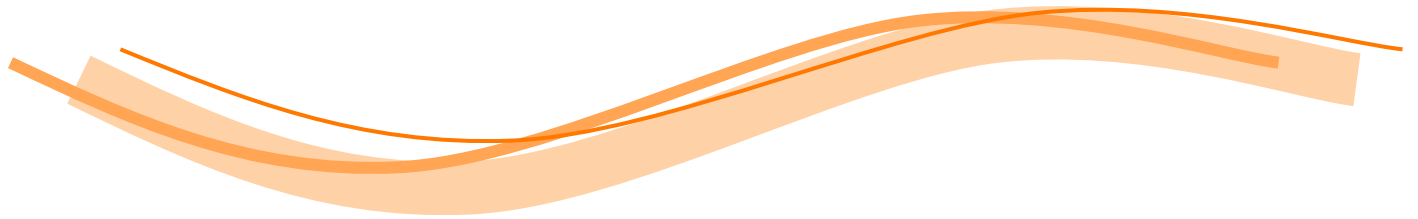




RBC TRAVEL INSURANCE





RBC TRAVEL INSURANCE

Going to catch some sun? Apply protection.

As the Canadian winter takes its grip we all dream of a vacation in the sun. Help remove the worry, and make sure your dream doesn't turn into the nightmare of travelling without travel insurance.

Here are some things to think about.

The risk of catching the flu increases between the months of October through April and can result in an unexpected change in travel plans. This is exactly when most Canadians have booked their sun vacations. Would you be covered if you or your family members were too ill to travel? Would you have to travel whilst sick, or would you lose your investment if flu struck?

A recent poll by RBC Insurance revealed that almost half (44%) of **younger travellers** (18-34) traveling to the United States did not take the time to understand what their travel insurance covers before they leave. Another worrying trend is that 57% assumed that they were covered by other existing travel insurance plans through work or their credit card. In reality these plans may have significant limits or restrictions.

Worryingly, more than a third (34%) of young travellers believed that they didn't need Travel Insurance when traveling to the US because they believed – wrongly – that their provincial health plan would cover their medical costs.

In reality a two day hospital stay in California for a broken leg can cost up to \$8000 per day – and the average provincial health plan would cover only \$200 a day. Leaving the individual traveller responsible for the \$15,600 shortfall. Yet 30 year old travelling for 8 days in the US could buy full emergency medical travel insurance for just \$33.

Surprisingly the survey also found that 84% of young travellers believed that they did not need to buy travel insurance when traveling to another province in Canada. The truth is that not all expenses are covered. For instance an air ambulance to bring you home from Calgary to Toronto can cost around \$24,000 – but would not be covered by Government Health Insurance Plans.

With affordable coverage from RBC Insurance, you can be taken care of with:

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	<ul style="list-style-type: none"> ■ A toll-free number offering immediate multilingual emergency assistance, available 24/7. ■ Medical care that will help get you back on your feet as quickly as possible. ■ Coverage for Trip Cancellation, Trip Interruption and Baggage & Personal Effects. ■ Upfront payments for eligible emergency medical and hospital expenses whenever possible, so you won't pay out of pocket. <p>The cost of Travel Insurance from RBC Insurance is minimal compared to the risk of being faced with a medical emergency expense while away from home. Always ask your Travel Agent about Travel Insurance from RBC Insurance when you book. Click here: http://www.rbcroyalbank.com/RBC:TNRySawWAA8AA2AaO6M/travelinsurance/travel-healthprotector-plans.html</p>
<p>Why Travel Insurance?</p>	<p>It's not a question of being able to afford travel insurance. It's more a question of can you afford to travel without it? When you're travelling, even a minor accident or sickness can become a major expense and inconvenience. So whether your plans include a trip outside your home province or territory, to the U.S. or to another continent, having travel insurance will go a long way toward ensuring you enjoy your time away.</p> <p>Government Health Insurance Plans Don't Cover Everything Anytime you leave Canada—even for a few hours—without travel medical insurance, you're taking a big risk. Like many Canadians, you might be surprised to know that when you travel outside Canada, you leave a large portion of your government health insurance plan (GHIP) behind. Government health insurance plans also typically cover only a limited portion of medical costs once you leave your home province or territory, even if you are still in Canada. Plus, unlike a GHIP, a travel insurance plan can also offer benefits such as Baggage & Personal Effects Insurance, Flight & Travel Accident Insurance, and Trip Interruption/After Departure Insurance. So, whether you're travelling out of the country, or just out of your own province, make sure you understand what you're covered for and that you have purchased supplemental travel insurance to fill any gaps. This includes reviewing what coverage, if any, is provided by a benefits plan you may have through your employer.</p> <p>Credit Cards Don't Cover Everything Some credit cards cover basic health insurance when you are travelling</p>

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outside your province/territory of residence or Canada. However, there may be important distinctions between what **Travel HealthProtector** insurance covers and what your credit card's insurance plan covers. Before you take a trip, it's a good idea to review any coverage provided by your credit card(s) to decide whether you need additional insurance. Coverage You Can Count On

In a world where anything can happen, **Travel HealthProtector** insurance is your ticket to safeguarding your trip. For instance, what if you had to:

Cope with an emergency in a foreign country?

You're on your dream vacation in a foreign country and chances are you may not speak the language. How would you get help during an emergency?

Their multilingual coordinators understand your coverage and can help you find the care you need. Simply call them 24 hours a day, seven days a week, no matter where you are in the world.

Pay out-of-pocket for medical expenses?

If you become sick or injured while travelling, your government health insurance plan would only cover a fraction of the medical costs. Imagine a medical emergency that requires being taken by air ambulance to the nearest hospital. Treatment can easily run into the tens of thousands of dollars. Emergency travel medical insurance can help cover these costs. Plus, RBC Royal Bank offers up-front payment on claims whenever possible.

Suddenly rush home because of an emergency?

If you have to return home early, you could incur some serious expenses. Trip Interruption/After Departure Insurance can help reimburse you when your travel arrangements don't go according to plan.

Replace lost baggage or personal effects?

Don't let your vacation be ruined if your luggage or personal effects, such as a passport, become damaged or lost. Baggage & Personal Effects Insurance helps cover some of the replacement costs so you can get back to enjoying your trip.

Buy travel insurance as though you're going to use it.

No one takes a trip assuming the worst. But should something happen,

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	it's good to know that you and the people you care about will be protected. An essential part of every trip, travel insurance is a small expense for a tremendous amount of confidence!
Assistance	<p>The following assistance services are available with RBC:</p> <p>Medical Assistance and Consultation When you have a medical emergency and you call the Assistance Centre, you will be directed to a medical service provider near you.</p> <p>Payment Assistance Whenever possible, the payment of eligible medical services you receive will be coordinated through the Assistance Centre, communicated with your medical provider and billing arrangements will be discussed.</p> <p>Emergency Message Centre In case of a medical emergency, the Assistance Centre will help exchange important messages with your family, business or physician.</p> <p>Replacement coordination for things like prescription eyeglasses or essential prescription medication.</p> <p>Assistance with arranging for: Emergency cash Lost travel documents Legal referrals Bail bond transfers</p>
Average Cost for Treatment in Florida	<p>Fall resulting in head injury: Hospital: \$134,000; Physician: \$25,000; Air ambulance: \$20,000 Cardiac Case: \$194,000 (13-day admission with bypass) Broken leg: \$11,000</p>
Did You Know?	<ul style="list-style-type: none"> - When you leave Canada, you leave a large portion of your government health insurance plan behind. - Supplementary travel insurance is required when leaving your province of residence. - A hospital room in the U.S. can cost up to \$10,000 per day.
Recommendation Tool	<p>RBC has a Travel Insurance Recommendation Tool to make life simple – this webpage asks you a few quick questions and then recommends the most appropriate travel insurance for your needs: http://www.rbcinsurance.com/cgi-bin/travel/recommendation-tool.cgi</p>
Multi-Trip Annual and Single-Trip Plan Options	<p>In addition to providing either Basic or Enhanced Coverage, Travel Health Protector insurance also offers a Multi-Trip Annual Plan and Single-Trip Plan option. Each provides unique benefits depending on the length of your trip and the frequency of your travels:</p>

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	<p>Single-Trip Plans provide coverage for up to 183 days and are ideal for Snowbirds with a secondary residence outside Canada, anyone who needs the flexibility of a longer trip, or those who don't expect to travel outside their home province, territory or Canada more than once a year. Read more about Single-Trip Plans below.</p> <p>Multi-Trip Annual Plan If you travel more than once a year, a Multi-Trip Annual Plan could save you time and money. Travel insurance coverage is provided for 365 days, meaning you can take off at any time knowing you are protected. With a Multi-Trip Annual Plan, you choose a trip length that reflects the way you're most likely to travel in the coming year. Later, if you decide to take a trip that's longer, simply call 1-800-565-3129 to arrange the additional coverage you need.</p>
<p>Benefits</p>	<p>Travel Health Protector insurance provides quality coverage through the following benefits:</p> <p>The Basic Plan provides:</p> <ul style="list-style-type: none"> - Unlimited Emergency Medical Hospital Coverage - Emergency Dental Coverage - Emergency Medical Transportation - Other Professional Services - Companion Transportation - Subsistence Allowance - Emergency Message Centre - Return to your Trip Destination - Return of your Dog or Cat - Return of your Excess Baggage - Domestic Services <p>The Enhanced Plan provides:</p> <ul style="list-style-type: none"> - All of the Benefits of the Basic Plan PLUS - Trip Interruption/After Departure Insurance - Baggage & Personal Effects Insurance - Flight & Travel Accident Insurance
<p>Assistance Services</p>	<p>The following assistance services are available:</p> <p>Medical Assistance and Consultation When you have a medical emergency and you call the Assistance Centre, you will be directed to a medical service provider near you.</p>

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	<p>Payment Assistance Whenever possible, the payment of eligible medical services you receive will be coordinated through the Assistance Centre, communicated with your medical provider and billing arrangements will be discussed.</p> <p>Emergency Message Centre In case of a medical emergency, the Assistance Centre will help exchange important messages with your family, business or physician.</p> <p>Replacement coordination for things like prescription eyeglasses or essential prescription medication.</p> <p>Assistance with arranging for: Emergency cash Lost travel documents Legal referrals Bail bond transfers</p>
<p>RBC Travel Health Advice</p>	<p>As we head into the busiest time of the year for travel, RBC Insurance offers important advice to Canadians planning to travel during flu season.</p> <p>“The risk of catching the flu increases between the months of October through April and can result in an unexpected change in travel plans,” said Martha Turnbull, head, Travel Claims, RBC Insurance. “That’s why Canadians should take the time to better understand their travel insurance coverage so the flu doesn’t delay or cancel their trip altogether.”</p> <p>A recent RBC Insurance survey found that only 51 per cent of Canadians understand what their travel insurance covers before they leave on a trip.</p> <p>Martha Turnbull, also a registered nurse, notes other various travel health considerations before and during travel such as:</p> <p>Immunizations</p> <ul style="list-style-type: none"> • Make sure all of your immunizations are up-to-date. • Determine what immunizations are required for countries that you are visiting. • Don’t put off getting any immunizations - some require more than one dose and others may take time to become fully effective. <p>If you’re feeling sick before you go</p> <ul style="list-style-type: none"> • Consult your doctor or health care professional to ensure that your travel plans don’t present a health risk. • Contact your insurer to determine if you would be covered during your trip if your condition gets worse.

