cuisine Restaurant
- Make-up Artist
- Photographers
- Printing
- Rastafarian Restaurant
- Scented Candles and Ointments
- Seafood Restaurant
- Soups
- Spa, Manicure and Pedicure
- Tour Guide
- Travel Agent
- Vapour Challis



# UNDERSTANDING RASTA AND ITAL

The Rastafarian religion or movement is a significant phenomenon to emerge out of Jamaica's plantation slave society. It was born out of the need to counteract the denigration of people of African descent in a society that gave little recognition for the majority of its citizens. The Rastafarians withdrew from "Babylon" or Western society and created their own speech, music, beliefs, cuisine, lifestyle and mode of dress.

Rastas believe in the deity of the late Ethiopian King, Haile Selassie, who was the Messiah, Rastafari. They believe in repatriation to Ethiopia and consider themselves to be one of the tribes of Israel.

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

exploitation. True Rastas are law abiding, have strong pride in black history, a positive self- image and strive for self- sufficiency. Their lifestyle reflects these beliefs and in the sacramental smoking of Ganja.

Some orthodox Rastas resemble biblical figures with their beards and long robes, carrying staffs and wearing their dreadlocks with turbans. They quote Leviticus 21.5, "They shall not make baldness upon their head, neither shall they shave off the corners of their beard, nor make any cuttings on their flesh", as the reason for wearing natural, uncombed hair that is their dreadlocks. They incorporate the colors of the Ethiopian flag, red, green and gold into all kinds of clothing.

The Rasta's diet called I-Tal, which means natural in the Rasta language, is essentially a strict vegetarian one. They not include the dead flesh of any living animal and pork is strictly omitted. Manufactured or processed food is not allowed on this diet as it contains additives. Fertilizers, a preservative, which they believe



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causes illnesses such as cancer. I-Tal cooking uses the organic produce from the land; peas, beans and a variety of other vegetables and starches and fruits that are locally available. Ganja is often included in cooked foods and infusions are taken for medicinal purposes. Non-alcoholic natural fruit drinks are favored and beers, wines and spirits are abstained from.

Rastas also prefer to eat from coconut or calabash shells with their fingers instead of plates and cutlery. This helps them to identify with their African roots and they also tend to use rain water in cooking rather than any treated or processed water. They celebrate specific events like Haile

Selassie's birthday with drums and Rasta music to create a spiritual mood. Ganja plays an important role in the lives of the Rasta and it is smoked in cone shaped "spliffs", made from brown paper bags or newspaper.

Alternatively a pipe is passed around as the smoking of this herb inspires open conversation. The profound influence that Rastas' have had on indigenous musical forms has been well catalogued. From "Ska" to "Rock Steady" to "Reggae", where the latter, with its protest lyrics and hypnotic beat, has taken on a life of its own and has carried the spirit of Rastafarianism throughout the World.



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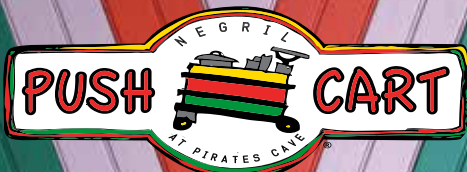


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# Sylvie Grizzle: Community Activist



This article is dedicated to the memory of Sylvie Aicha Grizzle, nee Maucorps, who was born in the village of Lavignac, near Limoges in France on 30th September 1941. At 18 she went to England where she met her husband, Daniel.

They came to live in Jamaica in 1971 and soon started running their farm “Cocoa”, in Green Island. They opened their first business in Negril in 1975 and in 1976, they opened “Café au Lait” at the “Mirage Resort” with cottages on the cliffs. In December 1980, they acquired Charela Inn Hotel, now with 50 rooms and “Le Vendome” French Cuisine where customers still benefit from Sylvie’s own, famous, French bread recipe.

Sylvie, always the consummate community activist, founded the Negril Chamber of Commerce in 1983, along with husband Daniel and four others. Mrs Grizzle was almost totally responsible for bringing Negril’s environmental Issues to the attention of the community. In 1983, the first group, “The Negril Association for the Conservation of Nature”, with her as Chair, was established and for over 30 years she led this lobby and developed many public education projects in Negril.

This amazing Lady made a major contribution and made a difference to community life here. The Chamber, through her, continued to closely monitor the environment and became known as the “Watchdog”, cleaning the beach, undertaking coastal water quality tests, raising issues relating to the problems of mining the morass, lobbying for sustainable development and therefore saving Negril’s Beach.

