



INVESTING IN THE LAST CARIBBEAN FRONTIER



Today's Jamaica ... Means Business

BOUTIQUE RESORTS - GOLDEN NUGGETS IN THE TOURISM INDUSTRY

Jamaica is truly a traveler's dream, where the senses are saturated with beauty, relaxation, luxury and adventure. Lose yourself in the beautiful horizon sunset from a rustic wooden thatch and stone handcrafted room...while outside laps the azure blue of Jamaica's crystal clear water.

Along with the sheer beauty, Jamaica's draw is its unforgettable and inviting hospitality experience. Take advantage of a region of the Caribbean where relaxation is the order of the day, and Georgian styled boutique resorts are nestled in the folds of the world famous Blue Mountains or the calming ambiance of the sparkling beaches.

The truth is, with its breathtaking scenery, natural ability to relax and de-stress, and its growing reputation as a retreat for the elite, Jamaica has gained international acclaim as the ultimate spa resort getaway.

INVESTING IN JAMAICA

One investment group, who has won numerous hospitality awards, already has four boutique properties in Jamaica. This group is on an ongoing drive to expand and reinvest. It's the lure of long-term prosperity in one of the last Caribbean frontiers.

Another natural gem is the sincere Jamaican warmth, a natural boost for any business project in Jamaica. Jamaicans are naturally hospitable and friendly, it's not just a service they offer ... it's their nature. The friendliness and accommodative personality of staff is as frequently praised as the rejuvenation experience. According to a prominent investor, the country's human resource was amongst the major contributing factors pushing their decision to invest in Jamaica's tourism industry. Investors are now tapping into a little know strategic initiative ... sourcing staff from surrounding communities. This is VERY important because of the natural "Homegrown Pride" Jamaicans have in their individual communities.

Boutique resorts are also great venues that lend themselves easily to annual crowd magnets such as the annual Marlin Tournament or Flashpoint Film Festival. The JTI/JAMPRO (Jamaica Trade & Investment / Jamaica Promotions Corp.), with its film industry expertise, assists these resorts in business development.

"There are now very real tangible, exciting expansion developments in Jamaica's boutique resort industry. The forecast for growth in the sector is positive, and with record breaking stop-over arrivals, there are limitless opportunities," beams Carol Straw, manager of Investment Promotions at Jamaica Trade and Invest (JTI/JAMPRO).