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	<ul style="list-style-type: none">• Ensure sufficient health care is available when travelling to remote destinations.• Bring recent medical reports or summaries in case of a medical emergency.• Packing prescription medications should be another consideration. <p>Protecting yourself while away</p> <ul style="list-style-type: none">• Wash your hands thoroughly and often, using hand sanitizer as needed.• Keep hands away from your face to reduce risk of contact with viruses and bacteria.• Eat only foods that have been thoroughly cooked and avoid foods that have been sitting out for long periods of time.• Drink bottled beverages, especially water.• Avoid ice if you are not sure it's made from purified water.
Shopping Trips to the USA	<p>For Canadians planning to drive to the US to take part in the retail frenzy of Black Friday, there is more to consider than long waits at border crossings. Whether driving across the border for a few hours of shopping or travelling for longer, Canadians should check that their insurance is complete and they are managing their money safely.</p> <p>To ensure that Canadians are protected when driving across the border, RBC offers the following advice and tips to keep in mind when looking for bargains on Black Friday or travelling in the US year-round.</p> <p>RBC Insurance recommends reviewing your travel medical insurance</p> <ul style="list-style-type: none">• Receiving medical assistance in the U.S. can be very expensive, and government health insurance plans typically don't cover all out-of-country expenses. An appendectomy, which usually involves a one-day stay, could cost \$10,000 (with just \$1,100 covered by the health plan) and a two-day stay in a U.S. hospital for chest discomfort could cost US\$10,800.• It is important to review any existing policies before travelling. Credit cards often provide travel insurance coverage for a limited number of days or restrict the amount travelers can claim. Similarly, employment benefits may not cover all medical emergencies and can have limited travel benefits. <p>RBC Insurance recommends checking your auto liability coverage:</p> <ul style="list-style-type: none">• If you're in the U.S. and have a car accident and found legally responsible for injuring someone or causing damage to another vehicle or property, liability insurance can protect you financially up to your

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	<p>insured limit If the courts ordered you to pay \$1 million in damages but you only have \$200,000 in liability coverage, the remaining \$800,000 would be out-of-pocket. Most drivers purchase \$1 million in liability coverage, but for those who frequently drive to the U.S., where the ability to sue is not restricted to serious injuries and liability settlements and can be extremely expensive, it's highly recommended to purchase \$2 million for only a fraction of the cost of your current insurance premium.</p> <p>RBC suggestions for managing purchases:</p> <ul style="list-style-type: none"> - It is recommended to use cash for smaller purchases and incidentals such as tolls, border crossings, taxis, lunch, coffee and tips. - As there is a high safety risk associated with carrying around large amounts of cash, it is best to use debit and/or credit to pay for purchases when in the US as well as in Canada. - While credit and debit provide benefits of security and convenience, there are a few considerations to keep in mind: <ul style="list-style-type: none"> - It is important to call your credit card company or bank to determine the daily exchange rate, as it can be difficult to determine the exchange rate until you receive your statement. - Debit card purchases in the US are not the same as converting cash in Canada before you go. Many US retailers will accept Canadian cash but the exchange rate tends to be less favourable when using debit cards. - In almost all cases, the best foreign exchange rate is obtained by going to your local branch or ATM.
<p>Contacts</p>	<p>For more details on RBC Travel Insurance: http://rbcroyalbank.com/travelinsurance</p> <p>Where to buy RBC Travel Insurance:</p> <ul style="list-style-type: none"> - from your local travel agent - online with your tour operator such as WestJet Vacations - from the RBC call centre at 1-800-565-3129 - online with RBC at: https://www.rbcroyalbank.com/cgi-bin/travel/travel-insurance.cgi <p>Emergency Assistance Centre To request medical assistance and consultation, payment assistance or to contact the Emergency Message Centre, at anytime call: 1-800-222-9978 (toll-free from U.S. or Canada) 001-800-514-1889 (toll-free from Mexico) 905-816-2562 (collect from anywhere) 1-888-298-6340 (toll-free fax from U.S. or Canada) 905-813-4719 (fax)</p>

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	<p>How to make a claim:</p> <p>Emergency medical insurance claim: http://www.rbcroyalbank.com/RBC:TOa5s6wWAA8ADeCef0s/travelinsurance/emergency-medical-claim.html</p> <p>Trip cancellation insurance claim: http://www.rbcroyalbank.com/RBC:TOa5s6wWAA8ADeCef0s/travelinsurance/trip-cancel-claim.html</p> <p>Trip interruption insurance claim: http://www.rbcroyalbank.com/RBC:TOa5s6wWAA8ADeCef0s/travelinsurance/trip-interruption-claim.html</p> <p>For all other claims after you have returned home or to request a claim enquiry call: 1-800-565-3129 (toll-free from U.S. or Canada) 905-816-2577 (collect from anywhere)</p> <p>Enrollment Centre Use the following numbers to apply for Travel HealthProtector insurance, request an extension of coverage, top up your RBC Royal Bank credit card coverage (if applicable) or request a premium refund, from 6:00 a.m. to midnight ET, 7 days a week: 1-800-565-3129 (toll-free from U.S. or Canada) 905-816-2577 (collect from anywhere)</p>
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<p>WestJet Vacations</p>	<p>WestJet Vacations provides guests with affordable, reliable and easy-to-book packages and travel experiences to 44 destinations in 12 countries, including the United States, Mexico and the Caribbean. Leveraging WestJet’s fun and friendly image, extensive network and world-class guest experience, WestJet Vacations offers guests a great flight schedule, with a wide variety of hotels, resorts and affordable vacation experiences.</p>
<p>WestJet</p>	<ul style="list-style-type: none"> • WestJet is Canada’s favourite airline, offering scheduled service throughout its 71-city North American and Caribbean network. • Inducted into Canada’s Most Admired Corporate Cultures Hall of Fame and named one of Canada’s best employers, WestJet pioneered low-cost flying in Canada. • WestJet offers increased legroom, leather seats and live seatback television provided by Bell TV on its modern fleet of 96 Boeing Next-Generation 737 aircraft.

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	<ul style="list-style-type: none"> • With future confirmed deliveries for an additional 39 aircraft through 2018, WestJet strives to be one of the five most successful international airlines in the world. • Website: www.westjet.com • Connect with WestJet on Facebook at www.facebook.com/westjet • Follow WestJet on Twitter at www.twitter.com/westjet • Subscribe to WestJet on YouTube at www.youtube.com/westjet
<p>Quebec Website</p>	<p>WestJet Vacations has a new website at www.westjetvacations.com , the site responsible for providing vacation package bookings for the airline. Merging into the existing structure of www.westjet.com , the new site offers guests the opportunity to book both flights and vacations through a simple, intuitive and consistent website.</p> <p>The site's new features include:</p> <ul style="list-style-type: none"> • Destination and hotel guides that feature the best of each WestJet destination. From photo and video galleries to local attractions, agents you can choose, filter, compare and sort by price. • Intuitive mapping options that allow guests to view the location of their hotel in comparison to the airport and within the landscape of the country. • Social media sharing capabilities for each destination allowing guests to share their travel plans with friends and family on Facebook and Twitter. • An improved online booking process and the ability to split credit card payments between two cards. • Purchase buttons on nearly all site pages, making guest selection and booking options readily available. <p>In addition to these new features, WestJet's own user-generated content, Guests Know Best, will house photos, videos, written reviews and ratings about WestJet destinations and hotels from guests who've been to the area.</p> <p>The launch of the site is also an important strategic milestone in the airline's ongoing efforts to improve its level of service to its francophone guests. For the first time, a French version of westjetvacations.com is now live alongside the new English site, complementing the introduction of a French WestJet Vacations brochure, now in circulation. In addition, French-speaking call centre agents are now available between 6 a.m. and 9 p.m. MT seven days a week</p>
<p>Why choose WestJet Vacations?</p>	<p>WestJet Vacations is your home for picture perfect getaways to some of the most beautiful spots in Mexico, the Caribbean and the U.S. Their vacation experts work hard so you can play hard. In fact, they're always</p>

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	<p>coming up with great deals and packages to suit all tastes, interests and budgets. And they stand behind every one of those packages because WestJetters don't just work for WestJet, they own it. And owners care.</p> <p>WestJet Vacations offer thousands of vacation packages, all backed by WestJetters who care.</p> <p>You'll experience WestJet's famous guest service when booking your vacation, at the airport and in the air.</p> <p>WestJet's extensive and reliable flight schedule means your vacation can be 5, 7, 10 days...your choice.</p> <p>Get great deals such as free nights, room upgrades, free breakfasts plus free accommodation and meals for kids.</p> <p>WestJet Vacations' product buyers research hotels, activities, prices and overall quality to help you plan the perfect vacation.</p> <p>Fly on WestJet planes with comfortable leather seats, ample legroom and large overhead bins.</p> <p>And you can rely on WestJet to take care of you if there's a flight delay, even if it's mother nature's fault.</p>
<p>The WestJet Experience</p>	<p>WestJet strives to offer guests a friendly, efficient and relaxing experience from the time of booking to the final destination. Guests now have a variety of innovative options to make their travels as smooth as possible.</p> <p>At most airports, WestJet's check-in choices include web check-in, mobile check-in, self-serve check-in or traditional counter check-in. Flowthrough check-in, both cost-effective and space-saving, has also been adopted at some of WestJet's airports. In 2007, WestJet was the first airline in North America to launch the electronic boarding pass, which is accepted at all Canadian destinations.</p> <p>The WestJet experience is delivered by its people. At the heart of numerous awards and distinctions are more than 8,000 WestJetters working hard to deliver a world-class guest experience. With an average of 1,200 resumes received each week, WestJet is able to recruit and train fun, friendly and caring people.</p> <p>WestJet's fleet of Boeing Next-Generation 737 aircraft are equipped with increased legroom, leather seats and live seatback television provided by Bell TV. Guests can also enjoy all the comforts of WestJet lounges. These third-party owned and operated lounges are available at airports in Toronto, Calgary, Winnipeg, Vancouver and Montreal.</p>