The central sewage and water facilities at Logwood were upgraded by 1988 when Sylvie secured funding, from USAID, thus alleviating the seasonal water shortages as Negril grew. The School Feeding Programme, school supplies and books for the Prospect Basic School was financed by Sylvie and the Charela Inn, which was supported by hotel guests for many years.

All of the Negril Chamber of Commerce members will sadly miss Sylvie and the magnificent contribution she made to enhancing and strengthening Community Life in Negril now and for the future.

Rest in Peace



# “OUT OF MANY, ONE PEOPLE”

## The History of Negril

## Part 2

One of the first persons to realize the potential of Negril was Norman Washington Manley. His administration cut canals to drain the swamps in 1959, launching the development of what was then a tiny fishing village. This sleepy beach front community quickly became a well-known vacation destination for Jamaicans.

At around the same time, hippies and backpackers from abroad began to appear. These people boarded with locals or camped in tents on the beaches, smoked marijuana and ate psychedelic mushrooms while cementing the attitude and laid-back lifestyle that has become Negril and given rise to its name as the “Capital of Casual”.

The first Guest House was established to provide more conventional holiday places to stay for the “flower children”, as they were known, and the area’s standing grew over time as the first of many major resorts that were constructed by the middle to late 1960’s. Once the road, which stretched from Montego Bay to Negril, was developed it facilitated a boost in Negril’s stature as being the hot, new vacation resort area especially with that amazing beach.

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

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

It is from this original clientele of hippies that Negril acquired the spaced-out reputation that it has never shed. They smoked a lot of local Ganja and they also discovered hallucinogenic mushrooms growing wild and tutored the locals in the commercial potential of mushroom tea.

On the other hand it is no secret that the Ganja boom of the 70s and ‘80s provided much of the impetus (and the finance) that has fueled Negril’s development and started many a now respected citizen on the road to success. Many of Negril’s early visitors decided to buy their own “piece of the Rock” and today much of the West End is owned by expatriate residents, including celebrated sites like Rick’s Cafe, Xtabi, Samsara, Rock House and Summerset Village.

The Travel Trade discovered Negril in 1977, thanks to a brilliant advertising campaign promoting Hedonism at the newly opened Negril Beach Village. At the time Jamaica’s

politics made it unfashionable, so the advertisers marketed Negril in a vacuum, to the extent that some clients were surprised when they landed in Jamaica as they thought they were going to the Island of Negril.

The Village enjoyed phenomenal success from the start and helped to lead the way for a regeneration of Hanover and Westmoreland's tourist trade. Its format was patterned on the all-inclusive concept and the tone was, to put it mildly, uninhibited. Tales of toga parties and nude beaches shocked Jamaica, lured the tourists, and launched Negril. Hedo swings around the clock with an appropriate package. next door, Sandals Negril is equally popular and slightly more staid (no nude beaches, nude Jacuzzis or nude volleyball).

Hippies were closely followed by the better-heeled visitor whose notion of paradise went over and above a simple hammock and

palm-thatched bungalows; so luxurious vacation resorts started to sprout up all over the area. The 1980's saw a lot more growth as Negril's popularity spread and those same hippies, now respected attorneys, physicians and prominent business owners, started to come back to rekindle the lifestyle and culture for a few weeks every year. The hippies left their mark permanently upon Negril, and helped to produce its care free, relaxing atmosphere where friendships spring up between visitors and locals, making Negril the optimal location to meet Jamaicans in their own environment.

Today, Negril, the "Capital of Casual", boasts over 7,593 rooms serviced by the men and women of Negril who appear to be mindful of their own originality and who exhibit a pride which is very nationalistic and reflects the Jamaican Motto – "Out of many, one people"



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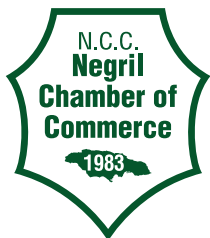
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# ABOUT THE NEGRIL CHAMBER OF COMMERCE



Negril Chamber of Commerce  
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Negril, Westmoreland, Jamaica, W.I.  
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Email: [info@negrilchamber.org](mailto:info@negrilchamber.org)  
[www.negrilchamber.org](http://www.negrilchamber.org)

