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FROM THE PRESIDENT, NEGRIL CHAMBER OF COMMERCE



resurrection of the recycling centre to name a few. The Negril Chamber of Commerce has once again become the voice of the community in an effort to keep it the destination of choice.

So welcome to the Negril – often referred to as the Capital of Casual of Jamaica. It became a popular destination for the hippies in the late 60's and early 70's who loved the laid back atmosphere and natural beauty.

The Chamber is delighted to restart its publication and trust you will find the articles relevant and informative.

Dear Friends

The Negril Chamber of Commerce is proud to be once again publishing the Negril Guide and trust that it will be useful for our first time visitors and repeat guests alike. The Chamber was dormant for a number of years and thus there was no Guide. The Chamber is delighted to restart it's publication and trust you will find the articles relevant and informative.

This year, Jamaica has decriminalized the use of marijuana and we have added information on what exactly this means to our locals and visitors and trust that you will enjoy these changes safely. The Chamber is involved in numerous social and environmental projects such as the breakwater project protest, the sidewalk for the kids by the All Age School, and the Negril as the most western town on the island is famous for its dazzling sunsets and its world famous Seven Mile beach. It is unique as the long stretch of beach allows our visitors to walk and experience a taste of the real Jamaica, mingling with locals and sampling true Jamaican hospitality.

It is juxtaposed by the cliffs, where resorts are tucked away on the honeycomb rock and restaurants offer delicious local dishes while affording beautiful vistas along the rugged coastline.

Thank you for making it Negril and we trust that your holiday here will be enjoyable and memorable and that this Guide will prove useful to you.

One love!

Mr. Lee Issa

President Negril Chamber of Commerce.

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THE NEGRIL CHAMBER OF COMMERCE

Welcomes You.....

Our warmest welcome to Negril.

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

Negril- Jamaica's jewel in the crown, where our open 7 mile beach entices you to walk, to swim, to play...and to make friends.

Our rugged cliff side on the West End bursts into fire at sunset in many bars and restaurants, whilst the peaceful afternoons show off the many caves and diving areas. Negril is unique in its equal ambit of beach and cliff, its numerous eccentric characters, its laid back atmosphere, and its friendliness!

Like the sun setting dramatically over the sea, and returning each morning, we hope that you will return after sampling the diversity that is Negril.

Have a great holiday!

LOCAL INFORMATION

AIRLINES

LOCAL INFORMATION

NO LIABILTY FOR ERRORS AND OMMISSIONS IS ASSUMED BY THE NEGRIL CHAMBER OF COMMERCE.

POLICE AND FIRE

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

MEDICAL

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

Air Canada	952-5160/2 or
	952-3801
American Airlines (MoBay)	800-744-0006,
	971-7379
Caribbean Airlines	1-888-359-2475
Cayman Airways (Kingston)
	924-8093
	924-8660
Delta Airlines	952-9740
	971-1284
Northwest Airlines	952-9740
Spirit Airlines (MoBay)	979-5160
	971-2947
US Airways (Montego Bay)	940-0172
Jet Blue	952-1496
	952-9535

Virgin Atlantic	974-2323
AIRLINE/CHARTER	
AirLink Express	940-6660
TimAir Negril	957-5374
Inter Caribbean Airways	1-800-572-7628

LOCAL INFORMATION

BANKING & CREDIT CARD SERVICES

Citibank (Knutsford Boulevard) 926-7991

National Commercial Bank 957-4163

Scotia Bank

957-4236 957-9466

CHURCHES

Anglican Episcopal 1st Sunday 10:00 AM Other Sundays 8:30 AM

Assemblies of God Sunday 11:00 AM

Mary Gates of Heaven Catholic Church Sunday 10: 00 AM

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

Seventh Day Adventist Saturday 11:30 AM

United Church Sunday 11:00 AM

United Pentecostal Sunday 12:30 PM

CIVIC ORGANIZATIONS

Alcoholics Anonymous Meetings at Mary's Gate of Heaven Church Mondays, Wednesdays & Fridays at 6:00 PM Kiwanis Club of Negril 443-0812 Rotary Club of Negril 829-2699 Negril Environmental Protection Trust 957-4473 Library 957-4917 Negril/ Green Island Planning 957-4473

MAIL & COURIER

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

TRANSLATION SERVICE

French (Sylvie & Sophie Grizzle) 957-4277 German (Inge Hill) 1talian (Dominique McGann) 957-4170 Italian (Enrico Lionello) Japanese (Misako Kasai) 418-7191

FOR MORE INFORMATION, CONTACT THE NEGRIL CHAMBER OF COMMERCE 957-4067 www.negrilchamberofcommerce.com; Email: info@negrilchamberofcommerce.com

TRAVEL INFORMATION

ENTRY REQUIREMENT

Visitors of all ages from the U.S. must carry a valid passport. Residents must present their Alien Resident Card (Green Card) together with passport of country for which they hold citizenship. Canadian citizens must have a valid passport, or a government-issued identification with photograph, along with an official birth certificate. Canadian residents must present a Canadian Permanent Resident Card and a passport showing country of citizenship. British citizen must have a passport. Visitors from other countries, please contact the nearest Jamaica Tourist Board Office or Jamaican Consulate. All visitors are required to travel with a round-trip or onward ticket.