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	WestJet lounges offer guests a quiet place to work or relax before their flight. See www.westjetlounges.com .
Reward Program	<p>Vacationers can earn WestJet dollars by flying or by having the WestJet RBC MasterCard. With the WestJet Frequent Guest Program you earn WestJet dollars by flying and with the WestJet RBC MasterCard, you earn WestJet dollars by spending on the card and by flying with WestJet.</p> <p>\$1 WestJet dollar = \$1 CDN towards travel with WestJet WestJet dollars can be used like cash to pay for all or part of a WestJet flight or WestJet Vacations package. And \$1 WestJet dollar equals \$1 CDN towards travel with WestJet. Best of all, you can use your WestJet dollars at any time, to any destination, with no blackout periods. You can even use them on seat sales.</p> <p>Frequent Guest Program: Earn up to 2.5% back in WestJet dollars when you fly with WestJet. Keep spending and earn additional WestJet dollars + bonuses like companion tickets, free lounge passes and advance seat selection. http://www.westjet.com/guest/en/rewards/frequent-guest-program.shtml</p> <p>WestJet RBC MasterCard: Apply today and get a Welcome bonus of up to \$100 WestJet dollars. Earn up to 1.5% back in WestJet dollars on everyday purchases and up to 2% back when you purchase WestJet flights or WestJet Vacations packages with your card. http://www.westjet.com/guest/en/rewards/credit-card.shtml</p>
Some WestJet Facts	<ul style="list-style-type: none"> • WestJet is one of the most profitable airlines in North America. • WestJet was inducted into the corporate culture hall of fame after being named one of Canada's Most Admired Corporate Cultures in 2005, 2006, 2007 and 2008. • WestJet was named a J.D. Power 2011 Customer Service Champion. • WestJet employs more than 8,000 WestJetters. • WestJet flies a modern fleet of fuel-efficient Boeing Next-Generation 737 aircraft. • The longest flight on WestJet is approximately seven hours and two minutes from Montego Bay to Edmonton. • WestJet has three sizes of planes; 737-600 (119 seats), 737-700 (136 seats) and 737-800 (166 seats). • WestJet flies an average of 420 flights every day. • Approximately 82 per cent of eligible WestJetters own shares in the company through the employee share purchase plan (ESPP).
WestJet Milestones	<p>1996</p> <ul style="list-style-type: none"> • WestJet founded by Clive Beddoe, Mark Hill, Tim Morgan and Donald Bell.

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- WestJet takes to the skies with 220 employees and three aircraft (Boeing 737-200s) with service to Vancouver, Kelowna, Calgary, Edmonton and Winnipeg.
- WestJet adds Victoria, Regina and Saskatoon to its network.
- 1997**
- WestJet adds an eighth destination with service to Abbotsford.
- 1999**
- WestJet expands its network to serve 12 Canadian destinations.
- WestJet completes its Initial Public Offering of 2.5 million common shares
- 2000**
- WestJet begins service in Eastern Canada, adding Hamilton, Moncton and Ottawa to its network.
- WestJet announces its first stock split.
- 2001**
- WestJet accepts delivery of its first Boeing Next-Generation 737 aircraft (a 737-700).
- WestJet adds five additional routes, expanding its network to 20 Canadian destinations.
- 2002**
- WestJet launches service to Toronto Pearson International Airport.
- WestJet successfully offers three million common shares, yielding net proceeds of \$78.9 million.
- WestJet announces its second stock split.
- WestJet named one of Canada's Top 100 Employers.
- 2003**
- WestJet expands service to 24 Canadian destinations, including Halifax and St. John's. For the first time, WestJet's network spans Canada coast to coast.
- WestJet named Canada's second-most respected corporation by Ipsos Reid.
- 2004**
- WestJet begins transborder service to seven U.S. cities.
- WestJet announces its third stock split.
- WestJet installs the first live seatback television onboard its Next-Generation aircraft.
- 2005**
- Adding service to seven new destinations, WestJet flies to 23 Canadian and 10 U.S. destinations.
- WestJet named Canada's most admired corporate culture by Waterstone Human Capital.
- WestJet retires the last Boeing 737-200.
- 2006**
- WestJet named Canada's most admired corporate culture for the

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	<p>second year in a row by Waterstone Human Capital.</p> <ul style="list-style-type: none"> • WestJet introduces international service with flights to Nassau, Bahamas. • WestJet Vacations is launched in June. <p>2007</p> <ul style="list-style-type: none"> • WestJet is named Canada’s most admired corporate culture for a third-consecutive year by Waterstone Human Capital. • WestJet introduces its community investment program, WestJet Cares for Kids. • WestJet is the first airline in North America to launch an electronic boarding pass. <p>2008</p> <ul style="list-style-type: none"> • WestJet is named Canada’s most admired corporate culture for a fourth-consecutive year by Waterstone Human Capital. • WestJet adds eight additional routes to serve 30 Canadian, 14 U.S. and 11 international destinations. <p>2009</p> <ul style="list-style-type: none"> • WestJet opens its new Calgary office building, built in accordance with the Leadership in Energy and Environmental Design (LEED) Green Building Rating System. • WestJet and WestJet Vacations announce service to 13 additional destinations, including Varadero, Holguin and Cayo Coco, Cuba. <p>2010</p> <ul style="list-style-type: none"> • WestJet is named to the corporate cultures hall of fame after five straight years of being selected as one of Canada’s most admired corporate cultures by Waterstone Human Capital. • The WestJet RBC MasterCard and the WestJet Frequent Guest Program are launched. • In 15 years, WestJet grows from three aircraft, five destinations and 220 employees to 91 aircraft, 71 destinations and more than 8,000 WestJetters.
<p>South Destinations</p>	<p>WestJet Vacations fly to a wide variety of southern destinations this winter 2011-2012:</p> <ul style="list-style-type: none"> Bermuda Bridgetown, Barbados Cabo San Lucas, Mexico Cancun, Mexico Cayo Coco, Cuba Cozumel, Mexico Freeport, Bahamas Grand Cayman, Cayman Islands Holguin, Cuba Ixtapa/Zihuatanejo, Mexico La Romana, Dominican Republic

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	<p>Mazatlan, Mexico Montego Bay, Jamaica Nassau, Bahamas Puerto Plata, Dominican Republic Puerto Vallarta, Mexico Punta Cana, Dominican Republic Samana, Dominican Republic San Juan, Puerto Rico Santa Clara, Cuba St. Croix, U.S. Virgin Islands St. Lucia, Hewanorra St. Maarten, Netherlands Antilles St. Thomas, U.S. Virgin Islands Turks and Caicos, Providenciales Varadero, Cuba</p>
<p>US Destinations</p>	<p>There are more vacation opportunities with this impressive list of WestJet destinations in the States:</p> <p>Albuquerque, New Mexico Austin, Texas Boston, Massachusetts Chicago, Illinois Dallas, Texas El Paso, Texas Fort Lauderdale, Florida Fort Myers, Florida Fresno, California Honolulu, Hawaii Houston, Texas Jacksonville, Florida Kauai, Hawaii Key West, Florida Kona, Hawaii Las Vegas, Nevada Los Angeles, California Maui (Kahului), Hawaii Miami, Florida Monterey, California Nashville, Tennessee New Orleans, Louisiana New York (Newark), New York Orange County - Anaheim, California Orlando, Florida Palm Springs, California Pensacola, Florida</p>

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	<p>Phoenix, Arizona Reno, Nevada Sacramento, California San Diego, California San Francisco, California San Jose, California Santa Barbara, California Tampa, Florida Tucson, Arizona Washington, D.C</p>
<p>Canadian Gateways</p>	<p>And with this range of Canadian gateway airports, it's easy to arrange for groups of family or friends to get together in WestJet Vacations array of destinations:</p> <p>Abbotsford, British Columbia Calgary, Alberta Charlottetown, P.E.I. Comox, British Columbia Deer Lake, Newfoundland Edmonton, Alberta Fort McMurray, Alberta Grande Prairie, Alberta Halifax, Nova Scotia Hamilton, Ontario Kamloops, British Columbia Kelowna, British Columbia Kitchener-Waterloo, Ontario London, Ontario Moncton, New Brunswick Montreal, Quebec Ottawa, Ontario Prince George, British Columbia Quebec City, Quebec Regina, Saskatchewan Saskatoon, Saskatchewan St. John's, Newfoundland Sydney, Nova Scotia Thunder Bay, Ontario Toronto, Ontario Vancouver, British Columbia Victoria, British Columbia Windsor, Ontario Winnipeg, Manitoba Yellowknife, NWT</p>

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<p>Responsible Travel</p>	<p>Since 2001, WestJet has spent more than \$2 billion upgrading its fleet to the more fuel-efficient Boeing Next-Generation 737-series aircraft. Emissions from these aircraft are 30 per cent lower on a per person basis than the fleet of 200-series aircraft WestJet replaced. WestJet currently has one of the youngest and most fuel-efficient fleets in North America with most aircraft equipped with blended winglets, which significantly reduce fuel burn and emissions.</p> <p>WestJet is the world-wide leader and the first carrier in Canada to adopt Required Navigation Performance (RNP) approach technology to land aircraft. RNP utilizes Global Positioning System satellites to allow aircraft to fly direct and precise approaches to airports. This shortens flight time and miles flown, also reducing fuel burn and emissions.</p> <p>Construction of WestJet's new Calgary campus facility is complete. The building was constructed following the LEED (Leadership in Energy and Environmental Design) program, which promotes buildings that are environmentally responsible, profitable and healthy places to live, work and play. For more on WestJet's green initiatives, visit the Environment section on www.westjet.com.</p>
<p>Current Deals</p>	<p>Here are just some of the deals currently on offer with WestJet Vacations as of November 24th 2011:</p> <p>Indulge in up to \$1500 in resort credits at Palace Resorts Stay a minimum of 5 nights and receive a resort credit towards room upgrades, golf, romantic dinners, spa and more.</p> <p>Cancun/Riviera Maya Experience with Real Resorts Book a 7 night package and enjoy 3 nights in Cancun and 4 nights in the Riviera Maya at select Real Resorts.</p> <p>THE ROYAL Cancun/Riviera Maya Experience with Real Resorts Book a 7 night package and enjoy 3 nights in Cancun and 4 nights in the Riviera Maya at select Real Resorts. Los Cabos</p> <p>Save on select Dreams Resorts & Spas Book early and save up to 40% on select Dreams Resorts in Puerto Vallarta. Or, save 20% on Dreams in</p> <p>Big savings at the Royal Solaris Los Cabos Save more than 30% on your hotel stay, plus receive up to \$200 in resort credits at the Royal Solaris Los Cabos.</p> <p>Mazatlan Early booking bonus at El Cid Resorts Save up to 55% on your hotel stay when you book ahead. Mazatlan \$600 USD Mega Pass at El Cid Resorts Receive a \$600 resort</p>

