

One Love

JAMAICA

ATTRACTIONS & TOURS



COMPLIMENTS OF THE
Association of Jamaica Attractions Ltd.
AND THE
Jamaica Tourist Board

JAMAICA ATTRACTIONS

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| Ana Ke Nature Park & Museum | 4 | (876) 957.5228 | (876) 957.5947 |
| Animal Farm | 4 | (876) 815.4104 | (876) 979.8466 |
| Appleton Estate Rum Tour | 5 | (876) 963.9215-7 | (876) 963.9218 |
| Aquasol Theme Park | 5 | (876) 979.9447 | (876) 971.3133 |
| Blue Lagoon | 6 | (876) 993.7791 | (876) 993.8492 |
| Blue Mountain Bicycle Tours | 6 | (876) 974.7075 | (876) 974.0635 |
| Bob Marley Experience | | (876) 953.3449 | (876) 953.9725 |
| Bob Marley Mausoleum - Non AJAL | | (876) 995.1763 | |
| Bob Marley Museum - Non AJAL | | (876) 927.9152 | |
| Braco Stables | 7 | (876) 954.0185-6 | (876) 954.0434 |
| Caliche Rainforest Park | 7 | (876) 957.5569 | (876) 957.5947 |
| Calico Pirate Cruises | 8 | (876) 952.5860 | (876) 979.2281 |
| Canopy Tour | 8 | (876) 953.5619 | (876) 953.5245 |
| | | (876) 972.2506 | (876) 972.0814 |
| Caymanas Park (Horse Racing) | | (876) 708.9193 | (876) 998.4635 |
| | | | (876) 988.7781 |
| Country Western Horse Back Riding - Non AJAL | | (876) 957.3250 | |
| | | (876) 955.7190 | |
| Coyaba River Garden & Falls | 9 | (876) 795.0907 | (876) 795.0907 |
| Cranbrook Flower Forest | 9 | (876) 995.3097 | (876) 973.5619 |
| Croydon in the Mountains | 10 | (876) 979.8267 | (876) 979.8251 |
| Doctors Cave Bathing Club | 10 | (876) 952.2566 | (876) 951.1140 |
| Dolphin Cove | 11 | (876) 795.0484 | (876) 974.9208 |
| Double 'A' Ranch - Non AJAL | | (876) 953.8108 | (876) 953.8906 |
| Dreamer Catamarans | 11 | (876) 979.0102 | (876) 979.0101 |
| Dunn's River Falls & Park | 12 | (876) 974.5944 | (876) 974.5197 |
| Firefly | 12 | (876) 725.0920 | (876) 725.0860 |
| Glistening Waters Restaurant & Marina | 13 | (876) 954.3229 | (876) 954.3229 |
| Green Grotto Caves & Attractions | 13 | (876) 973.2841 | (876) 973.9297 |
| Greenwood Great House - Non AJAL | | (876) 953.1077 | (876) 953.1847 |
| Guardsman Serenity Fishing & Wildlife Sanctuary | 14 | (876) 708.5515-7 | (876) 708.5522 |
| Half Moon Equestrian Centre | 14 | (876) 953.2286 | (876) 953.9489 |
| Harmony Hall | 15 | (876) 975.4222 | (876) 974.2651 |
| | | (876) 974.2870 | |
| Heave-Ho Fun Cruises | 15 | (876) 974.5660 | (876) 974.5461 |
| Hilton High Day Tour | 18 | (876) 952.3343 | (876) 952.5642 |
| Hooves | 18 | (876) 972.0659 | (876) 972.9204 |
| Horseback Ride N' Swim | 19 | (876) 953.5619 | (876) 953.5245 |
| | | (876) 972.2506 | (876) 972.0814 |
| Island Village | 19 | (876) 675.8995 | (876) 675.8852 |
| J. Charles Swaby's Black River Safari | 20 | (876) 965.2513 | (876) 965.2086 |
| Jamaica ATV Safari | 20 | (876) 953.5619 | (876) 953.5245 |
| Jamaica White Water Expedition - Non AJAL | | (876) 927.9152 | (876) 978.4906 |
| James Bond Beach | 21 | (876) 975.3663-5 | (876) 975.3399 |
| Jeep Safaris | 21 | (876) 953.5619 | (876) 953.5245 |
| | | (876) 972.2506 | (876) 972.0814 |
| Jimmy Buffett's Margaritaville | 22 | (876) 979.8821 | (876) 979.8131 |
| John's Hall Adventure Tours | 22 | (876) 971.6958 | (876) 952.7218 |
| Lover's Leap - Non AJAL | | (876) 965.6634 | (876) 965.2544 |
| Mayfield Falls | | (876) 971.6580 | (876) 971.2481 |
| Montego Bay Marine Park | 23 | (876) 952.5619 | (876) 940.0659 |
| Mountain Bike Adventures | 23 | (876) 953.5619 | (876) 953.5245 |
| | | (876) 972.2506 | (876) 972.0814 |
| Mountain Valley Rafting | | (876) 956.4920 | (876) 956.4963 |
| Nature Village Farms - Non AJAL | | (876) 912.0172 | (876) 952.2236 |
| Negril Hills Golf Club & Resort - Non AJAL | | (876) 955.2606 | (876) 955.3073 |
| North Coast Marine Sports | | (876) 953.2731 | |
| Prospect Plantation | 24 | (876) 994.1058 | (876) 953.2107 |
| Putt n' Play - Non AJAL | | (876) 906.4814 | (876) 994.0588 |
| Rafting on the Martha Brae | 24 | (876) 952.0889 | (876) 979.7437 |
| Red Stripe Cruises | 25 | (876) 974.2445 | (876) 974.4978 |
| Reggae Xplosion Exhibition - Non AJAL | | (876) 974.8353 | (876) 974.5830 |
| Rhodes Hall Plantation - Non AJAL | | (876) 957.6190 | |
| Rio Grande Tours | 25 | (876) 913.5434 | |
| River Tubing Safari | 26 | (876) 953.5619 | (876) 953.5245 |
| | | (876) 972.2506 | (876) 972.0814 |
| Riverwalk - Non AJAL | | (876) 957.5555 | (876) 957.4448 |
| Roaring River Park - Non AJAL | | (876) 995.2095 | (876) 955.3353 |
| Rose Hall Beach Club | 26 | (876) 680.0969 | (876) 953.3268 |
| Rose Hall Great House | 27 | (876) 953.9982 | (876) 953.2160 |
| Royal Palm Reserve | 27 | (876) 957.3736 | (876) 957.3115 |
| Sea Trek at Doctor's Cave Beach | 28 | (876) 953.5619 | (876) 953.5245 |
| Shaw Park Botanical Gardens | 28 | (876) 974.2723 | (876) 974.5042 |
| St. Elizabeth Safari | | (876) 965.2374 | (876) 965.2697 |
| Sun Valley Plantation Tours & Trails - Non AJAL | | (876) 995.3075 | |
| Trails Plantation Ride at Annandale | 29 | (876) 974.2323 | (876) 974.1517 |
| Underwater Adventure | 29 | (876) 952.4465 | (876) 979.2281 |
| Watersports Enterprises | | (876) 972.2244 | (876) 974.2185 |
| White River Valley | 30 | (876) 917.3373 | (876) 917.3377 |
| Wild Thing | | (876) 957.4944 | (876) 957.9929 |
| YS Falls | 30 | (876) 634.2454-5 | (876) 965.2076 |
| Zion Bus Line | 31 | (876) 972.2506 | (876) 972.0814 |