ANIMALS

Animals are not allowed to enter.

CELLULAR & INTERNET ACCESS

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

CLOTHING

Lightweight tropical clothing is best through-out the year.

CURRENCY EXCHANGE

The rate of exchange fluctuates. Most local ATMs accept international bank cards with Visa, MasterCard, Cirrus and most dispense



money only in Jamaican dollars. Local or foreign currency in excess of US\$10,000 (or the equivalent in foreign currency) must be declared to the Jamaican Customs authorities.

ELECTRICAL SYSTEMS

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

FIREARMS

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

GENERAL CONSUMPTION TAX

A 16.5% Government tax is payable on all purchases, except where specified.

MEDICAL FACILITIES

There are facilities in all major resorts areas. Contact the front desk for information or Negril Health Clinic 957- 4926

TAX-FREE STATUS

Most expense incurred for holding a meeting or convention in Jamaican is tax-deductible.

TIME ZONE

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

TIPPING & SERVICE CHARGES

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

WATER

Most drinking water in Jamaica is purified by modern methods. According to the



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Water Resources Authority, the quality is among the best in the world, prompting many cruise ships to take water only in Jamaica.

HISTORIC NEGHBOUR

Visitors driving from Montego Bay to Negril will pass through the town of Lucea. A landmark in the town is the Lucea town clock, made in 1817 and located on the Lucea courthouse. It was ordered for the island of St. Lucia and shipped in error to Lucea. Because of its beauty, the city fathers refused to return it and paid for it with money raised by public subscription. The clock tower was a gift from a German landowner; the design is based on the helmet worn then, by the Royal Guards of Germany.

THE NATIONAL BIRD

The Jamaican national bird is the Doctor Bird (Trochilus polytmus). The "Doctor Bird" or Swallow tail Humming Bird lives only in Jamaica and is one of the most outstanding of the 320 species of Humming Birds. It is quite beautiful with a brilliant emerald green body, and coral and black-tipped beak set in sharp contrast to its coal-black head. The Doctor Bird beats its wings approximately 20-25 times per second. Its tail feathers and the whirring sound it makes as it flies, allows this Hummingbird to be easily identified. It is well to note that the beautiful feathers of these birds have no counterpart in the entire bird population and produce iridescent colours characteristics of that family. The Doctor Bird has been immortalized for many decades in Jamaican folklore and song. It is easy to see feeding off all kinds of flowers.

JAMAICAN PROTECTED SPECIES

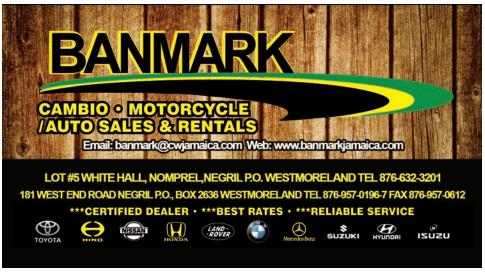
Jamaica is attempting to protect its natural resources. Please do not support the illegal trade.

PARROT

The Black and Yellow Billed Parrots are found nowhere else in the world. They choose their mates for life and are generally seen in pairs or small flocks. Parrots feed on a variety of plants including fruits, nuts, and berries. They are threatened by sale to the illegal pet trade and destruction of their habitats.

YELLOW SNAKE

The Jamaican Boa lives in forests, wetlands and dry scrub-land across the island. The



Yellow Snake is threatened by deforestation and the burning of cane fields. They are also attacked by dogs and mongoose, and are killed by man in the mistaken belief that they are dangerous.

MANATEE or SEA COW

The Manatee is a mammal which is believed to have been the source for stories of the existence of mermaids. Manatees possess a gentle nature and there are reports that they have saved people from drowning by

Calendar of Events

Jamaican Concerts & Events

Rebel Salute, January 15 & 16, 2016 www.rebelsaluteiamaica.com

Jamaican Jazz & Blues Festival, January, www.jamaicajazzandblues.com

Reggae Sumfest, July 17 – 23, 2016 www.reggaesumfest.com

International Dancehall Queen, July 30, 2016. www.internationaldancehallgueen.com

GT Taylor Reggae Christmas Extravaganza. December 25th, 2015 facebook.com/GT-Taylor-Entertainment-Jamaica

Negril Special Events

Donkey Race by Negril Rotary Club February 14, 2016, www.rotarynegril.com

Negril Great Escape Easter Weekend, March 25 - 28, 2016, facebook.com/negrilgreatescape

Appleton Special Dream Weekend, July 28 – August 1, 2016 www.jamaicadreamweekend.com

Bourbon Beach 7 Days of Sin, July 26 – August 1, 2016

pushing them up to the surface on their backs. Their main enemy is man, who slaughters them for their meat.