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	<p>credit coupon book with a minimum 5 night vacation package.</p> <p>Puerto Vallarta Free golf at Club Marival Resort & Suites Receive one complimentary round of golf (18 holes) at your choice of either the Vista Nicklaus, Vista Weiskopf or the Marina Vallarta.</p> <p>Puerto Vallarta Free unlimited golf at the Crown Paradise Club All Inclusive Resort & Spa Book a 7 night package and enjoy unlimited free golf at three of the most renowned golf courses in Puerto Vallarta. Puerto Vallarta Unlimited free golf when you book Marival Residences & World Spa. Book a vacation package and enjoy unlimited free golf at three of the most renowned golf courses in Puerto Vallarta.</p>
Contact	<p>Telephone: 1-877-737-7001</p> <p>Website: www.westjetvacations.com</p>
Prize Trip	<p>A WestJet Vacations prize package for two which includes:</p> <ul style="list-style-type: none"> • Return airfare on a regularly scheduled WestJet flight, from Toronto, ON to Montego Bay, Jamaica • Seven nights stay at your choice of Secrets Wild Orchid Montego Bay or Secrets St. James Montego Bay

HOTEL PRIZE PARTNER	<p>Secrets in Jamaica – Secrets St. James and Secrets Wild Orchid. Secrets Resorts & Spas offer adults an extra measure of romance and sensuality in exquisite luxury settings. Immerse yourself in Unlimited-Luxury where everything is included: Elegantly appointed rooms and suites with 24-hour concierge and room services. Multiple gourmet restaurants and lounges serving premium beverages. Endless day and evening activities, all in spectacular settings. Adults 18+ only. www.amresorts.com</p>
Location	Ocean front twinned resorts; 8km from the airport in Montego Bay.
Facilities	Completely encompassed by the crystal-clear Caribbean, Secrets Wild Orchid Montego Bay sits serenely on over a ½ mile of private beach on the Montego Bay peninsula. This adults-only resort features breathtaking ocean views and superb amenities. The world-class spa showcases lush gardens and fountains to refresh relax and rejuvenate with pampering treatments and massages. In addition to enjoying all the benefits Secrets Wild Orchid has to offer, guests will have the opportunity to utilize all of the Unlimited-Luxury privileges available next door at Secrets St. James Montego Bay Casino, two pools, golf available
Accommodation	<p>320 rooms at Secrets St. James Montego Bay</p> <p>350 rooms at Secrets Wild Orchid Montego Bay</p>

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Activities	fishing (\$) tennis lessons horseback riding (\$) intro scuba lesson in pool water sports centre euro-bungee windsurfing cocktail Lessons multi-sports court ping pong kayaking water polo billiards dance classes basketball bocce ball water aerobics
Restaurants	<p>Shared between the two resorts:</p> <p>Seaside Grill - an intimate dining setting with an ocean view • American / Tex-Mex cuisine • open for lunch from noon to 4 pm • dress code is casual</p> <p>Bordeaux - contemporary French delicacies and classic wines • open for dinner from 6 pm to 10 pm • dress code is casually elegant</p> <p>Blue Mountain - Jamaican-Caribbean cooking with a tropical island vibe • open from 6 pm to 10 pm • dress code is casually elegant</p> <p>El Patio - classic Mexican fare served in a charming atmosphere • open from 6 pm to 10 pm • dress code is casually elegant</p> <p>Himitsu - Pan-Asian fusion at its finest • featuring Teppanyaki tables • open for dinner from 6 pm to 10 pm • dress code is casually elegant</p> <p>Portofino - Italian cuisine in the trattoria tradition • mouthwatering dishes paired with amazing selections from the wine cellar • open from 6 pm to 10 pm • dress code is casual elegance</p> <p>World Café - local and international dishes served in grand buffet style • open daily for breakfast and lunch • dress code is casual</p> <p>CoCo Café - a quiet respite for delicious pastries, coffee and tea • open from 6 am to 10 pm</p> <p>Oceana – cozy ocean view dining that changes throughout the day • American / Tex-Mex • open from noon to 4 pm</p>
Tour Operator	WestJet Vacations – pick up their Mexico, Caribbean and USA 2011-12 brochure from your local travel agent

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JAMAICA	Vibrant, raucous, beautiful, green, lush, colourful, tranquil and full of contradictions, this famous vacation destination lives up to its reputation on all counts. Come visit, meet the people, experience the ambience and fall in love with the place!
Location	Situated 150 kms south of Cuba and 960 kms south of Miami, Jamaica is 18 degrees north of the equator. It is very centrally situated, and entirely surrounded by, the Caribbean Sea.
Geography	<p>Jamaica is the largest English-speaking island in the Caribbean and the third largest in the region after Cuba and Hispaniola. With a total land area of 10,991 sq. km, the island is 230 kms long with widths varying between 35 and 82 km.</p> <p>Jamaica is divided into three counties, Cornwall, Middlesex and Surrey. The terrain is very mountainous with much of the land rising above 305m. The highest point, Blue Mountain Peak, is 7,402 feet (2,256 m) above sea level. Complementing the mountains, Jamaica also brims with valleys and plains. The five major plains – Vere, St Jago, George’s, Liguanea and Pedro – provide the backbone for a largely agricultural economy.</p> <p>Natural rivers and springs abound in Jamaica. Over 120 rivers flow through the land from the central mountain region to the coasts. The rivers on the north side tend to be shorter and swifter than those on the south side. The fast flowing rivers – Black River, Rio Cobre, Milk River, Rio Grande and Martha Brae - are used for transport and the production of electricity as well as to provide irrigation for agricultural purposes. There are several mineral springs, recognized for their therapeutic value. Some have been developed with facilities for bathing and/or accommodation, others remain little-known gems in communities across the island.</p>
Name	Jamaica’s indigenous Arawakan-speaking Taíno inhabitants named the island Xaymaca, meaning the "Land of Wood and Water", or the "Land of Many Springs".
Population	The population is currently estimated at a little less than 3 million.
Language	The official language of Jamaica is English. Jamaicans primarily speak an English-African Creole language known as Jamaican Patois, which has become known widely through the spread of Reggae music.
Currency	<p>Jamaica has its own dollar, far less valuable than the Canadian dollar. In all exchanges, determine which dollar unit is being quoted in the price: US or Jamaican. Otherwise, it's possible you could get cheated in a financial transaction.</p> <p>Currently (18th November 2011) one Canadian dollar = 84 Jamaican dollars.</p> <p>All the major resorts and first-class restaurants quote prices in U.S. dollars, so many visitors can go through their entire trip without the bother of converting their currency into Jamaican dollars. But it's still</p>

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	<p>prudent to carry some Jamaican dollars: for some transactions, such as a drink of coconut water from a roadside vendor, prices are only quoted in Jamaican dollars.</p> <p>Licensed cambio centres and commercial banks are accessible in all resort areas. Official currency exchange rates vary daily, so it's advisable to shop around for the best rate before converting your cash. Most Jamaican ATMs accept international bank cards with Visa, MasterCard, Cirrus and Plus logos. Banks also give credit card advances, change traveller's cheques among other financial services</p>
Tipping	<p>Standard tipping in Jamaica is 10% to 15% in hotels and restaurants, although many all-inclusive resorts have a no tipping policy. Where tips are automatically included in your bill, add 3 to 5% if you have received good service.</p>
Government	<p>Jamaica is an independent country, completely self-governed since 1962, when the island ceased to be a British colony. After independence, Jamaica chose to be a part of the British Commonwealth, and to keep the Queen of the United Kingdom as the constitutional monarch, the titular head of the country. The government of Jamaica was patterned on the Westminster model of government, and is composed of the Queen as head of state, and a bicameral parliament. In Jamaica, the Governor General, who is appointed by Her Majesty upon the recommendation of the Prime Minister of Jamaica, represents the Queen.</p>
Documentation	<p>To enter Jamaica a valid passport is required. Canadians do not require a visa to visit Jamaica. Other nationalities should contact your local Jamaican Embassy or Consulate or Jamaica Tourism Board office or www.visitjamaica.com to verify correct documentation needed.</p>
Time zone	<p>Jamaica is on Eastern Standard Time 365 days a year. This means they do not turn their clocks back. Therefore, from the first Sunday in April until the last Sunday in October they are one hour behind EST, i.e. 9:00 am in Toronto means 8:00 am in Jamaica. The rest of the year Jamaica is on the same time as Montreal and Toronto.</p>
Health	<p>Travelling to Jamaica should not adversely affect your health. Finding a good doctor in Jamaica is no real problem, and all of them speak English, of course. Keep the following suggestions in mind:</p> <ul style="list-style-type: none"> - It's best to drink bottled water in Jamaica. - If you experience diarrhea, moderate your eating habits and drink only bottled water until you recover. If symptoms persist, consult a doctor. - The Jamaican sun can be brutal. Wear sunglasses and a hat, and use sunscreen liberally. Limit your time on the beach the first day. If you do overexpose yourself, stay out of the sun until you recover. - Some of the biggest annoyances in Jamaica are the insects called "no-see-ums," which appear mainly in the early evening. You can't see these gnats, but you sure can "feel-um." Screens can't keep these

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	critters out, so carry your favorite bug repellent. - You don't need to get any particular shots or vaccinations to travel in Jamaica, and most common medicines are available over the counter.
Safety tips	Jamaica is safe as long as you use the same common sense that you would in your country. Just be aware of your surroundings. Most resorts employ security that guards the entry, beach access and patrols the grounds. There are areas of Kingston which are not safe, but these hold little of interest for the traveller anyway.

CLIMATE	
General climate	Jamaica has a tropical climate at sea level and a temperate climate towards the highlands of the interior. As a popular Jamaican poem says, "we have neither summer nor winter/neither autumn nor spring..." and it's true. Many Jamaicans characterize the seasons according to the fruits available at that time! Some of the most important 'seasons' are mango season (May to July), guinep season (July to late September) and cane crop season (late October to about January). Although there is little real variation in temperature year round, between December and April the weather is practically perfect for any activity every day. The average temperature ranges from 19 degrees Celsius to 32 degrees Celsius all year. Will it rain during your holiday? If it does, don't worry. Most times, the short tropical showers provide a welcome break from the afternoon heat – just look at it as liquid sunshine, not rain...
Today's weather	At Montego Bay: 29C with sun and clouds (19 th November 2011)
Best time to visit	For Canadians: winter of course! When the blizzards are blowing in the True North Strong and Free, the trade winds are gently sighing in the palm fronds of a another blissful day on the beach in Jamaica...