GREETINGS



Tourism continues to be Jamaica's most significant export industry. It is bolstered by the warmth and friendliness of the Jamaican people and a fabulous island product.

Early visitors to Jamaica came to enjoy the vibrant sunshine, the alluring blue-green waters of the Caribbean Sea and the powdery white sand beaches, in a tranquil atmosphere.

Today, things have changed somewhat. We are now welcoming more than two million stopover and cruise visitors annually. These visitors come not only for the traditional sun, sea and sand, but to experience what is truly Jamaican – our history, our cuisine and our rich cultural heritage.

This changing environment has challenged the attractions subsector to be even more creative in developing and sustaining our rich product potential.

We therefore have to be constantly refining and upgrading our services and product quality to meet the needs of this dynamic industry.

The result is a rich diversity of attractions that add strength and value to the destination, and enhancement to the experience of the visitor.

Congratulations to our travel partners at the Association of Jamaica Attractions Ltd. (AJAL), who have helped us to establish and maintain a strong Jamaican presence worldwide.

Best wishes for a very productive and profitable year!

A handwritten signature in black ink, appearing to be "PP", with a long horizontal line extending to the right.

Paul Pennicook
Director of Tourism



ANA KE NATURE PARK & MUSEUMS



Emerge into a fun-filled park where you can enjoy premier go-carting, pedal boats, soft play areas, carousel and kiddie jeep rides, fishing and nature trails.

Location: Norman Manley Boulevard, Negril

Ana Ke Nature Park & Rural Life Museums
PO Box 180, Reading (St. James) Jamaica WI
Tel (876) 957.5228, (876) 957.5400
Fax (876) 957.5947
Email poinciana@cwjamaica.com

ANIMAL FARM



Animal Farm is an environmentally friendly farm that uses solar power for electricity, produces biogas for cooking and refrigeration, and practices organic farming techniques by using compost and animal manure in place of chemical fertilizers. Our main activity, however, is aviculture, the rearing and breeding of birds. We boast one of the widest collections of pheasant to be found in any aviary.

Location: Copse, Hanover

Animal Farm
PO Box 34, Reading (St. James) Jamaica WI
Tel (876) 815.4104
Fax (876) 979.8466
Email animalfarm@lycos.com

APPLETON ESTATE RUM TOUR



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 sugar cane in the 18th Century. From there the tour takes visitors to the distillery and aging house where the different methods of distillation are shown. Visitors are able to juice their own cane, sample white rum and boil wet sugar.

Location: Siloah, St. Elizabeth

Appleton Estate Rum Tour

Siloah PO, Siloah (St. Elizabeth) Jamaica WI

Tel (876) 963.9215-7

Fax (876) 963.9218

Email appleton@infochan.com

Web www.appletonrum.com

AQUASOL THEME PARK



Situated on the dazzling white sands of Walter Fletcher Beach, this park offers a relaxed yet entertaining day. Aquasol features a restaurant and sports bar, the Fish Turf Beach Grill. Activities such as go-carts, table tennis, lawn tennis, and watersports such as snorkeling, glass bottom boat rides and paddle boats are available. There is much more here to keep you busy all day.