LOGGERHEAD TURTLE

The various species of sea turtles reach adulthood after 20-30 years and may live up to 100. Sea turtles are sought for their eggs, meat, oil, leather and their shells which are used for jewelry. They are threatened by sea grass destruction, plastic waste and other pollution in coastal waters.

www.bourbonbeachiamaica.com Jamaican World Cannabis Cup. November 12 – 15, 2015, www.cannabiscup.com/jamaica

Reggae Marathon, Half Marathon & 10k, December 3-5, 2015 www.reggaemarathon.com

Negril Weekly Night Life

Alfred's, Monday, Friday, & Sunday Nights, www.alfreds.com

Bourbon Beach, Nightly, www.bourbonbeachjamaica.com

Roots Bamboo, Wednesday Nights, www.rootsbamboobeach.com

The Jungle, Thursday & Saturday **Nights**, facebook.com/junglenegrilfanclub

Negril Chamber of Commerce -

info@negrilchamberofcommerce.com www.negrilchamberofcommerce.com

Monthly NCOC Membership Meetings 2nd Tuesday Monthly

Negril Chamber of Commerce Grand Gala, Month of December

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4

4



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The unofficial headquarters for Jamaica's fun-in-the-sun vacationers; freewheeling Negril gives new meaning to casual. Shed your cares, your watch, even your sense of time.

Visitors seek out the "Capital of Casual" on the island's western tip to discard the baggage of standard vacations and discover a funky dual holiday in one location.

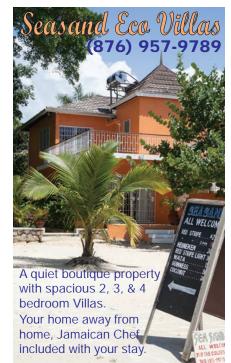
By day, patches of bright emerald and turquoise in our near shore waters transform into shades of royal blue out to the horizon. Such dazzling colours, a rarity up north, make visitors want to take the plunge. And they do: jumping in from the beaches, boats and especially off the cliffs on the town's West End. Visitors wiggle their toes in the soft sands on the beach side of town. Snorkelers and swimmers delight in it all.

By dusk, beach and cliffside visitors with camera in hand "ooh" and "aah" at hypnotic sunsets. Night unfolds; revelry begins. Lobster and fish that swarm waters in the morning grace the dinner table in the evening. Entertainment heats up with live cultural and reggae shows.

Once upon a time pirates sailed the waters off Punta Negrilla - so dubbed by the Spanish for the black conger eels in the rivers, or maybe for the dark cliffs, depending upon who spins the story. In 1720 raucous buccaneer Calico Jack Rackham was seized in Negril and later hanged in Port Royal. In the 1800s whalers butchered their catches in Bloody Bay, a crescent-shaped bay on the north end. In 1959 there still was no road to sleepy Negril.

But in 1960, the hippies changed things, establishing the town's casual reputation. Soon came development and the boom was on. In the 1990s, Negril became mainstream when all-inclusive resorts arrived along the spectacular seven-mile beach.

Rustic boutique-style resorts, cottages and funky restaurants sprang up on the cliffs over the years, and many atmospheric inns remain today.



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The Caves | One Love Drive, West End (next to the Negril Lighthouse) | 957-0270 or 618-1081 By appointment only. 24 hr advance reservations required.



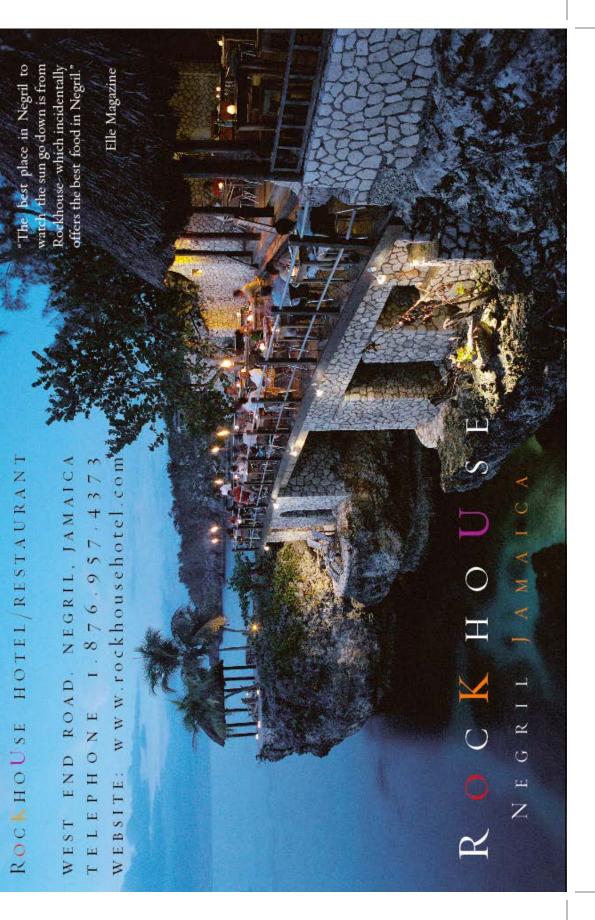


EXPLORING NEGRIL

Negril makes it easy to get from place to place. The town's three major roads converge at the roundabout called the Negril square...