GETTING AROUND	
Getting There	There are two international airports in Jamaica: Norman Manley International Airport in Kingston and Sangster International Airport in the resort city of Montego Bay. Tourists generally fly in to Montego Bay. There are direct flights to Jamaica from both Montreal and Toronto – see your travel agent for full details. Flight time is around 4 hours. There is a departure tax of \$27 US (subject to change). Usually this departure tax is already included in your airline ticket or vacation package – please check with the airline or your travel agent. If it is not included, you will need cash to pay the departure tax at Montego Bay airport.
Cities	Kingston is the capital and largest city of Jamaica, located on the southeastern coast of the island. It faces a natural harbour protected by the Palisadoes, a long sand spit which connects the town of Port Royal and the Norman Manley International Airport to the rest of the island. In the Americas, Kingston is the largest predominantly English-speaking

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	<p>city south of the United States with a population of 650,000. Although there are parts of the city that are unsafe for unaccompanied tourists, you are unlikely to stumble into these and the centre of the city makes for an interesting visit.</p> <p>The centre of downtown Kingston is known as Parade, from the area's early days as the drill centre and parade grounds of the Colonial Militia. Long before Kingston took over from Spanish Town as the island's capital city, Parade held significance as a centre of activity. When Kingston became the capital of the nation, Parade became somewhat of a public arena used for just about any imaginable purpose; public hangings and floggings were held there, and the wealthy and fashionable would meet and greet in transit. The recently restored powder blue Ward Theatre flanks Parade on the north. To the east lies Coke Methodist Church, the first Methodist chapel to be built in Jamaica and to the west is the Coronation Market, the largest and most frequented market in the island. To the south stands the beautiful and historic Kingston Parish Church, with its many interesting graves, tributes and gifts from the wealthy citizens of the city. For many years the church stood as the major landmark in Kingston, giving rise to the phrase, "born under the clock", a reference to Kingstonians born within sight or earshot of the Kingston Parish Church bell.</p> <p>In 1870, after the Colonial Militia and the troops moved their base northwards to Up Park Camp, city officials petitioned to create a public green space for the city of Kingston. Upon completion, in true Colonial style, the British erected a statue of the monarch, Queen Victoria, dominating the park and facing down King Street to view her subjects. It is said that during the 1907 earthquake, the statue turned 180 degrees to face the hills, a sign some interpreted as a message that the city should expand northwards. The statue was later rotated, and in 1914, the garden was named Victoria Park in honour of the Queen. After Independence, the park was renamed in honour of St William Grant, the firebrand labour leader of the 1930s. The park still holds a sort of ceremonial appeal for Kingstonians, and once a year, the city's Christmas tree is lighted with much pomp and ceremony.</p> <p>Parade is a Mecca for shoppers! Bargain hunters can find everything they need. With the various arcades, the grand Coronation Market, the high street stores and the plethora of handcart and street vendors moving about, just about any wish can be granted, and any need fulfilled with the exchange of a few dollars. If you don't intend to buy and just want a sense of a Jamaican market, Coronation Market is a necessary stop. It is crowded, noisy, chaotic and filled with countless delicious scents and amusing verbal advertisements and exchanges.</p>
<p>Distances</p>	<p>Driving Times Kingston to Mandeville 1.5 hours 98 km</p>

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	<p>Montego Bay to Negril less than 1.5 hours 83 km</p> <p>Montego Bay to Ocho Rios less than 2 hours 100 km</p> <p>Ocho Rios to Port Antonio less than 2.5 hours 97 km</p> <p>Ocho Rios to Kingston less than 1.5 hours 97 km</p> <p>Port Antonio to Kingston less than 2 hours 109 km</p>
JUTA	<p>Jamaica has a transport service specifically for visitors. It's called JUTA, Jamaica Union of Travelers Association. Equipped with a fleet of well-maintained, air-conditioned cars, buses, coaches and luxury vehicles, each piloted by experienced and friendly drivers, JUTA is the right choice for visitors looking for more than just a way to get from one place to another. Choosing JUTA means that not only will you travel to your destination in comfort and style, but you'll also enjoy extremely personal service – all in all, making for a memorable Jamaican experience. JUTA drivers are certified by the Jamaica Tourist Board, and as such have attended seminars about Jamaica's history, culture, geography, and flora and fauna. Armed with this special training, JUTA operators often double as impromptu tour guides. On route, they'll happily entertain you with interesting historical facts, bits of local trivia and rural lore. Eager to share the joys of their home with visitors, JUTA drivers will also gladly stop at scenic spots, fruit stalls and restaurants along the way to allow you to experience local delicacies, beverages and vistas firsthand. Furthermore, all JUTA vehicles must adhere to the strict standards set by the Jamaican Transport Authority, and undergo regular road fitness tests. As a result, the vehicles are always in the best condition, ensuring your safety and comfort.</p>
Trains	<p>The only railways remaining in Jamaica are used to transport bauxite (aluminium ore) rather than people.</p>
Car Rental	<p>There are car rental agencies in most major towns and cities. Clients must be at least 25 years old to rent a motor vehicle. All drivers are required to carry a valid licence. Jamaica recognises valid International Driver's Licences. North Americans may use their country's licence for up to three months per visit.</p>
Buses	<p>Public transportation in Jamaica is nothing short of an exciting adventure. In Kingston, the capital city, large air-conditioned luxury coaches ply popular routes, but outside those areas, vehicles are less comfortable and arrive with less regularity. Buses, minibuses and route taxis are the primary means of transportation for the majority of people on the island, but are recommended only for the more intrepid tourist.</p>
Cruises	<p>Day and evening cruises are offered aboard the Calico, a 17m gaff-rigged wooden ketch that sails from Margaritaville on the Montego Bay waterfront. An additional vessel, Calico B, also carries another 40 passengers. For either cruise, transportation to and from your hotel can be arranged. The daily voyage departs at 10am and returns at 1pm and costs US\$60; snorkeling (with equipment) is available. On the Calico's</p>

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	<p>evening voyage, which goes for US\$25 and is offered daily from 5 to 7pm, cocktails and wine are served as you sail through the sunset. For information and reservations, call Calico Pirate Cruises (tel. 876/940-4465; www.calicopiratecruises.com) a few days in advance.</p>
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<p>ACCOMMODATION TYPES</p>	<p>Bed and breakfasts, guesthouses, apartments, villas...and of course superb all-inclusive resort hotels – all these provide visitors to Jamaica with many options. Have a look at the Tourist Board website for more inspiration at http://www.visitjamaica.com/where-to-stay/overview.aspx Naturally, I recommend our prize hotels, Couples Resorts, for which you can find more information elsewhere in this section.</p>
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<p>LIFESTYLES</p>	
<p>Kids</p>	<p>Climbing the waterfall at Dunns River Falls is always a great success (see “Must See’s”) and the beaches will be blissful for the kids. But also take them out of the resort to see the real Jamaica and meet the people. One of the great joys my kids had in Jamaica was bargaining for souvenirs with the locals who seemed to enjoy the dickering as much as my boys!</p>
<p>Teens</p>	<p>River rafting on the Rio Grande: Shades of Errol Flynn, this is the grandest rafting experience in Jamaica. The rafts are propelled by bamboo poles and it’s a wonderful way to spend a few hours on the river. You start in Berrydale in the hills and end up at rafters’ rest on the coast. When we did this trip, my eldest son floated down the river alongside the raft to cool off...</p> <p>Learning to Surf at Boston Bay Beach: It's known not only for its white sands and clear waters, but also for the great jerk-pork stands. This beach has the biggest waves in Jamaica, and teens can rent surfboards and get a lesson.</p> <p>Reggae Explosion (aka The Reggae Hall of Fame) functions as a subdivision of the Island Village Shopping Center, Turtle River Road Ocho Rios (tel. 876/675-8902). Owned and operated by Christopher Blackwell, the hotel/film/music mogul who's credited with having originally discovered reggae superstar Bob Marley, it's a combination museum/public relations tool for Marley and the Jamaican music industry as a whole - a party-colored temple to the greatness of the art form. Within a high-ceilinged decor that's mostly black but highlighted with Day-Glo colors, you'll follow on a route designated by captions that outline the history of Jamaican music. (According to the wall charts, it started with mento in the 1940s; moved on to ska after the independence of Jamaica from Britain in 1962; and evolved after 1966 into movements that included RockSteady, Roots, and several other groups that</p>

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	<p>eventually led to reggae.) Once you get used to the shadows and immediate sense of chaos reigning here, the place can be a lot of fun. There's a replica of a party-colored Jamaican rum shack near the entrance, a 1950s-era jukebox, lots of portraits and illustrations of reggae greats, and a bevy of what might be the hippest tour guides in Jamaica. Head upstairs to the second floor of this museum, marveling at the pictorial history of the evolution of Jamaican music as you ascend, past tributes to stars such as Marley, Jimmy Cliff, Alton Ellis, and Lee Scratch Perry.</p>
<p>Romance</p>	<p>This destination has a reputation for romance which is backed up by several resorts that focus on this aspect of vacations – most notably Couples Resorts (see separate section following for more on this resort group).</p>
<p>Honeymoons & Weddings</p>	<p>Jamaica is famous as a wedding destination. Visitors can be married just 24 hours after arriving in Jamaica, providing prior application has been made for a marriage license. The cost of a license is 4000 Jamaican dollars (approximately US\$60–US\$65). To apply for your marriage license, call the Ministry of Justice at 1-876-906-4923 or visit: Ministry of Justice, 2 Oxford Road, NCB Towers, 10th floor/South Tower Kingston 5 Tel: 1 876 906 4923 -31 Fax: 1 876 906 1712 - 3 Email: customerservice@moj.gov.jm</p>
<p>Meet the People</p>	<p>Share in the Jamaican Experience What better way to experience the culture of a nation than through its people? For travellers seeking insight into the Jamaican experience and the warm welcome of a Jamaican friend, the island's Meet-the-People programme provides an ideal option. Launched in 1968 by the Jamaica Tourist Board (JTB), the Meet-the-People programme reaches out to visitors curious to explore the culture of this vibrant Caribbean island, taking them beyond the traditional resort and beach setting into the colourful realm of Jamaica's lifestyle, tradition and customs. Visitors wishing to take part in the Meet-the-People programme are teamed up with Jamaican hosts or volunteers who share a common profession, hobby or interest, free of cost. In true Jamaican fashion, these volunteers offer a hand of friendship and hospitality to visitors who genuinely want to know Jamaicans and the Jamaican way of life. Meet-the-People allows the visitor to meet a Jamaican who can enhance their enjoyment of the real Jamaica. Guests may get to meet a family or know a fellow musician, doctor, photographer, nurse, teacher or artist, or participate in a wide range of activities, such as hiking, shopping at a local craft or food market, visit a church, tour a facility or have a chat over Jamaica's famous Blue Mountain coffee. Whatever the focus, these activities are uniquely Jamaican, providing an island experience that only locals can create, and a pathway to the unique aspects of Jamaica's rich endearing heritage in people, culture,</p>

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	music, cuisine and natural landscape. The Jamaica Tourist Board will make all arrangements for you to participate in the Meet-the-People programme. Once you have confirmed your accommodations and your travel dates, simply sign up online at http://www.visitjamaica.com/about-jamaica/meet-people-sign-up.aspx
Seniors	The large number of high end all-inclusive resorts make this an easy destination for those who want a gentle, everything-taken-care-of style of vacation. However, there's still plenty to see and do on the island, as these notes attest, for more active seniors.