Location: Montego Bay

Global Entertainment Ltd. Aquasol Theme Park

Gloucester Avenue, Montego Bay (St. James) Jamaica WI

Tel (876) 979.9447, (876) 971.3521

Fax (876) 971.3133

Email aquasol@cwjamaica.com

Web www.aquasoljamaica.com

BLUE LAGOON



Locals say the Blue Lagoon is bottomless. You can dive, however, to at least 198 feet. Swim in these mystical azure waters which change colour dramatically as light, shadows and reflections vary throughout the day. The restaurant at the Blue Lagoon serves mouth-watering Jamaican jerk cuisine and Caribbean cocktails.

Location: San San, Port Antonio

Blue Lagoon Attraction

Fairy Hill, PO Box 2, Port Antonio (Portland) Jamaica WI

Tel (876) 993.7791

Fax (876) 993.8492

Email bluelagoon@cwjamaica.com

Web www.bluelagoonjamaica.com

BLUE MOUNTAIN BICYCLE TOURS



Enjoy a leisurely downhill bicycle ride in the Blue Mountains, through a lush tropical rainforest - home to hundreds of species of birds and blossoming plant life. Glide through the scenic vistas and take part in a coffee demonstration. Learn the farmer's harvesting techniques.

Location: Ocho Rios, Portland, Kingston

Blue Mountain Bicycle Tours

121 Main Street, Ocho Rios (St. Ann) Jamaica WI

Tel (876) 974.7075, (876) 974.7492

Fax (876) 974.0635

Email info@bmtoursja.com

Web www.bmtoursja.com

BRACO STABLES



“Once upon a time, I rode a seahorse into paradise.” A truly fun experience for the whole family! Enjoy a two-hour ride with trained guides through scenic countryside onto the shore. Visit a beautiful private beach where you can ride bareback into the sea. Complimentary refreshments are served poolside at the Braco Great House. Horses are selected according to riding ability. Rides are 10:30 a.m. and 2:30 p.m. Groups are welcomed. Location: Braco, Trelawny

Braco Estates Ltd.
Duncans PO, Duncans (Trelawny) Jamaica WI
Tel (876) 954.0185-6
Fax (876) 954.0434
Email bracostables@cwjamaica.com
Web www.bracostables.com

CALICHE RAINFOREST PARK ADVENTURE TOUR



This eco-adventure is the most natural way to enjoy and experience the beauty of Jamaica while actively participating in exciting adventure tours. We will visit wilderness areas while we enjoy several activities like whitewater rafting, biking, hiking, canyoneering, and canyoning – all in the rainforest along with flora and fauna observation.

Location: Shettlewood, Hanover
Caliche Rainforest Park & Adventure Tours Ltd.
Apt. 205, Point Village Hotel, Negril (Westmoreland) Jamaica WI
Tel (876) 957.5569 (Negril), (876) 940.1745 (Montego Bay)
Fax (876) 957.5947
Email calicheadventuretours@yahoo.com

CALICO PIRATE CRUISES



Step back 300 years on Jamaica's only pirate cruise. Sail the coastline that Calico Jack and his two female pirates sailed while our onboard storyteller relives his life. Anchor in the Marine Park to snorkel. Sail with fellow shipmates to raid and capture Margaritaville. Unlimited pirate's punch, sodas, beer and fruit punch are served. Return transport included. Our Pirate Sunset & Dinner Cruise is the perfect way to end the day.

Location: Montego Bay

Calico Sailing & Undersea Tours

White Sands PO, Montego Bay (St. James) Jamaica WI

Tel (876) 952.5860

Fax (876) 979.2281

Email mobay@n5.com.jm

Web www.calicopiratecruises.com

CANOPY TOUR



Pretend you're George of the Jungle. Play Tarzan and Jane. Our new Canopy Tours – the first in the Caribbean islands – are offered both in Montego Bay and Ocho Rios. Experienced professionals show you how to traverse from tree to tree at leaf level on a network of cables. For any visitor to Jamaica with a spirit of adventure and a desire to see nature in a way most people can't, it's an experience not to be missed.

Location: Ocho Rios, Montego Bay / Negril Areas

Chukka Blue Adventure Tours

Blue Hole, Sandy Bay (Hanover)

Tel (876) 953.5619

Fax (876) 953.5245

Email info@chukkablue.com

Web www.chukkablue.com

Chukka Cove Adventure Tours

Richmond, Llandoverly (St. Ann)

Tel (876) 972.2506

Fax (876) 972.0814, (876) 972.0598

Email info@chukkacove.com

Web www.chukkacove.com

COYABA RIVER GARDEN & FALLS



Coyaba River Garden & Falls offers the serenity of a water garden fed by streams, exquisite Jamaican Spanish architecture and a natural aquarium. Coyaba offers moonshine and sunshine festivals with calypso music, jonkoonoo masquerades, fire and limbo dancers. It is available for weddings, gala dinners, cocktails and group functions. A recording studio is located here. A spectacular limestone waterfall with views of the coast is new. Location: Shaw Park, Ocho Rios