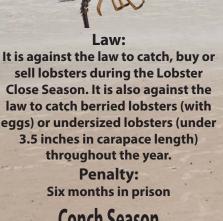
> The beach road (Norman Manley Boulevard) feeds north from the roundabout past beach resort towards Montego Bay. West End Road, now called One Love Drive, winds its way past in-town shopping plazas, then southwest past cliff resorts to the Negril Lighthouse and beyond. Visitors need not wait long to hail a taxi in Negril. Just stand by the road and by the time you count to three you'll probably have one. If the vehicle tag is red he's a licensed and insured cabbie. If not, hold out for one. Word of advice: negotiate your fare in either US or Jamaican dollars before stepping into a cab.

Get out discover the island and mingle with the Jamaicans by renting a vehicle.

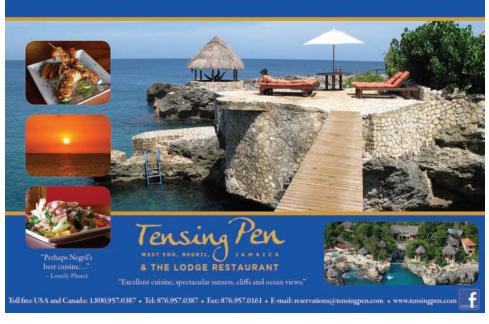


Paved roads encircle the island. Stay on the left. Vehicles range from about US\$75-\$130 per day. Find a fleet of cars, jeeps and scooters or call ahead for airport pickup. Some resorts offer airport transfer. Otherwise, JUTA Tours (957-4620/9197) for trips between Negril and Montego Bay airport.

Flights form Negril Aerodrome on Norman Manley Boulevard whisk visitors to other points of interest including Montego Bay, Ocho Rios, Port Antonio and Kingston. There are several domestic airline services available. It is wise to seek advice if you wish to explore the island and to ensure that your tour guide is recommended. Tours are organised by companies and individuals, which are approved, and trips may be arranged to suit your special needs. Check at your hotel's front desk or favourite restaurant. Jamaican Lobster Season Closed: April 1st to June 30th Each Year



Conch Season Closed: July 2015 to March 31, 2016



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The diverse landscape provides a range of choices, from the seven miles of pearl-white sand to coal-black cliffs that frame parts of the coastline.

WHERF TO STA

There simply is no place on the planet like Negril. The diverse landscape provides a range of choices, from the seven miles of pearl-white sand to coal-black cliffs that frame parts of the coastline. Resorts are equally varied, from picturesque little villas to boutique inns; from rustic lodges to luxurious all-inclusive.

There truly is something for everyone, and regardless of whether you're at the west end (southwest) or along the beach (north), everyone has a perfect view of the legendary sunset.

There is only one rule of thumb: if you want peace and quiet, try the hilltop and cliff inns. For a vacation in the heart of everything, stay in or near the town centre. Longing for a lot of beach in your stay? Especially if you have kids, choose a beach resort.

Hotels & Resorts

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

THERE SIMPLY IS NO PLACE ON THE PLANET LIKE NEGRIL.

ON THE BEACH

Along Norman Manley Boulevard (in alphabetical order): Nobody's closer to the water than CHARELA INN (957-4648), a Spanishstyle hacienda next to a wide gorgeous beach with its own pool. The proud owners are community leaders who also run Le Vendome Restaurant.

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

CRYSTAL WATERS VILLAS (957-

4284), has one, two and three-bedroom villas, each with its own trained housekeeper/cook to take care of your space and please the palate with tasty Caribbean dishes. The resort lies in the centre of the beach, within easy walking distance of water sports facilities, hotels, restaurants and nightlife (including live Reggae). After a short ride into town, you can shop, browse the crafts for sale, or dine at your choice restaurant, if you desire a different setting from the villa.

FUN HOLIDAY RESORT (957-3585) has a name that says what's in store: more than 40 rooms, a seafood restaurant at beachside, reggae band, exciting fire dancers, swim-up pool bar and Jacuzzi, plus water sports.

Set on a near-perfect beach, well vegetated and dressed in the red, green and gold of reggae, **IDLE AWHILE** (957-3302) has personal services and large suites, plus access to the generous sports facilities at Couples Swept Away.

KUYABA (957-4318), swings your vacation into Paradise with rooms for all occasions: romance; family; and plain



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all prices are tax included - ticket valid from July 1st to December 31st 2015

 К Г good fun! In open-air, enjoy one of the finest dining experiences in Negril. Savour Kuyaba's famous Jumbo Mountain Pepper Shrimp in the rustic ambiance of the uniquely designed beachfront restaurant. There are actually two **MERRIL'S BEACH RESORTS** (957-4751) to choose from in the Negril area, offering lush garden views, verandah's, swimming pool, gift shop, restaurant, beach bar and grill.