UNIQUES	<p>Port Royal From West Beach Dock, Kingston, a ferry ride of 20 to 30 minutes will take you to Port Royal, subject of a hundred adventure novels that conjure up visions of swashbuckling pirates, led by Henry Morgan, swilling grog in harbor taverns. This was once one of the largest trading centers of the New World, with a reputation for being the "wickedest city on earth." Blackbeard stopped here regularly on his Caribbean trips. But it all came to an end on June 7, 1692, when a third of the town disappeared underwater during a devastating earthquake.</p> <p>Today Port Royal, derelict and rundown, is a small fishing village. Some 2,000 residents and a lot of ghosts live here. A seafaring tradition continues, and the town is famous for fresh seafood and quaint architecture. Once there were six forts here with a total of 145 guns; some of the guns remain today, but only Fort Charles still stands.</p>
Surprising	Rastafarians , a Jamaican religious group, venerate the late Ethiopian emperor, Haile Selassie. Some Jamaicans regard ganja (marijuana) as a sacred plant and testify to its healing power.
History	<p>For centuries, Jamaica has welcomed settlers from all around the world. This small island has played host to the Amerindians who discovered it, to Europeans who fought to own it, to Africans forced to call it home, and to Asians, Indians and Middle Easterners searching for a better life. Each group carried with it a story and tradition, throwing everything into Jamaica's melting pot. After centuries of brewing, all have blended together to give the island its rich history and heritage - an international smorgasbord of legends, cultures and customs, all displayed right here against the background of Jamaica's beautiful mountains and valleys.</p> <p>Jamaica's first inhabitants were the Tainos, an Arawak-speaking people, believed to be originally from South America. The Tainos called the island "Xaymaca" meaning "land of wood and water". These peaceful, seafaring people greeted Columbus when he first visited the island in 1494.</p> <p>Columbus described Jamaica as "the fairest isle mine eyes ever</p>

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beheld ..." His arrival marked the beginning of nearly 500 years of European occupation and governance. Initially, the Spanish settled near St Ann's Bay at "Sevilla Nueva" (New Seville), but eventually moved to "Villa de la Vega" (the city on the plains), now called "Spanish Town". Their new city swiftly flourished, becoming the island's centre of activity.

During the 1650s, the British captured Jamaica from the Spanish. In a last-ditch attempt at defiance, the Spanish settlers freed and armed their slaves, who sought refuge in the island's interior. The Maroons, as these ex-slaves came to be called, continuously defied the island's new colonizers and still exist in modern-day Jamaica.

Under British rule, Jamaica became a busy and wealthy colony. By the 18th century, the island was "the jewel of the British crown", producing 22 percent of the world's sugar on large, lucrative plantations. This success came at great cost to the African people, thousands of whom were forcefully brought to the New World as slaves.

As a result of the cruel and oppressive slavery system, Jamaica had more revolts than other West Indian islands. Reports of frequent slave uprisings and other forms of resistance, coupled with brutal planter-militia reprisals, troubled the European conscience. In time, anti-slavery sentiments grew strong in Europe, culminating in the Emancipation Act of 1834. The Act made provision for all slaves under the age of six to gain immediate freedom. All others were to serve a period of apprenticeship for four to six years. The apprenticeship period worked well in theory. In practice, however, it was little better than slavery. Planters continued to abuse their apprentices, and withheld guaranteed provisions and wages. Subsequently, full emancipation was granted in 1838, two years earlier than planned.

Eager to sever connections with the symbol of their enslavement, many labourers left the plantation, settling across the island. To provide an alternative, affordable workforce, the planters recruited indentured workers from China and India. After their period of indenture, many Chinese and Indians stayed on the island, adding to Jamaica's eclectic mix of cultures.

After 1838, sugar productivity and profitability declined, forcing Jamaica to diversify its economy. Although crops such as bananas and coffee provided sound substitutes, other industries eventually became the driving force of Jamaica's economy, outgrowing agricultural exports.

Like the changing economy, Jamaican politics also transformed with the

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	<p>end of slavery. In 1866, the island implemented the crown colony system of government. Under this new system promises of education, health care and other social reforms gave hope to a newly freed generation. But decades later, social disappointment festered, leading to a spate of incidents of civil unrest, and heralding the birth of the trade union movement.</p> <p>Out of these disturbances arose Jamaica's foremost labour organisations and political parties. Norman Manley's People's National Party and Alexander Bustamante's Jamaica Labour Party would go on to dominate Jamaica's political scene into the 21st century.</p>
Books	Frommer's Jamaica (\$16.99) is an invaluable guide to the island.
1000 Places to See Before You Die	<p>Jamaica's Reggae Festival – a party to end all parties! Pork Pit – a beachside introduction to the World of Jerk Rick's Café – where sunset is served on the rocks in Negril Strawberry Hill – on top of the world in the Blue Mountains</p>
Must Sees	<p>Dunns River Falls The point at which Dunns River enters the Caribbean Sea is marked by 600ft of mountain spring water cascading down the rocks towards the ocean. It's the most photographed attraction in Jamaica. Set within a small tropical forest, the thundering cascades, exhilarating blasts of ice-cold spring water and the sheer majesty of nature all combine to create one of Jamaica's most-treasured locations. Tip: Check at the main booth for information on renting lockers, having a guide direct you up the falls and on acquiring beach beds. Far from simply a picturesque spot, the falls offer a hint of adventure to those with a willing spirit. Climbing Dunns River Falls has become almost a staple for any Jamaican vacation; even for the not-so-athletic. Inexperienced climbers should hire an official guide, since the rocks may be mossy, slippery and just dangerous enough to put a small damper on what would otherwise be a perfect vacation. Climb at your leisure, and have a guide show you interesting spots where you can jump off, slide down rocks, or have a soothing massage from the falling water. Along the route up the falls there are clear pools to swim in, small whirlpools, caves to explore and a garden to picnic in.</p>
SPORTS ACTIVITIES	<p>Sport is an integral part of national life in Jamaica and the island's athletes tend to perform to a standard well above what might ordinarily be expected of such a small country. While the most popular local sport is cricket, on the international stage Jamaicans have tended to do particularly well at Track and Field. Over the past 6 decades Jamaica has produced dozens of world class sprinters including most recently Usain Bolt, world record holder in the 100m for men.</p>

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	<p>The Reggae Marathon is held every year in the first week in December in Negril and race participants are treated to a pre-dawn ritual during which Rastafarian drummers chant “Irie” blessings, while the soulful beat of Reggae music encourages runners to the finish line.</p>
Golf	<p>Jamaica has the best golf courses in the West Indies, with Montego Bay sporting the best championship links.</p> <p>The Cinnamon Hill Ocean Course at Rose Hall Resort & Country Club (tel. 866/831-1313 or 876/953-2650; www.rosehallresort.com) is ranked among the top-five golf courses in the world by some; it's an unusual and challenging seaside and mountain course.</p> <p>Golf at Half Moon (tel. 876/953-2211; www.halfmoongolf.com) at the Half Moon Resort features a championship course designed by Robert Trent Jones, Jr. SuperClubs' Ironshore Golf & Country Club (tel. 876/953-2800) is another good course in Montego Bay.</p> <p>On the North Shore are SuperClubs' Runaway Golf Club (tel. 876/973-7319; www.superclubs.com) at Runaway Bay and Sandals Golf & Country Club (tel. 876/975-0119; www.sandals.com) at Ocho Rios.</p> <p>In Mandeville, the Manchester Country Club, Brumalia Road (tel. 876/962-2403), is Jamaica's oldest golf course, recently expanded from 9 to 18 holes. Beautiful vistas unfold 660m (2,200 ft.) above sea level.</p>
Fishing	<p>North Coast Marine Sports Half Moon Hotel, Montego Bay Tel: 876-953-2211</p> <p>Deep sea fishing on the "Irie Lady" a private sport fishing charter boat for 1 - 6 passengers. Bait and tackle are included. The vast crystal - clear water of the Caribbean Sea offers exciting adventures with marlin, trophy-size kingfish, fighting barracuda, sailfish, wahoo and a host of other species. They arrange free transportation within an 8km radius, which covers the resort of Montego Bay.</p>
Horse riding	<p>The best riding is on the North Shore. Jamaica's most complete equestrian center is Chukka Caribbean Adventures (tel. 876/972-2506; www.chukkacaribbean.com), at Richmond Landoverly, less than 6km east of Runaway Bay.</p> <p>Another good program is offered at Rocky Point Riding Stables (tel. 876/953-2286), Half Moon Club, Rose Hall, Montego Bay, housed in the most beautiful barn and stables in Jamaica.</p>
Hiking	<p>The hiking jewel in Jamaica's crown is Blue Mountain Peak. The peak is the highest on the island, rising to an altitude of 7402ft. Overall, the 22km Peak trail takes about seven hours. Starting the trail early in the morning makes for an exciting hike and an incredible view of the sunrise, however if you decide to do the trek in the morning, you can spend the night prior to the hike at either Whitfield Hall or Wildflower Lodge, or camp out at Portland Gap. Both lodges are cosy and rustic, and their staff will make arrangements to pick you up from Kingston or Mavis</p>

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	<p>Bank. They will also organize local guides, and can provide meals on request. Also, in order to drive to the start of the hike near Whitfield Hall, you must have four-wheel drive. Generally, the best time to try the hike is during the Blue Mountains' dry season, which lasts from December to April. It's often best to go on an organized tour, the best of which are offered by Sun Venture Tours (tel. 876/960-6685; www.sunventuretours.com).</p> <p>Besides the high Blue Mountains, where Sun Venture goes, another great place for hiking is from Port Antonio. You can hike various trails through the Rio Grande Valley; highlights include the 7-hour White River Falls jaunt along the banks of the White River and an easier walk to the Scatter Waterfalls, floating on a bamboo raft across the Rio Grande. The 11km Guava River Trail goes along the Guava River into the heart of the Blue Mountains.</p> <p>The Maroon Country, near Montego Bay, is also a place of challenging hikes - though it's best to hire a guide here as it's easy to get lost.</p>
<p>Cycling</p>	<p>Blue Mountain Bicycle Tours Ltd., 121 Main St., Ocho Rios (tel. 876/974-7075; www.bmtoursja.com) offers all-inclusive, all-day biking holidays in Jamaica's Blue Mountains, the Caribbean's highest mountain range. The highlight of the tour is the famous Downhill Bicycle Tour, with panoramic vistas in all directions. The tour features a Jamaican brunch and lunch at a local cafe. You're taken around by experienced guides and provided safety equipment as well. Time is allotted for a refreshing waterfall swim.</p>
<p>Diving</p>	<p>There is excellent diving available in various locations in Jamaica. Diving is sometimes offered as part of all-inclusive packages by the island's major hotels, such as Couples resorts. There are also well-maintained facilities independent of the hotels.</p> <p>Near Montego Bay, Seaworld Resorts (tel. 876/953-2180; www.caribluehotel.com), at the Cariblue Hotel on Rose Hall Main Road, offers scuba-diving excursions to offshore coral reefs that are among the most spectacular in the Caribbean. There are also PADI-certified dive guides, one dive boat, and all necessary equipment for either inexperienced or certified divers.</p> <p>Negril is a hotbed of diving. Negril Scuba Centre (tel. 800/818-2963 or 876/957-9641), in the Mariner's Negril Beach Club, Norman Manley Boulevard, is the area's most modern, best-equipped scuba facility.</p> <p>Websites for Divers - For useful information on scuba diving in the Caribbean, check out the website of the Professional Association of Diving Instructors (PADI) at www.padi.com . This site provides descriptions of dive destinations throughout the Caribbean and a directory of PADI-certified dive operators. Scuba Diving Magazine also has a helpful website at www.scubadiving.com . Both sites list dive package specials and display gorgeous color photos of some of the most</p>

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beautiful dive spots in the world.