Coyaba Company
PO Box 18, Ocho Rios (St. Ann) Jamaica WI
Tel (876) 795.0907, (876) 974.6235
Fax (876) 795.0907
Email recordshack33@hotmail.com
Web www.coyabagardens.com

CRANBROOK FLOWER FOREST



Cranbrook is a unique eco-tourism attraction on the north coast in St. Ann. It boasts exotic tropical gardens, water pools and a rainforest. A hiking trail along the Little River leads to a cathedral-like gorge, forming a natural swimming pool. Activities include birdwatching, nature walks, pond fishing and volleyball. Plants include orchids, begonias, gingers, heliconias, bird of paradise, ixora, hibiscus, ferns, bromeliads and palms. Location: Adjoining Llandovery, St. Ann

Cranlin Farms Limited
PO Box 47, St. Ann's Bay (St. Ann) Jamaica WI
Tel (876) 995.3097
Fax (876) 973.5919
Web www.cranbrookff.com

CROYDON IN THE MOUNTAINS



Capture the history of Jamaica at the birthplace of Samuel Sharpe, national hero, who gave his life to fight slavery. Capture the flavour of Jamaica while strolling this tropical paradise. Taste varieties of pineapples and citrus. Sample exotic fruits and drinks made from them. Nibble on juicy sugarcane. This tour includes a delicious barbecued lunch served with world-famous Blue Mountain Coffee: a must-see for visitors who want more than beaches!

Location: Catadupa, St. James

Croydon in the Mountains

PO Box 1348, Montego Bay (St. James) Jamaica WI

Tel (876) 979.8267

Fax (876) 979.8251

Email tthhenry20@hotmail.com

Web www.montego-bay-jamaica.com/croydon

DOCTOR'S CAVE BATHING CLUB



Doctor's Cave is a world renowned beach known for its pristine, healing waters, situated on the main hotel strip in Montego Bay. Apart from the beach, the attraction boasts a food court with bar, several shops and a cyber café. A new members club house has been opened, equipped with a lounge, courtyard, gym, conference room, recreation area, changing rooms, sauna and steam baths.

Location: Montego Bay

Doctor's Cave Bathing Club

Gloucester Avenue, White Sands Beach PO (St. James) Jamaica WI

Tel (876) 952.2566

Fax (876) 952.1140

Email drscave@cwjamaica.com

Web www.doctorscavebathingclub.com

DOLPHIN COVE



Dolphin Cove, the premier attraction in Jamaica, is just minutes from Ocho Rios, next to the world famous Dunn's River Falls. It is a must-see while visiting Jamaica. Feel the excitement and love while swimming with our friendly dolphins. Interact with exotic animals on our nature trail. Enjoy the best that Jamaica offers. Reservations are required!

Location: Ocho Rios

Dolphin Cove Limited

PO Box 21, Ocho Rios (St. Ann) Jamaica WI

Tel (876) 795.0484

Fax (876) 974.9208

Email dolphincovejamaica@yahoo.com

Web www.dolphincovejamaica.com

DREAMER CATAMARANS



The ultimate sailing experience: your three-hour adventure includes introduction to the tropical underwater world of the Montego Bay Marine Park. Enjoy lazing on our front nets with the caress of a gentle Caribbean breeze. Sail along the coastline aboard Montego Bay's premier catamarans, Day Dreamer and Tropical Dreamer, 53-foot Gold Coast yachts designed for the ultimate experience! Join the fun: sailing Monday to Saturday.

Location: Montego Bay

Rhapsody Cruises Tours & Charters Ltd.

Chatwick Plaza #204, 10 Queens Drive, Montego Bay (St. James) Jamaica WI

Tel (876) 979.0102

Fax (876) 979.0101

Email dlee.rkd@cwjamaica.com

DUNN'S RIVER FALLS & PARK



The new Dunn's River Falls & Park is a mix of modern facilities with the rustic charm of a nature park. Visitors can climb the falls in a human chain led by experienced falls guides or visit the "massage parlour" and experience the soothing effects of the water as it cascades to the sea. Sun lovers can enjoy the beach. Opening hours: regular 8:30 a.m. to 5 p.m., cruise ship days 7 a.m. to 5 p.m. Last falls climb begins at 4 p.m.

Location: Ocho Rios

St. Ann Development Company Ltd.

PO Box 205, Ocho Rios (St. Ann) Jamaica WI

Tel (876) 974.5944

Fax (876) 974.5197

Email dunnsriver@udcja.com

Web www.dunnsriverja.com

FIREFLY



Firefly is the home of the late Sir Noel Coward. Visitors to the museum will see a biographic exhibit of his many celebrated guests and displays of Sir Noel's paintings and belongings. The property has a panoramic view of Port Maria and is open Monday to Saturday 9 a.m. to 5 p.m., closed Sundays and public holidays.

Location: Grants Town, Port Maria, St. Mary

Island Jamaica Limited

PO Box 118, Ocho Rios (St. Ann) Jamaica WI

Tel (876) 725.0920

Fax (876) 725.0860

Web www.islandjamaica.com (Goldeneye)

GLISTENING WATERS RESTAURANT & MARINA



Take a night cruise on the luminous lagoon and witness the most spectacular wonders. Phosphorescent waters reveal the outline of fish and streaks of light as they swim around. Enjoy a deep-sea fishing excursion. On each trip guests are provided with two complimentary drinks.