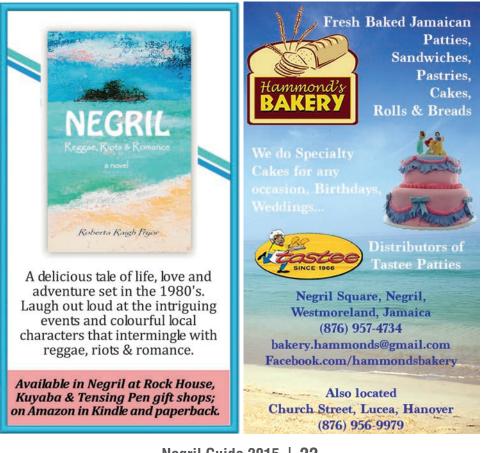
NEGRIL BEACH CLUB CONDOS

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

Exotic NEGRIL TREE HOUSE (957-

4287) is the perfect place to get your hair braided, do water sports or just stroll along the beach. In addition, the resort has 16 eight-sided bungalows, all with TVs and room safes. Some even have kitchenettes. Practically sitting in the water, their famous beach bar is one factor that brings guests back year after year.

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



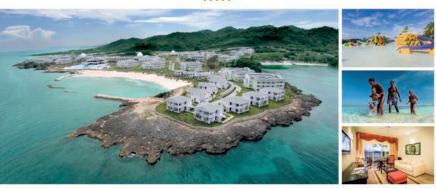
hall & conference center, restaurant & bar, internet and free WIFI access, Jacuzzi, rooms with kitchens, villa, game room and room service.

An exclusive villa resort on Negril's beautiful seven mile beach, **RONDEL VILLAGE** (957-4413) has spacious, elegant accommodations set in lush, tropical gardens. For visitors seeking a quiet vacation in a central location close to the town's amenities, this spot with its large rooms –named after local fruits such as Mango, Ackee, Apple and June Plum – boasts a high repeat visit rate.

With its pair of two-bedroom villas, a three-bedroom villa, and one four-bedroom villa, **SEASAND ECO VILLAS** (957-4376) offers the comforts of home while on vacation. The resort's threebedroom house, Soon Soon villa, is on the beach. All the villas have kitchens and lots of room for family and friends.

Located towards the beginning of the 7-mile beach, **TRAVELLERS BEACH RESORT** (957-3039), is a small 60-room resort that packs an array of amenities including a swimming pool complete with a grotto, swim up bar, Jacuzzi, kiddie's pool and waterfall. In addition they have a beach side restaurant & bar, spa & salon, scuba centre, weight room and aerobics facility. Visitors also enjoy free wifi throughout the resort. Be sure to check out their karaoke on Friday and Sunday nights starting at 7:30 pm.







Enjoy the best vacations and take the opportunity to sunbathe and take a refreshing dip in the pool, a profusion of activities at the beach, relaxing in a spa, evening shows and scrumptious cuisine... Everything, in an extraoridinaire vacation resort by the sea. *Jeel Gree – II's included*

PALLADIUM

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TAKE CARE OF BUSINESS



Even in this Capital of Casual, people still have to take care of business. The NEGRIL CHAMBER OF COMMERCE helps with



MASSAGE at its best I

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international networking, offers special rates on goods and services, even basic faxing, copying and typing services.

The Chamber office hums upstairs at Vendor's Plaza, also called A FI WI Plaza, on the West End Road between Scotia Bank and the Post Office.

Tel: (876)957-4067, **Fax:** (876)957.4591 info@negrilchamberofcommerce.com

Visitors now find internet service at cyber spots all up and down the beach and cliffs.





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TOUR MAP



19B. SEA WIND RESORT/THE PALMS 20. Gardenia resort 21. Negril tree House 22. Bayside Village 23. Country Country 24. Grystal Waters Villas 24a. Idle a While Villas 26. BEACHCOMBER CLUB 41. GRAND PINEAPPLE 42. MERRILS BEACH RESORT 43. YELLOW BIRD 44. THE GOLDEN SUNSET 33. Charelale vendome 35. Rondel Village 36. Fun Holiday 34. Nirvana 38. Aqua **19A.SEA SPLASH/NORMA'S** BEACHES NEGRIL
 COUPLES SWEPT AWAY
 SEA SAND ECO VILLAS . RHODES BEACH RESORT 10A. BOARDWALK VILLAGE 2. RIU CLUB 3. SUNSET AT THE PALMS **IOB. SENSATORI HOTEL 10. SANDALS NEGRIL** 24B. RAYON HOTEL 29. COCO LA PALM 31. IDLE AWHILE 4. TROPICAL BAY 5. COUPLES 6.POINT VILLAGE 9. HEDONISM II

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Dining in a foreign country is always a new experience with new smells and new tastes to try. All Jamaicans are great chefs offering mouth-watering fresh foods and succulent tropical fruits. We have our own spicy jerk sauces, a real adventure for your plate. We have many places to eat from small shops and jerk chicken stands to elegant open air dinning all with a distinct Caribbean flavour. Negril offers dining experiences to suit every palate and budget.

Other Jamaican specialities include Calaloo, which is spinach-like and usually steamed with onion, sweet peppers and seasoned to taste. The National Dish is Ackee and Saltfish (codfish), and is wonderful with fried dumplings and plantain. Ackee is considered a Jamaican delicacy and can be seen growing in large red pods on Ackee trees. The yellow portion of the fruit is boiled and cooked together with seasoning and saltfish. The staple of fast food around Negril is the JAMAICAN PATTY, a pastry crust filled with chicken, beef, veggie, even fish, they are baked or fried. Patties can range from agreeable mild to aggressively spicy. Soups are, oh, "soooooo" good. Names





like pepperpot, red pea, gungo pea and calaloo are truly unique and tasty. 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 scallions, black pepper, allspice, nutmeg and more. Most people agree that JAMAICAN BLUE MOUNTAIN COFFEE ranks among the world's best, rich but not bitter; "smooth" but not wimpy. Perfect beans result from skilled planters and roasters, plus the cool temperatures, abundant sunshine, rich soil and gentle rain fall in the mountains of eastern Jamaica.