CULTURE	
<p>Arts</p>	<p>Jamaican paintings, sculpture and pottery are among the best in the Caribbean. What makes the art extraordinary is its diversity. Artists work in a variety of styles, modes and forms, ranging from the academic to the self-taught or intuitive, the surrealist and symbolist to the impressionist and social-realist. Also they blend European, African and American influences. And they've learnt from Europe's and America's classical and abstract forms, while mimicking the techniques, colours and symbols found in African art. All together, they've collected and merged these influences to create the extremely varied, unique Jamaican school of art.</p> <p>The Ward Theatre in Kingston is Jamaica's largest and best-known performing arts theatre, and has a rich and fascinating history. That aside, the building itself is certainly worth a visit, but attending a performance there is clearly the best way to experience Jamaican theatre, history and culture firsthand. Call ahead or stop by the box office to see what's on. Usually the National Pantomime, an annual production of the Little Theatre Movement opens on December 26 and runs for a few months afterwards.</p>
<p>Music</p>	<p>Thumping, infectious and passionate sounds are the trademarks of Reggae, Jamaica's most internationally recognised music and the heartbeat of the people. Although this is Jamaica's music, its origins are in the villages of Africa where the people's forefathers mourned the passing of an ancestor, heralded the birth of a son or celebrated the end of a harvest with song and dance.</p> <p>Jamaica's traditional music is heavy with the substance of Jamaican collective experiences, struggles for personal freedom and independent nationhood. Music has been a tool for rebellion and for communication with each other, nature and the Divine. It also provides a lyrical voice for social and political commentary. The fusion of African and European heritage has produced several forms of music that still thrive in many modern communities.</p> <p>These folk forms fall into three main groups – tunes for work and entertainment, religious melodies and dance music. Each group has its own harmony, but all share a commonality in the types of accompaniments used, primarily the drum and small wind and string instruments.</p>
<p>Films</p>	<p>The James Bond film "Doctor No" was filmed in Jamaica, which is appropriate as Ian Fleming lived in Jamaica and wrote many of his 007 books here. He used the island as a setting in other James Bond novels, including <i>Live and Let Die</i>, <i>For Your Eyes Only</i>, <i>The Man with the</i></p>

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	<p>Golden Gun and Octopussy. Tom Cruise also starred in “Cocktail” on the island and you can visit the beach bar where key scenes were shot. Errol Flynn lived with his third wife Patrice Wymore in Port Antonio in the 1950s. He was responsible for developing tourism to this area, popularising raft trips down rivers on bamboo rafts.</p>
Museums	<p>The most important art collection in Jamaica is housed at the National Gallery, Roy West Building, Kingston Mall (tel. 876/922-1561). This gallery is a showcase for the nation's most talented artists. On the ground floor you're greeted with the controversial bronze statue of the late Bob Marley, the reggae great.</p> <p>Bob Marley Museum 56 Hope Road, Kingston 6; Tel: 876-927-9152 Website: http://www.bobmarleymuseum.com The museum is dedicated to the memory of the late Reggae superstar, Robert "Bob" Marley. The museum is located in Marley's original studio in Kingston where he recorded many of his songs.</p>
Festivals	<p>Reggae Sunfest First staged in 1993, Reggae Sunfest quickly became the world's premiere reggae music event. The festival showcases the best of Dancehall and Reggae music, as well as top R & B/Hip Hop performers and offers delicious Jamaican cuisine and arts and crafts. Each year, the event attracts more than 30,000 patrons to the tourist capital of Montego Bay in mid-July.</p> <p>Jamaica Jazz and Blues Festival is held every January at Greenfield Stadium in Falmouth with high profile performers such as Natalie Cole, Air Supply and Ron Isley.</p>

ATTRACTIONS	
Beaches	<p>The beaches are the number one attraction of Jamaica. So many and so varied, there is the perfect beach for you. From secluded coves to the immense Seven Mile Beach in Negril...try as many as you can in your vacation or simply slump on the beach beside your resort and completely unwind...the choice is yours to make.</p> <p>With more nude beaches than any other Caribbean island, Jamaica is the perfect place to bare it all. The au naturel beaches range from sedate and relaxing, to wilder and more self-indulgent. So it's just a question of packing a towel and some serious sun block, and then picking a patch of sand that's right for you. Nude tanning is permitted on private beaches island-wide. Find a secluded spot to slip out of your suit at Oracabessa's James Bond Beach or at Negril's Bloody Bay. Or take a</p>

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	<p>boat ride to an island shared only by fellow nudists, Negril's Booby Cay. Ask for a little more privacy at Reggae Vibes, Ocho Rios, and the managers will corner off a section of the beach just for you. In Trelawny, Time & Place's deserted white sand offers quiet seclusion that's perfect for wearing nothing at all.</p>
<p>Wildlife</p>	<p>Jamaica is as much an animal lover's paradise as it is a botanist's dream. There are over 252 species of birds, of which 27 are found nowhere else in the world. These endemic species include the national bird – the streamer-tailed hummingbird (doctor bird), and the bee hummingbird, one of the world's smallest birds. The Jamaican tody, also known as the robin redbreast, lives solely on this island. This tody is even more unique because it makes its nest not in a tree, but in a hole in the ground.</p> <p>The indigenous streamer-tailed hummingbird or "doctor bird" is Jamaica's national bird. It is called the "doctor bird" because of its long black tail resembling an old-time doctor's coat. The doctor bird's feathers are the most iridescent and beautiful of all the hummingbirds on the island.</p> <p>The Giant Swallowtail butterfly, papilio homerus, exists exclusively in Jamaica. With a wingspan of up to six inches (0.2 m), it is believed to be the largest butterfly in the western hemisphere and the second largest in the world. The zebra, another indigenous butterfly, has a fascinating habit –every evening, large swarms roost on the same tree or branch. This unusual behaviour baffles scientists.</p> <p>In addition to these birds, butterflies and frogs, Jamaica has rare yellow snakes, infinite numbers of snails, hundreds of types of bats, six foot long lizards, and fireflies that light up the night sky.</p>
<p>Parks</p>	<p>Royal Palm Reserve</p> <p>The 122-hectare (300-acre) Royal Palm Reserve recreation site carved into the Great Morass is the easiest part of the massive local wetlands to explore. To reach it, take the road to Savanna-la-Mar at the southern end of Negril, turning left at the signpost and going along a dirt road to reach the beginning of the reserve. Here you'll find much wildlife, including sea hawks, ospreys, and the Jamaican woodpecker. The swamp is also home to egrets, butterflies, doctor birds, herons, and the endangered Jamaican black parakeet. Wooden boardwalks enable you to walk 2km or so into the wetlands for a close encounter with it all. The showpiece of the reserve is Cotton Tree Lake, home to numerous waterfowl, including wild ducks and the Jamaican pond turtle. A nature museum informs about the plant and animal life of the reserve. There is also a riverside bar and another lakeside restaurant and bar specializing in natural juices and Jamaican dishes.</p>

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	<p>The Cockpit Country The foreboding landscape of the Cockpit Country is one of the most desolate and eerie territories in all the West Indies. For those who'd like to combine some adventure into that holiday by the beach, a tour through this rugged terrain is recommended - if you're in good shape. The forest-clad limestone hills of the Cockpit Country are shaped like witches' hats. This is wild "karst" terrain, of the type also found in Puerto Rico. The land is filled with weathered limestone covering 1,295 sq. km (500 sq. miles). Much of the Cockpit Country remains uninhabited and, even today, still hasn't been explored in depth. Conical hillocks were dissolved by an elaborate drainage system of caves and sinkholes. No other region of the Caribbean has such intriguingly named settlements: Wait-a-Bit, Rest and Be Thankful, and Me No Sen You No Come. Jamaica at present classifies the Cockpit Country as a National Reserve and there is a movement afoot to have it declared a national park. Try Cockpit Country Adventure Tours (tel. 876/610-0818; www.stea.net) for guided tours.</p>
<p>Gardens</p>	<p>Hope Botanical Gardens & Zoo, Hope Road, Kingston Visit a Jamaican Shangri-La, a 93-hectare (230-acre) plot of beauty and the largest botanical garden in the West Indies. It is adjacent to the Mona campus of the University of the West Indies. The "Hope" in the name comes from Richard Hope, a British Army commander who lived here in the mid-17th century. After the grime of downtown Kingston, it's a lovely place for a tranquil stroll; attractions include a cactus garden, sago palms, an orchid house, various greenhouses, an ornamental pond, and a "forest garden," with an aviary for the "birdie" in you. There's also a little zoo on-site. Admission to the gardens themselves is free, and they are open daily from 6am to 6pm.</p> <p>Coyaba River Garden gets its name from an Arawak word meaning paradise or heaven - so it's no wonder it's become a popular place to say "I do". Nestled in the hills, the small manicured garden displays a variety of flowering plants and vines, ferns and trees. Water plays an important role in the garden's ambiance, and shallow crystal-clear streams and ponds crisscross the grounds. After you roam Coyaba's garden, browse the gift shop, enjoy a cup of Blue Mountain Coffee at the courtyard cafe or take a tour of the museum, which displays many artefacts, including bits of Arawak pottery, a mantrap from the 19th century, Spanish water jars and 16th century maps.</p> <p>Cranbrook Flower Forest is a garden within a park, and is a popular picnic spot. The 130-acre property holds a working nursery, four lawns with barbeque areas and swings, a diverse collection of plants, fishing ponds stocked with tilapia, and a river coursing through the property.</p>