Location: Rock, Trelawny

Witel Limited

PO Box 113, Falmouth (Trelawny) Jamaica WI

Tel (876) 954.3229

Fax (876) 954.3229

Email info@glisteningwaters.com

Web www.glisteningwaters.com

GREEN GROTTO CAVES & ATTRACTIONS



Green Grotto Caves are said to have been the haven for runaway slaves in the 18th Century. The caves are characterized by coastal limestone and are easily accessed. They feature a series of interconnected passageways, chambers, light holes, stalactites and stalagmites. Their most striking features are the rock formations and the small grotto at the innermost cavern. This is a walking tour and guests are provided with a complimentary drink.

Location: Discovery Bay, St. Ann

St. Ann Development Company Ltd.

PO Box 205, Ocho Rios (St. Ann) Jamaica WI

Tel (876) 973.2841, (876) 973.3217

Fax (876) 973.9297

Email greenrottocaves@udcja.com

Web www.greenrottocaves.com

GUARDSMAN SERENITY FISHING & WILDLIFE SANCTUARY



Guardsman Serenity Fishing & Wildlife Sanctuary is an intricate tapestry of the exotic and the wild. Our wildlife sanctuary offers you environmental and conservation educational tours which are conducted by dedicated and knowledgeable guides. We also offer an exciting opportunity to see and enjoy many exotic species of animals and birds never seen before in Jamaica, along with a varied collection of our own farm animals.

Location: Spring Village, St. Catherine

Guardsman Farms Limited

107 Old Hope Road, Kingston (St. Andrew) 6 Jamaica WI

Tel (876) 708.5515-7

Fax (876) 708.5522

Email serenitypark@cwjamaica.com

HALF MOON EQUESTRIAN CENTRE



Enjoy a variety of exhilarating equestrian activities including riding, jumping and polo lessons, adventurous trail rides through the Jamaican countryside and along the seaside. Experienced trail masters take beginners and advanced riders through breathtaking terrain with a view, and on the beach ride along the beautiful bay and then swimming with your horses. Great horses, great fun.

Location: Rose Hall, Montego Bay Area

Rocky Point Ltd.

Half Moon PO, Rose Hall (St. James) Jamaica WI

Tel (876) 953.2286

Fax (876) 953.9489

Email r.delisser@cwjamaica.com

Web www.horsebackridingjamaica.com

HARMONY HALL



Harmony Hall is a 150-year-old great house, originally a Methodist manse and pimento estate. Since the restoration and addition of elaborate fretwork in 1981, it has been a showcase for the best Caribbean art and craft, recommended by travel magazines and guidebooks. Toscannini's, an excellent Italian restaurant, is located downstairs. The gallery is open 10 a.m. to 6 p.m.; closed on Mondays.
Location: Tower Isle, St. Mary

Harmony Hall

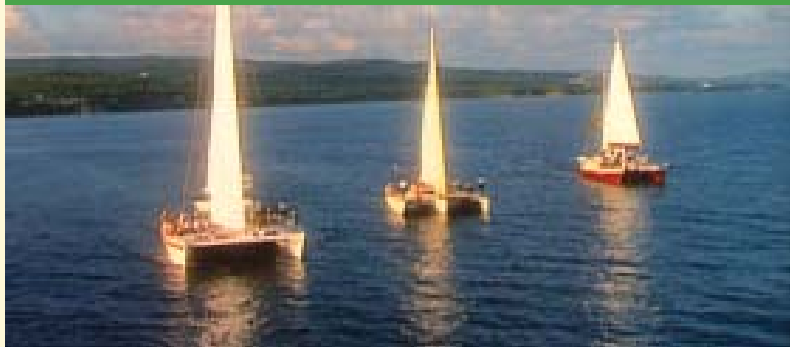
Tel (876) 975.4222 (gallery), (876) 974.2870 (office)

Fax (876) 974.2651

Email info@harmonyhall.com

Web www.harmonyhall.com

HEAVE-HO FUN CRUISES



Hot! Hot! Hot! Experience our ever-popular Booze Cruise to the world-famous Dunn's River Falls. The fun cruise includes admission to the falls, snorkeling, open bar, music and dancing. You can also opt for the Rum Punch Party Cruise to Jimmy Buffet's Margaritaville or our romantic Sunset Cruise. We offer private charters for weddings, birthday parties or moonlight dinner cruises.