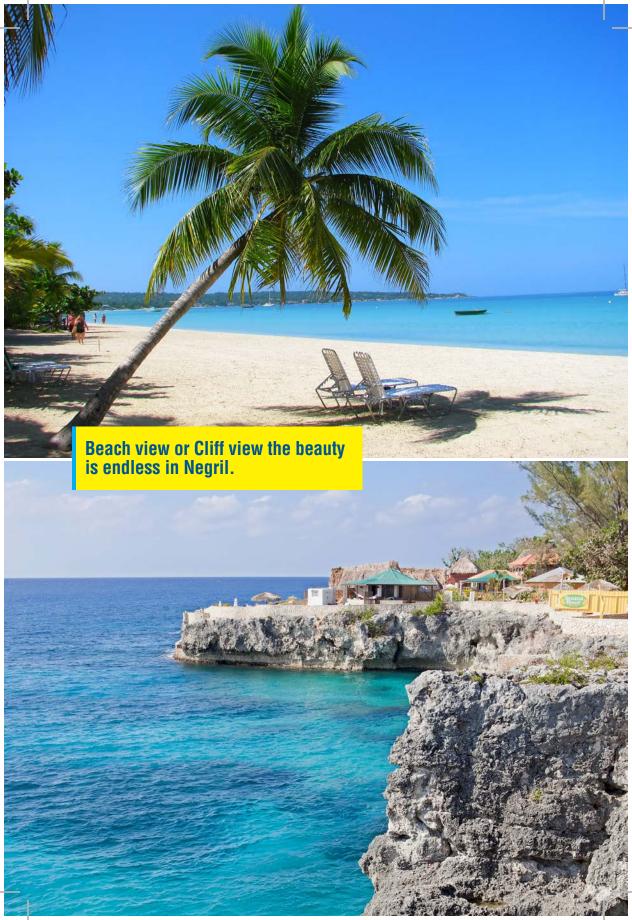
BARS

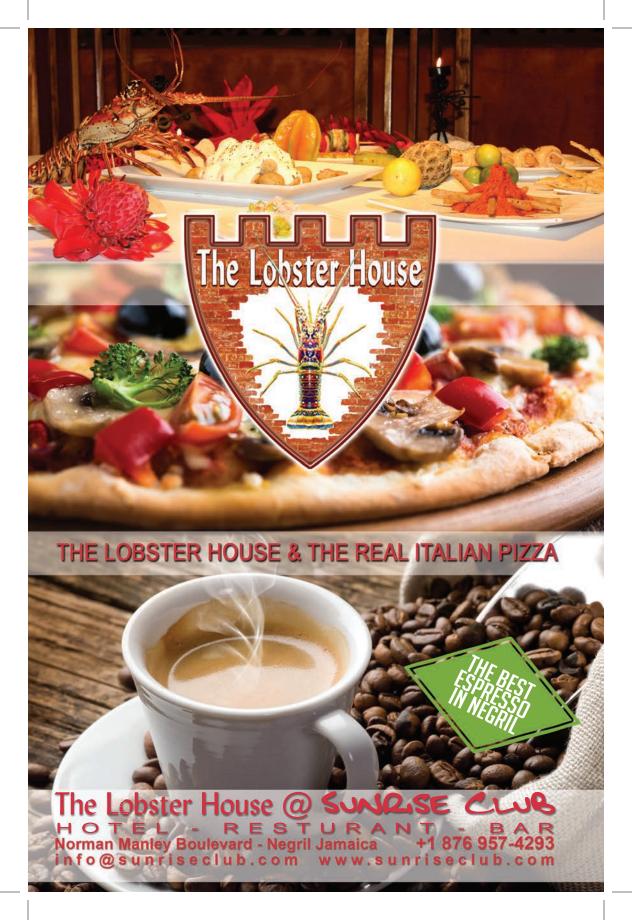
RUM is among the island's five finest and largest exports and Appleton is the island's leading brand. Appleton Estate dates back to 1655 and offers tours where visitors can take home a complimentary bottle. Kick back and cool off with Jamaica's most essential libation, Red Stripe beer. It's the perfect accompaniment to any occasion or meal (especially the spicy ones).

A unique and refreshing local soft drink is Ting, made with grapefruit juice.

Tropical Treats

Get a taste of the tropics through our fresh produce. On the last Wednesday of each month a lively and colourful farmer's market is held near the town centre. Try home-cooked Ital (all natural) in a Rastafarian restaurant, ice-cold coconut jelly from a colourful fruit stand or roasted breadfruit.





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This bustling hive of shops is a great place to practice your negotiation tools while enjoying a nice cold jelly coconut.