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

## DIRECTORS

Lee Issa, President  
Daniel Grizzle, 1st Vice President  
Sophie Grizzle Roumel, Treasurer  
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Winthrop Wellington, Director

## OFFICE MANAGER

Daniel Nicholas

The Negril Chamber of Commerce (NCC) made remarkable progress towards key objectives last year. Specific advancements were made in the following areas:

- Water Testing - Several projects were funded in this financial year, including water testing by the Scientific Research Council.
- Renovation of Negril Clinic Staff Room - Full renovation of the staff room at the Negril Clinic was completed.
- Beach Restoration - The traveling costs of 2 coastal engineers from The Netherlands and a marine biologist from Boston were approved to do a presentation on Building with Nature – environmentally sound solutions to beach erosion. In addition, the travelling and subsistence costs were agreed for 3 months for a Dutch Marine Biologist doing research in the Negril area.

- Negril Guide 2017 - The marketing committee headed by Barry Hough did an amazing job. Fifteen thousand copies were widely distributed throughout Negril, the number of pages was increased as was the revenue income from adverts that will help to support 2018 Projects.
- Labour Day Project 2017 - For this year's Labour Day Project, the focus was on planting trees along the Norman Manley Boulevard.
- Charity Fund Raisers - Our Gala Dinner 2016 and International Food /Wine Event 2017 raised funds to support the work of NCC Committees.
- Implementation of Garbage Bins around Negril - In partnership with the Ital Place of Reasoning Ltd, eighteen garbage bins were distributed around the Negril community. These bins are painted in red, yellow and black with "Nuh Dutty Negril" written on them.
- Initiatives Sponsored by the NCC - Two children from the Negril Education Environment Trust (NEET) Programme were funded to visit Walt Disney World and several stationery items were provided to the Family United Youth Club for their back to school fun day.
- The Negril Vendor's Plaza—The management of the Negril Vendor's Plaza was ascribed to Mr. Lee Issa who funded the complete renovation of the property. This new look has contributed to the overall aesthetics of the resort town and today approximately 50 small businesses are in operation there.
- International Coastal Clean Up Day 2017 - This year's international coastal clean-up day removed 1,785lbs of garbage from our coastline. Thanks to a total of 108 volunteers who assisted, the Jamaica Environment Trust and the Tourism Enhancement Fund spearheaded this initiative.
- Reopening of the Negril Recycling Centre - The recycling centre was leased to the Recycling Partners of Jamaica Limited who has been integral in training members of the hotel industry on best practices of recycling. It is the aim to expand this type of training to the community.
- Further Lobbying Efforts - The NCC is currently in advanced discussions for better waste management, improved water supply, safer road infrastructure on the Norman Manley Boulevard and the West End, restoration of Negril Beach Park, implementation of a mini sports complex and the lowering of crime and violence in Negril.

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Nola Stair & Dalton Williams  
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International Coastal Cleanup Day 2017 was a great success for Negril! A huge thank you to everyone (108 volunteers) who came out to support this initiative, we were able to cleanup 1785 lbs of garbage off our coastline. Special thanks to the following volunteers, sponsors and suppliers:

- |   |   |
|---|---|
| Jamaica Environment Trust (JET)                   | Hedonism II                             |
| Tourism Enhancement Fund (TEF)                    | Hammond's Bakery                        |
| Ocean Conservancy                                 | Travellers Beach Resort                 |
| Ministry of Tourism                               | Rockhouse Hotel                         |
| Bank of Nova Scotia-Negril                        | Couples Resorts                         |
| National Solid Waste Management Authority (NSWMA) | Rondel Village                          |
| DFL Importers                                     | Kiwanis Club of Negril                  |
| Recycling Partners of Jamaica                     | Wisynco                                 |
| Jamaica Yellow Pages                              | Social Development Commission (SDC)     |
| Inter-American Development Bank                   | Azul Sensatori Negril                   |
| Tourism Product Development Company (TPDCo.)      | The Cliff Hotel                         |
| Jamaica Tourist Board                             | Whitehall Association                   |
| Jamaica Vacations Limited (JAMVAC)                | Nuh Dutty Up Jamaica                    |
| National Environment & Planning Agency (NEPA)     | Nuh Dutty Negril                        |
| Negril Education Environment Trust (NEET)         | Negril Academy                          |
| Rotary Club of Negril                             | Negril All-Age School                   |
| Rotaract Club of Negril                           | Risen Messiah Early Childhood Institute |
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