Location: Ocho Rios

Heave-Ho Charters

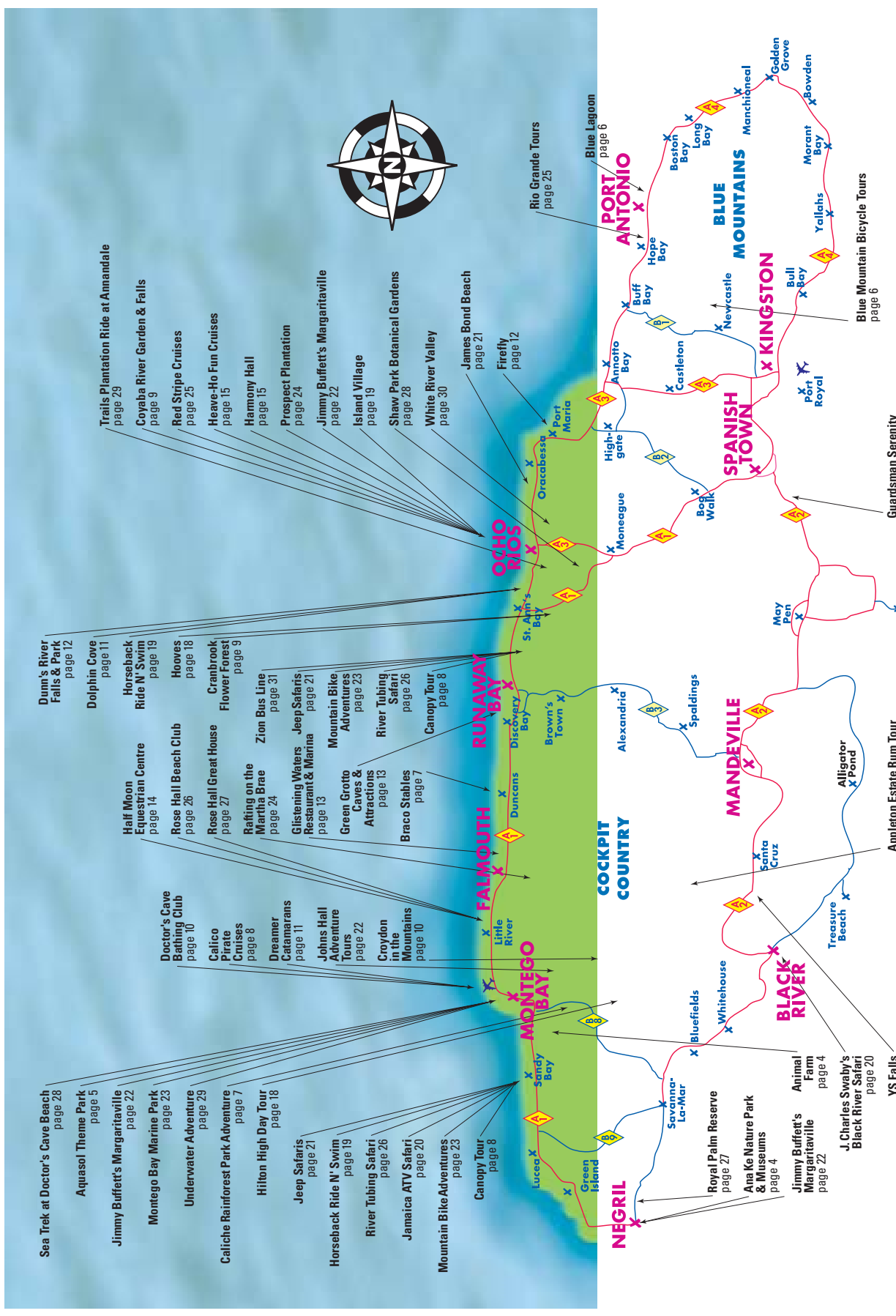
180 Main Street, Ocho Rios (St. Ann) Jamaica WI

Tel (876) 974.5660

Fax (876) 974.5461

Email jacruise@cwjamaica.com

Web www.heaveho.net



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HILTON HIGH DAY TOUR



Spend the day on a private estate, just 22 miles from Montego Bay. Breakfast and lunch are prepared and served in the Plantation Pavilion house. Enjoy a calypso band, shopping, village school entertainment and a side trip to a German village. Meet the people. Enjoy the foods. Learn about the history. Be a part of the house party. This is an excellent community tourism tour.

Location: St. Leonard's, Westmoreland

Hilton High Day Tour

PO Box 162, Reading (St. James) Jamaica WI

Tel (876) 952.3343, (876) 952.5642

Fax (876) 952.5642

Email hiltonhiday@n5.com.jm

Web www.montego-bay-jamaica.com/hilton

HOOVES



Hooves invites the visitor to tour the countryside on well-trained and loved horses. Explore tropical rainforests, hilly interiors, historical sites and deserted beaches. Specialty rides and private rides are for experienced riders. Let Hooves take care of all your riding needs.

Location: St. Ann's Bay & Higgin Town

Hooves Limited

61 Windsor Road, #5, St. Ann's Bay (St. Ann) Jamaica WI

Tel (876) 972.0659, (876) 972.0905

Fax (876) 972.9204

Email hooves@cwjamaica.com

Web www.hoovesjamaica.com

HORSEBACK RIDE N' SWIM



We created Horseback Ride N' Swim, and nobody has matched it. Whether you join us at Chukka Cove for a gentle ride through shaded lanes and a historic plantation, or choose Chukka Blue's scenic uphill trail to Georgian ruins, the views are amazing. Your road ends at the beach where, after a quick change of attire for you and your horse, you'll be riding through the warm Caribbean Sea. It's an unforgettable experience.