SHOPPING

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

A Fi Wi Plaza, which means "our place" is officially called Vendors' Plaza and is conveniently located a few blocks west of the roundabout. This bustling hive of shops is a great place to practice your negotiation tools while enjoying a nice cold jelly coconut.

The two big outdoor Crafts Markets can fill the day with shopping as entertainment. All the vendors call out, "Come give me a look, mon". From inside the packed stalls burst treasures galore, all anxious to go home with visitors. Negril Crafts Market with its huts lining the Negril River by the roundabout, has a wide choice of carvings, jewellery, art and other souvenirs.

To the north of Negril, near the aerodrome, you'll find the open-air Rutland Point Crafts Market, another good choice for vibrant local art, clothing, straw items and a huge selection of carvings. Opposite Bourbon Beach on Norman Manley Boulevard is Time Square Mall, offering duty-free shopping ready with electronics, crystal, china, leather and exotic jewellery you may not find anywhere else.

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NEGRIL ATTRACTIONS

Westmoreland is a nature lover's paradise.

You don't need to be an athlete to enjoy the range of activities in and around Negril: stroll the beach; jump a cliff; snorkel the reef; or just lay back anywhere along the coast and watch the glorious sunsets.

Open daily at no charge, the historic Negril Lighthouse is situated about 3 miles from the roundabout on the West End Road. Visitors who climb the steep 103 steps to the top of the 66 foot tower are rewarded with beautiful views of cliff-side Negril. A mini-museum displays artefacts, like the original kerosene lamp from 1894. Today the modern lamps that still warn ships away from the rugged coast are powered by solar.

Only 30 minutes from Negril, Zimbali's 'Farm to Table' Cooking Tour is more than just a meal - it's an Experience. This 5 Star* Mountain Retreat + 7 acre Organic Farm is one of the most unique places in Jamaica. Tour the Farm, taste and pick the foods and fruits of the season. Then return to the specially design Mountain Cooking Studio for an authentic demonstration that is unrivalled in Jamaica. A True Cultural Experience from beginning to end! Lunch and dinner tours with pick-up service are available. Space is limited; please call 485-2789 for reservations.

Located in Middle Quarters, St. Elizabeth, a trip to YS Falls is one not to miss. Enjoy the spectacular seven-tiered waterfall surrounded by lush vegetation. Take the opportunity to be as one with nature. Indulge yourself in a pool fed by springs,



and take a refreshing swim in the river. Closed on Mondays and all public holidays. 997-6360. There is also Mayfield Falls in Westmoreland, a nature lover's paradise with two beautiful waterfalls, 21 natural pools, 52 varieties of ferns, an abundance of exotic tropical flowers and plant species, and several types of birds, butterflies, and indigenous wildlife.



RASTA CANNABIS

Jamaica recently decriminalized the use of marijuana and is forging ahead with the relevant laws and this brings exciting changes for both locals and visitors.

The Rastafarian movement has been very instrumental in these changes, and in particular, the Westmoreland Hemp and Ganja Farmers Association, under the leadership of Ras Iyah V and his Rastafari in This is all a part of enlightening others about their movement, accomplishments and struggles over the years.

alnity group.

Thus the Rastafari Rootzfest has been inaugurated and is scheduled to be held November 12 through 15, 2015. It will highlight the history of Rastafari, showcasing their culture, food, the rites and rituals that embody this religious order that originated in Jamaica. This is all a part of



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enlightening others about their movement, accomplishments and struggles over the years.

A part of this Rootzfest will also be to host the first ever High Times Cannabis Cup in Jamaica. It is widely known that marijuana is used in the rituals of the Rastafari and is seen as a scared plant that enhances understanding. The four day educational cannabis Rastafari celebratory and observance event, comprising of day and nighttime activities, will include: consumer expo, trade show, two celebratory concerts, seminars and the world renowned High Times Cannabis Cup Competition. This event is staged as provided for in the Dangerous Drugs Amendment Act 2015.

Rastafari Rootzfest hosting the High Times

Cannabis Cup will bring together a diverse group of people, industry stakeholders local and international, knowledge seekers, advocacy groups, media, government stakeholders, businesses, tourist, celebrities, and industry experts to name a few.

Extensive and careful planning is being done to create the best platform to present Jamaica ganja culture to the world in the best light, showcasing the best of Rastafari, Grassroots people, Jamaica and Jamaica Ganja opportunities.

The Negril Chamber of Commerce has endorsed this festival and trusts that it will also serve to erase the unfounded fears and prejudices this group has endured for many years.



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SPA, HEALTH & BEAUTY

Local HAIR BRAIDING makes an unmistakable souvenir of Jamaica. Members of the Negril Hair Braiders Association, on the beach near Charela Inn. can braid visitors' locks in no time 881-2849. For most vacationers, the only threats to HEALTH are sunburns and dehydration. Use sunscreen and stay hydrated. Be sure to drink plenty of water, which is safe and even tastes good here. To find a helpful pharmacy, try **Baywatch** 957-3941, on the West End Road between Vendor's Plaza and Sunshine Village **Complex**, with all the basic lotions and potions, plus prescriptions and special orders.