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	<p>The main garden is a horticulturist's dream, with thousands of plant species parked along trails and in a greenhouse. There's also an area where numerous rare varieties of palms grow, including the Triangle Palm and the Traveller's Palm. The garden aside, Cranbrook's main attraction is the riverhead, where the Little River gushes out from its underground source into a natural swimming pool - perfect for a refreshing dip after a romantic stroll.</p> <p>Shaw Park Gardens: High on the hills overlooking Ocho Rios, Shaw Park Gardens offers a breathtaking view of the seaside town, making it a popular setting for special events. The property was originally a part of Shaw Park Estate, which was owned by a Jamaican family until the 20th century when it became the site of one the earliest hotels on the Jamaican north coast. Today, the 25-acre property has lovely gardens that slope downhill and run alongside a cascading waterfall.</p>
<p>Historical Sites</p>	<p>Rose Hall Great House</p> <p>The legendary Rose Hall is the most famous great house on Jamaica. The subject of at least a dozen Gothic novels, it was immortalized in the H. G. de Lisser book, White Witch of Rose Hall. The house was built from 1778 to 1790 by John Palmer, a wealthy British planter. At its peak, this was a 2,640-hectare (6,521-acre) plantation, with more than 2,000 slaves. However, it was Annie Palmer, wife of the builder's grandnephew, who became the focal point of fiction and fact. Called "Infamous Annie," she was said to have dabbled in witchcraft. She took slaves as lovers and then killed them off when they bored her. Servants called her "the Obeah woman" (Obeah is Jamaican for voodoo). Annie was said to have murdered several of her husbands while they slept and eventually suffered the same fate herself. Long in ruins, the house has now been restored. Located 15km east of Montego bay.</p> <p>Greenwood Great House</p> <p>Located 23km east of Montego Bay, some people find the 15-room Greenwood more interesting than Rose Hall because it's undergone less restoration and has more literary associations. Erected between 1780 and 1800, the Georgian-style building was the residence of Richard Barrett, cousin of poet Elizabeth Barrett Browning. Elizabeth herself never visited Jamaica, but her family was one of the largest landholders here. An absentee planter who lived in England, her father once owned 33,600 hectares (82,990 acres) and some 3,000 slaves. On display is the original library of the Barrett family, with rare books dating from 1697, along with oil paintings of the family, Wedgwood china, rare musical instruments, and a collection of antique furniture.</p>

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	<p>Fort Charles This is the only one remaining of Port Royal's six forts. It has withstood attack, earthquake, fire, and hurricane. Built in 1656 and later strengthened by Henry Morgan himself for his own purposes, the fort displays scale models of ships from past eras and is close by to Kingston.</p> <p>Firefly Located in Grants Town, in St. Mary, 32km east of Ocho Rios above Port Maria, this vacation retreat was the home of Sir Noël Coward and his longtime companion, Graham Payn, who, as executor of Coward's estate, donated it to the Jamaica National Heritage Trust. The recently restored house is more or less as it was on the day Sir Noël died in 1973. His Hawaiian-print shirts still hang in the closet of his austere bedroom, with its mahogany four-poster. The library contains a collection of his books, and the living room is warm and comfortable, with big armchairs and two grand pianos (where he composed several famous tunes). Guests stayed at Blue Harbour, a villa closer to Port Maria; they included Evelyn Waugh, Winston Churchill, Errol Flynn, Lord Laurence Olivier, Vivien Leigh, Claudette Colbert, Katharine Hepburn, Mary Martin, and the Queen Mother. Paintings by the noted playwright/actor/author/composer adorn the walls. An open patio looks out over the pool and the sea. Across the lawn, Sir Noël is buried under a simple white marble gravestone.</p>
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OTHER ACTIVITIES	
Shopping	Take a taste of Jamaica home with Blue Mountain coffee or Jamaican rum. Buy colorful art from the Contemporary Art Centre in Kingston or go to the Craft Market in Negril for carvings, beads and straw items. Arts and crafts range from alabaster and woodcarvings to weavings, and any outlet of Things Jamaican, sells a reliable assortment, including locations in Montego Bay and Harmony Hall outside Ocho Rios on the North Coast.
Markets	<p>A visit to Dunns River Falls is a necessary stop for any visitor to the island, and the experience is perfectly complemented by a visit to the craft park at the top of the falls. The Dunns River Craft Market is one of the largest in Jamaica, featuring the work of artisans and vendors from as far away as Kingston. Dunns River is a prime place to have hair braiding done; with many braiders present, it is easier to negotiate a good price here than in the centre of town.</p> <p>At the Crafts Market, near Harbour Street in downtown Montego Bay, you can find a good selection of handmade souvenirs of Jamaica, including straw hats and bags, wooden platters, straw baskets, musical</p>

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	instruments, beads, carved objects, and toys. That jipijapa straw hat is important if you're out in the island sun.
Nightlife	Beach bars abound in Jamaica, and one of the most popular is the raffish Time 'n' Place in Falmouth, built of driftwood. The setting is so authentic that many fashion magazines, including Vogue, have used it for photo shoots. Dance on the sand at parties in Negril and Montego Bay's Hip Strip, and hear soca, calypso, and reggae in hotels, roadside bars and clubs. Serious reggae fans flock to one of Kingston's sound system discos for the real deal.
Casinos	Most Jamaican casinos are part of resort hotels, which means nearly all Jamaican casinos are located in popular tourist areas of the island. Slots make up the majority of floor games, but video poker, blackjack, Caribbean Stud Poker, craps, and roulette are also available.

CUISINE	
Food	<p>There's a lot that goes into Jamaican cuisine. The people arrived from all corners of the globe, bearing favourite ingredients. But on a small island, nothing stays the same for long, and necessity dictates that everything be modified – creatively, flavourfully, and with a little bit of life in every bite. They use cassava from native Arawaks, pickled meats and fish brought by the Europeans, yams and bananas brought by the Africans and curry by the East Indians. Put it all together, add some more spice, and what do you get? Jamaican cuisine.</p> <p>Although many quality gourmet and fusion restaurants around the world use the famous jerk sauce and serve the highly acclaimed Blue Mountain Coffee, most things taste better when they are made in Jamaica. At Boston, the heavily pimento-spiced jerk leaves a lasting tingle, while Middle Quarters' pepper shrimps heats the senses with a passionate intensity. Miss May from Hellshire challenges anyone, even the Spanish, to prepare Escovitch fish better than she does. In addition to tasting better, there are some dishes available only on the island. Good luck trying to find Cow Foot Stew or Goat Head Soup anywhere but in a Jamaican kitchen!</p>
Drink	<p>Appleton Estate Rum Tour Appleton, Siloah, Maggotty Tel: 876-963-9215 http://www.appletonrum.com</p> <p>Appleton Estate Rum Tour gives the visitor an inside look at the rum-making process. Visitors watch resident donkey "Pax" demonstrate how juice was extracted from sugarcane in the 18th century. From there the tour takes visitors to the Distillery & Aging House where the different methods of distillation are shown. Visitors are then able to juice their own cane, sample white rum and boil "wet sugar".</p>

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	<p>Red Stripe is the local beer – and very good it is too on a hot evening at a beachside bar...</p>
<p>Restaurants</p>	<p>Here are some recommendations from our friend's at Frommer's:</p> <ul style="list-style-type: none"> •Jasmine (Montego Bay; tel. 876/953-2800): At the Ritz-Carlton Rose Hall Resort, this small, intimate restaurant offers grand service and vibrant international dishes illuminated by candlelight. It's the most romantic place to dine at the resort. •Sugar Mill Restaurant (Montego Bay; tel. 876/953-2314): Located at Half Moon, this is the top restaurant in Montego Bay. The chef's smoked marlin is without equal, and he makes the island's best Jamaican-style bouillabaisse. Guests dine by candlelight indoors or on an open terrace. •Norma's on the Beach at Sea Splash (Negril; tel. 876/957-4041): Widely acclaimed as Jamaica's finest woman chef, Kingston's Norma Shirley has brought her recipes to Negril's Sea Splash Resort. The Jamaican and international food here is the finest on Seven Mile Beach, and Norma gets the best produce from local vendors. •Rockhouse Restaurant (Negril; tel. 876/957-4373): Perched above a rocky inlet, this restaurant serves terrific cuisine, such as smoked marlin and peppered pork with yams. •Bloomfield Great House (Mandeville; tel. 876/962-7130): Once part of a coffee plantation, this restaurant today serves one of the island's best-orchestrated menus - everything from smoked marlin with black caviar to the best pasta dishes in this part of Jamaica. •Evita's Italian Restaurant (Ocho Rios; tel. 876/974-2333): Evita (actually Eva Myers) is a local culinary star, devoting at least half her menu to pastas. Her recipes range from the north to the south of Italy. Try snapper stuffed with crabmeat or lobster and scampi in buttery white-cream sauce - all washed down with a good Italian wine. •Mille Fleurs (Port Antonio; tel. 876/993-7267): In the Hotel Mocking Bird Hill, this restaurant is terraced and perched 180m (600 ft.) above sea level with panoramic views. People come here for the delectable food, which has been praised by Gourmet magazine. Opt for coconut-and-garlic soup or the fish with a spicy mango-and-shrimp sauce. •Redbones the Blues Café (Kingston; tel. 876/978-6091): In a former Spanish colonial house, one of the most elegant restaurants on the

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	<p>island is the setting for a refined Jamaican cuisine of artful preparation and unexpected flavors. Ever had shrimp, lobster, and salmon in a creamy coconut sauce?</p> <ul style="list-style-type: none"> •Norma's on the Terrace (Kingston; tel. 876/968-5488): Kingston's Norma Shirley, the island's foremost female restaurateur, serves up a nouvelle Jamaican cuisine without equal in the area. Try such Jamaican specialties as chowder with crabmeat, shrimp, conch, and lobster, or grilled smoked pork loin in a teriyaki-and-ginger sauce. •Strawberry Hill (Kingston; tel. 876/944-8400): This is one of the best modern Jamaican restaurants, tucked in the Blue Mountains. Even if you don't stay at this exclusive resort, try grilled fish with jerk mango or grilled shrimp with fresh cilantro in its restaurant.
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MORE INFO	
Brochures	For Couples Resorts: 1-800-268-7537
Website	For Couples resorts: http://www.couples.com For Jamaica: http://www.visitjamaica.com For Sunquest: www.sunquest.ca

PERSONAL EXPERIENCES	Negril, Montego Bay, Ocho Rios, Dunns River Falls, river rafting on the Rio Grande, many of the resorts, including Couples.
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