Location: Ocho Rios, Montego Bay / Negril Areas

Chukka Blue Adventure Tours
Blue Hole, Sandy Bay (Hanover)
Tel (876) 953.5619
Fax (876) 953.5245
Email info@chukkablue.com
Web www.chukkablue.com

Chukka Cove Adventure Tours
Richmond, Llandoverly (St. Ann)
Tel (876) 972.2506
Fax (876) 972.0814, (876) 972.0598
Email info@chukkacove.com
Web www.chukkacove.com

ISLAND VILLAGE



Island Village is Ocho Rios' newest shopping attraction. With its picturesque open-air setting, natural spring lagoons and beautiful flowering trees, one can stroll down the boardwalk to the private beach. The best of duty free – shop, dance, play, meet, groove, love, swim, eat, live good – Island Village!

Location: Ocho Rios, St. Ann

Ocho Rios Beach Limited
Turtle River Road, Ocho Rios (St. Ann) Jamaica W1
Tel (876) 675.8995
Fax (876) 675.8852
Email info@islandvillageja.com
Web www.islandvillageja.com

J. CHARLES SWABY'S BLACK RIVER SAFARI



A 1-hour boat tour through what is Jamaica's largest wetland area, the Black River Lower Morass. Our tour takes you six miles upriver and returns. A running commentary is given by our Captain on the ecology and history of the area. Many of the 100 species of birds in the morass, as well as the unusual wetland vegetation, are seen during your trip. The endangered American crocodile inhabits this area and sightings are very frequent.

Location: Black River, St. Elizabeth

South Coast Safaris

1 Crane Road, Black River (St. Elizabeth) Jamaica WI

Tel (876) 965.2513

Fax (876) 965.2086

Email jcsafari@hotmail.com

Web www.jamaica-southcoast.com

JAMAICA ATV SAFARI



Our Jamaica ATV Safari takes you on automatic quad bikes to experience the beauty and learn the rich history of the Rose Hall Estate. Ask our skilled and knowledgeable guides about hummingbirds, sugar cane, mongoose and ghosts. Visit with the friendly villagers of Mount Zion and see their graceful 18th Century church. Then head back to base, turn in your bike, and relax at our breezy Oasis Bar with its panoramic view of the Caribbean.

Location: Montego Bay Area

Chukka Blue Adventure Tours

Blue Hole, Sandy Bay (Hanover) Jamaica WI

Tel (876) 953.5619

Fax (876) 953.5245

Email info@chukkablue.com

Web www.chukkablue.com

JAMES BOND BEACH



James Bond Beach is Jamaica's number one beach and entertainment venue. Amenities include sand beaches, pebble beach, sport fields, stage, showers, changing rooms, picnic areas, ample parking and seaside bar and restaurant. Arrangements can be made for entertainment coordinators, sound systems, wave runner tours, glass bottom boats and karaoke. The beach boasts Moonraker, a 120-foot luxury yacht for weddings and parties.

Location: Oracabessa, St. Mary

James Bond Beach Limited

Oracabessa PO, Oracabessa (St. Mary) Jamaica WI

Tel (876) 975.3663-5

Fax (876) 975.3399

Email patrick.jamesbondbeach@cwjamaica.com

Web www.islandjamaica.com (Oracabessa Bay)

JEEP SAFARIS



No lions or elephants, but our jeep safari tours at both Chukka Cove and Chukka Blue show you a Jamaica hidden from those who only ride big buses. It's rugged and beautiful. The roads are rough but the driver of your 4x4 Land Rover is skilled. Up mountains, through lush valleys, past secret waterfalls, with stops for refreshments and a cool river dip if you like, you'll see beauty spots and learn things about Jamaica that are usually secrets.

Location: Ocho Rios & Montego Bay Areas

Chukka Blue Adventure Tours

Blue Hole, Sandy Bay (Hanover)

Tel (876) 953.5619

Fax (876) 953.5245

Email info@chukkablue.com

Web www.chukkablue.com

Chukka Cove Adventure Tours

Richmond, Llandoverly (St. Ann)

Tel (876) 972.2506

Fax (876) 972.0814, (876) 972.0598

Email info@chukkacove.com

Web www.chukkacove.com

JIMMY BUFFETT'S MARGARITAVILLE



Where the fun never ends: come play on our giant waterslide and water trampolines. Savour our tropical margaritas and world famous cheeseburgers in paradise. Purchase exclusive Jimmy Buffet merchandise at our trading post. Enter to win free Jimmy Buffet concert tickets.

Location: Ocho Rios, Montego Bay & Negril

Margaritaville Caribbean

6H Coconut Way, Freeport, Montego Bay (St. James) Jamaica WI

Tel (876) 979.8821

Fax (876) 979.8131

Email info@margaritavillecaribbean.com

Web www.margaritavillecaribbean.com

JOHNS HALL ADVENTURE TOURS



Take a 30-minute guided bus tour, highlighting some of Montego Bay's historic events, while visiting an old historic church. Embark on a journey that will take you through Jamaica's interior, into a pre-school where kids will delight you with a performance. Visit a working plantation and learn about the crops, native herbs and spices. Sample freshly picked fruits. Tour includes a sumptuous meal of jerk pork, jerk chicken and vegetable dishes.