Stay in shape on vacation by WORKING OUT at the **Negril Gym**, 957-4323, **Aquarius Fitness Centre**, or visit the sports complex at **Couples Swept Away**, 957-4061.

JOGGING can be a pleasant and rewarding kind of exercise on the beach, especially if you're preparing for the annual **Reggae Marathon** taking place every December. To get pampered with seaside MASSAGE, manicure, yoga and other therapies, plus a healthy lunch, try **Jackie's on the Reef**, three miles past the lighthouse 957-4497. You can also catch up on some relaxing reading. As a **Rockhouse Foundation** project, the **Negril Public Library** on One Love Drive (beside the Negril All Age School) has been upgraded to include computer facilities and has many new book titles.

SPA

Beach massage therapy brings with it many advantages and important health benefits. It's a fact that beach massage therapy can actually help you maintain physical, emotional, and psychological well-being especially if a massage is received on a frequent basis.

Beach massage therapy can reduce anxiety as well as tension resulting from stress.

A Beach massage tends to improve blood circulation and allows more oxygen and nutrients to be delivered to all the cells in the body.









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Beach massage therapy also works with the human lymphatic system allowing waste products to be removed from the body with greater ease.

A Beach massage also prevents muscle cramps as well as muscle spasms providing individuals with a looser feeling in their limbs.

Beach massage therapy can also help

control and manage pain stemming from things like arthritis, sciatica, and persistent muscle spasms.

Some individuals actually feel guilty about getting a massage and we encourage those individuals to remind themselves of all the health benefits that a beach massage has.

It's also important to remember that while the benefits of a Beach massage are many, no massage should be considered a type of cure-all treatment. Massage will not work for those individuals who have a fever, any type of infection, inflammation, osteoporosis, or other serious medical conditions. Therefore, if an individual is unsure about whether or not a massage is right for them, the best course of action to take is to speak with a massage therapist before making any final decisions.



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NEGRIL ANIMAL CLINIC



There are a number of feral cats and stray dogs living in Negril, and are often seen scampering around properties and all along the beach. For this reason, the Negril Spay & Neuter Clinic was started by a group of volunteers – some local and some foreign. The group hosts free spay and neuter clinics in Negril, and these are strictly operated on the generous donations of animal lovers.

The group also affords stray animals that have been injured to be seen by a veterinarian, to receive the necessary care to make them healthy. They have established feeding stations in Negril and purchase the food to keep these stations operational. An educational program me has also been initiated in the local schools, to teach the children to love and the proper care and control of their animals. The goal of the group is to provide a fair chance at a better life for the animals of Negril. There have even some recent adoptions, with dogs going to reside overseas.

Should you care to, learn more about our program me, we can be found at the following Facebook page: www.facebook.com/ groups/889837081039930/ www.negrilanimalhaven.wix.com/ spayandneuter

The goal is to establish an office and safe haven for the animals in Negril, and the land has already been identified and a container obtained. Funding is required to convert the container into a surgery and office and to fence the land and secure it. For those interested in donating to this worthy cause, the following link can be used. www.gofundme.com/k2nvr4



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We STRONGLY recommend that you refrain from paying for horseback riding on the beach in Negril.



- It's ILLEGAL as:
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• The horses leaves a MESS on our beach and makes the property VERY unpleasant!

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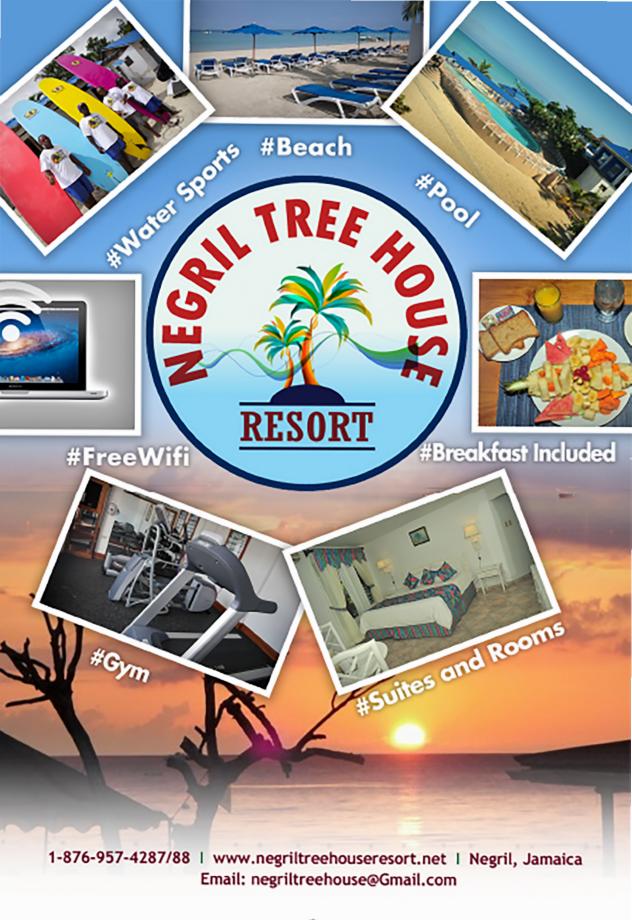
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