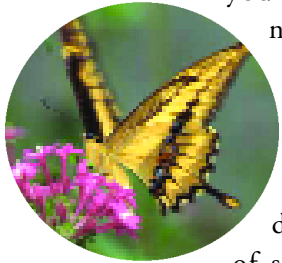
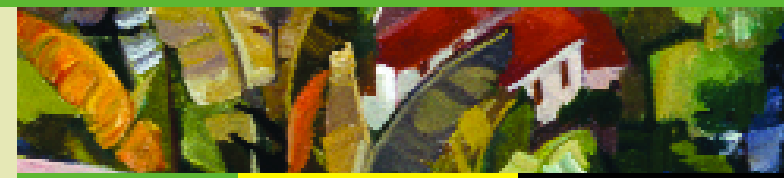


Drift down a lazy river on a sultry afternoon or get an adrenaline rush cycling down a dry waterfall. Wherever you go, the exuberance of nature envelops you. The marvelous diversity will engage your mind and revitalize your spirit. Flora and fauna are densely packed – thousands of species unique to Jamaica.



Discover the ethereal magic of the rainforest as you follow the lilting flight of the Giant Swallowtailed Butterfly – the largest in the northern hemisphere, or spot the Black-billed Streamertail and count it among the other treasured endemics to add to your Life List. Seek inspiration from the waterfalls that spill into mirrored pools, surrounded by primordial ferns, wild gingers and lilies.

The aroma of Blue Mountain coffee stirs you, and you wake to follow its alluring scent to the heart of the hills – its birthplace. Join in the joy of the harvest as the lustrous beans are picked. Visit the teeming marketplace and feast your eyes on the island's bounty – the brilliant display



of tropical fruit, jams, jellies and crafts – a delightful hodgepodge of sights, sounds, tastes and smells. Feel the pulse, the undeniable rhythm of this vibrant gathering place.

Let the rhythm of a nation pulse in your veins at the dancehall or in a reggae club. Rejoice with a gospel choir or chill out on the riverbank with a Red Stripe and a fishing rod. Hear the elegant echoes of the past

in a Great House or listen to *everyman's* eloquence over dominoes in a rum shop. This is *My Jamaica* – a cultural immersion and a spiritual journey.

*Feel it*

*A place to be experienced through all the senses.*

*Only Jamaica reveals the soul of a nation and the passion of a people.*



The drama of contrast abounds. In a few short hours, you can hike the emerald paths of the Blue Mountains, then plunge into the dizzying depths of the Blue Lagoon – one of the world's most celebrated diving spots. Meander through a lacy labyrinth of limestone caves. Feel the heartbeat of the earth and let Nature's energy transform you.

JAMAICA NATURALLY

Drink from a coconut, then watch it skillfully split by a machete to yield the luscious jelly. Spice up your life! Share jerk chicken and pork at a roadside stand and learn the secrets of its unique flavors from the friendly chef. Dine on Caribbean fusion cuisine at a five-star restaurant or sample home cooked delights at a local spot.

TASTE OF JAMAICA.

It is the story of fabled buccaneers, the defiant maroons, and privileged escape artists – of poets, rebels and visionaries. *My Jamaica* is style and spirit and raw sensuality. It is exuberance and quiet contemplation. Feel Jamaica's rhythm. Become the music.

ROOTS JAMAICA.

*Only Jamaica*

Our mission is to provide experiences and insights that capture the authentic Jamaica – our Jamaica.



At the heart of our programs is a commitment to responsible tourism that supports our local communities and conserves our precious natural resources. Sustainable tourism by its very definition must preserve and protect our natural and cultural assets. Sustainable tourism is reciprocal; both traveler and host benefit. *My Jamaica* supports and celebrates this mutual connection.



*Jamaica is a place to be experienced through all the senses. Hear the vibrancy of our native tongue. Smell the mist rolling down from a mountain forest. Touch the rich cultural fabric of past and present. Taste the sensuous passion of an island paradise. See into the souls of our people.*



**Jamaica Naturally**

- Blue and John Crow Mountains National Park
- Blue Mountain Bicycle Tours
- Chukka Adventure Tours
- Cockpit County Adventure Tours
- Colibri Jamaica: Eco, Cultural and Adventure Tours
- Dolphin Cove Forest Park
- Forest Sanctuary

- Day-O Plantation Restaurant & Bar
- Dickie's Sweet Banana Stop
- Gap Café
- Good Hope Estate
- Little Ochie
- Norma's on the Terrace
- Restaurant Mille Fleurs
- The Verandah Restaurant
- Wassi Art

**Roots Jamaica**

- Jamaica Whitewater Expeditions
- John's Hall Plantation Town & Country Tour
- Mayfield Falls and Mineral Springs
- Rhodes Hall Plantation
- Rusty's Excellent Adventure
- The River Walk
- White River Valley
- Taste of Jamaica**
- Appleton Estate Rum Tours
- Cafe Aubergine
- AquaSol Theme Park
- Calabash Literary Festival
- Caymanas Track
- Good Hope Estate
- Green Castle Estate
- Hilton High Day Tour
- Jungle Negril
- Reggae Marathon
- Reggae Music Expo
- Reggae Sumfest
- The Heritage Gardens of Cold Spring

**Unique Places to Stay**

- Bar-B-Barn Hotel and Restaurant
- Bay View Villas
- Caribic House
- Coyaba
- Crystal Waters Villas
- El Greco Resort
- Fisherman's Point
- Forest Park
- Goldeneye
- Golden Seas Beach Resort
- Green Castle Estate
- Hotel Mocking Bird Hill
- Hotel Villa Bella
- Jake's Village
- Jamaica Inn
- Knutsford Court
- Mariner's Inn
- Negril Tree House
- Point Village
- Strawberry Hill
- Rondel Village
- Round Hill Hotel & Villas
- Skycastle
- Tensing Pen The Caves
- The Courtleigh Hotel and Suites

- The Mandeville Hotel
- The Tryall Club
- Villas in Jamaica
- Wexford Court Hotel
- Tour Companies**
- Caribe Vacations
- Caribe Vacations
- Country Style Community Tourism Network
- Galaxy Leisure & Tours
- Great Vacations Ltd.
- International Travel Services
- Jamaica Explorations
- Leisure for Pleasure Holidays and Tours
- My Jamaica Escapes
- Our Story Tours
- Tropical Tours

**Getting to and Around My Jamaica**

- Air Jamaica
- Island Car Rental

**Happenings in Jamaica**

- Positivetourism.com
- WhatsonJamaica.com

Call 1-800-JAMAICA or one of our Tour Companies to book your MY JAMAICA experience. / [www.explorejamaica.org](http://www.explorejamaica.org)

# MY JAMAICA

EXPLORE IT. TASTE IT. FEEL IT.

*My Jamaica* offers intimate experiences of the island for individual travelers and small groups seeking to discover the essence of Jamaica's magical nature. Its programs will lure the traveler, not the tourist – the guest who wants to become part of the destination, not observe it from the outside.



Diverse tours and accommodations allow guests to tailor their travels, creating personal itineraries and programs to suit their interests and whims. *My Jamaica* reveals the soul of a nation and the passion of a people.

LET  
my  
JAMAICA  
SEDUCE  
YOU.