

WHY INVEST IN JAMAICAN VILLAS & RESORTS?



Jamaica does Villa Vacations better (and has done it longer) than other Caribbean islands. Also, the variety of Jamaica's villas & resorts open these investments to broader target market, with options that fit just about any budget or style.

Jamaica was the first to offer Caribbean villa vacations, way back in the 1950's before any other island had thought of it. The idea was seductive: instead of staying in a hotel, why not rent a private villa (which might belong to Noel Coward, or Ian Fleming, or Winston Churchill's cousin) and live in splendor for a week, coddled by a perfect staff? The concept caught on, and grew – to include more houses, in more of Jamaica's famed resort areas, at a greater price range. The Jamaicans, as they often do, took the next logical step: they organized homeowners into JAVA – Jamaica Association of Villas and Apartments, and established JAVA Reservations, for overseas marketing and sales.

Today, with JAVA implementing a state-of-the-art web site and reservations system, all villa owners/investors will be connected by a universal technology that will give customers advice, confirm reservations, and package the Jamaica Villa Vacation experience with greater ease than ever before. Your customers will have more choices of vacation rentals in Jamaica than ever before. With our. You can opt for a hillside mansion in a legendary garden, or a simple beach condo with a lively center for meeting people. You can find a perfect spot for two, with the rest of the world as far away – or as near – as you choose.

DRIVEN BY GOVERNMENT PRIDE & INITIATIVE:

- Jamaica's Minister of Industry, Investment and Commerce, Karl Samuda, has said that the world economic recession can provide opportunities for Jamaica, and the Government will be moving to more aggressively package and market investment areas.
- "*Now is the time to seize the moment*," Mr. Samuda said, as he addressed the first Jamaica Investment Forum in London, England. "We believe that in every crisis there is an opportunity waiting to be discovered and that is our driving force," he added.
- According to Minister Samuda, the message to the international community is that Jamaica is open for business and has the best infrastructure in the region. He cited the development at the island's ports, including ongoing expansion of the Port of Kingston to double capacity; agricultural investment with focus on Sea Island cotton; and the planned Caymans Economic Zone, which will transform more than 500 acres of land into a major commercial area. He said the area will be developed in eight phases and, in addition to offering sites for manufacturing and processing, will also offer residential and recreational facilities.
- Investing in Jamaica is the strategic thing to do at this time. Mr. Samuda said that "when the economic slump is over, there will be no better place to meet the new opportunities than in Jamaica."