Location: Johns Hall, St. James

Johns Hall Adventure Tours

26 Hobbs Avenue, White Sands Beach PO (St. James) Jamaica WI

Tel (876) 971.6958, (876) 971.7776

Fax (876) 952.7218

Email relax.resort@cwjamaica.com

Web www.johnshalladventuretour.com

MONTEGO BAY MARINE PARK



Jamaica's first national park was declared in 1991 to conserve marine coastal resources for the sustainable benefit of traditional users and the enjoyment of all mankind through public education, scientific monitoring and interpretive enforcement. The park is managed by a not-for-profit non-governmental organization started by Friends of the Park.

Location: Montego Bay

Montego Bay Marine Park

Pier One, Howard Cooke Boulevard, Montego Bay (St. James) Jamaica WI

Tel (876) 952.5619

Fax (876) 940.0659

Email mbmp@n5.com.jm

Web www.montego-bay-jamaica.com/mbmp

MOUNTAIN BIKE ADVENTURES



Our Mountain Bike Adventure tours show you two sides of Jamaica's lush interior, each unique but equally beautiful. At both Chukka Cove and Chukka Blue, you'll coast downhill with the wind in your hair, through green plantations and small, old mountain villages. Whether your finish line is Chukka Blue's cool Flint River, or Chukka Cove's natural rock pool where you can jump into the sea and snorkel the cove, you'll never forget the experience.

Location: Ocho Rios, Montego Bay / Negril Areas

Chukka Blue Adventure Tours

Blue Hole, Sandy Bay (Hanover)

Tel (876) 953.5619

Fax (876) 953.5245

Email info@chukkablue.com

Web www.chukkablue.com

Chukka Cove Adventure Tours

Richmond, Llandoverly (St. Ann)

Tel (876) 972.2506

Fax (876) 972.0814, (876) 972.0598

Email info@chukkacove.com

Web www.chukkacove.com

PROSPECT PLANTATION



Prospect Plantation is a working Jamaican agricultural property where you can see bananas, cassava, sugar cane, coffee, allspice and many other crops. As your tractor-drawn jitney travels through Prospect, your guide will delight you with stories of the colourful history of the estate. It combines the opportunity to enjoy an educational, relaxing and enjoyable trip to one of Jamaica's oldest plantations.

Location: Prospect, St. Ann

Estate Tours Services Limited

c/o Jamaica Tours Ltd. PO Box 227, Montego Bay (St. James) Jamaica WI

Tel (876) 994.1058

Fax (876) 953.2107

Email jtladmin@infochan.com

RAFTING ON THE MARTHA BRAE



Treat yourself and your family to the breathtaking experience of an exhilarating ride on a 30-foot bamboo raft along three picturesque miles of the legendary Martha Brae River. Enjoy a thrilling adventure or just lay back in tranquility for a rejuvenating experience. Visit Martha's Herb Garden, a collection of Jamaica's plants famous for their healing properties. Rafting on the Martha Brae is Jamaica's premier river rafting attraction.

Location: 22 miles east of Montego Bay

River Raft Limited

66 Claude Clarke Avenue, PO Box 1178 (St. James) Jamaica WI

Tel (876) 952.0889, (876) 940.6398, (876) 940.7018

Fax (876) 979.7437

Email info@jamaicrafting.com

Web www.jamaicrafting.com

RED STRIPE CRUISES



Sail aboard the Cool Runnings to the world famous Dunn's River Falls. Along the way you will snorkel in the calm waters at Crystal Cove. On the return, experience the rhythms of soca and reggae music. This tour includes snorkeling equipment and instructions, tickets to climb the falls and an open bar. On the Sunset Cruise, enjoy the party as you sail the open sea under a moonlit sky.

Location: UDC Beach, Ocho Rios

Five Star Watersports Limited

Shop 14 Santa Maria Shoppe, 121 Main St., Ocho Rios (St. Ann) Jamaica WI

Tel (876) 974.2445, (876) 974.4593

Fax (876) 974.4978

Email redstripecruises@cwjamaica.com

Email reservations@fivestarwater.com

Web www.fivestarwatersports.com

RIO GRANDE TOURS



Rio Grande is the river for adventure - running under towering bamboo arches, through fern-shrouded groves, over rippling shoals and through a narrow passageway of moss-covered stones. The tranquil sounds of nature blend with the rhythm of the raftmen poling as they skillfully navigate the river. The journey unfolds into magical intimacy as you pass between rocks that permit ultimate seclusion.

Location: Port Antonio

Tourism Product Dev. Co. / Rio Grande Tours Ltd.

64 Knutsford Boulevard, Kingston (St. Andrew) 5 Jamaica WI

Tel (876) 913.5434

RIVER TUBING SAFARI



You can join us on the deep blue White River by an ancient Spanish bridge, or in a green clearing on the jungle-shaded Great River. You can even do both. Our guides lead a convoy of tubes through gentle rapids to a relaxing glide in the calm of river pools. You'll want to take pictures, but you'll not forget it easily. You're encircled throughout by nature's – and Jamaica's – magnificent beauty.

Location: Ocho Rios, Montego Bay / Negril Areas

Chukka Blue Adventure Tours
Blue Hole, Sandy Bay (Hanover)
Tel (876) 953.5619
Fax (876) 953.5245
Email info@chukkablue.com
Web www.chukkablue.com

Chukka Cove Adventure Tours
Richmond, Llandoverly (St. Ann)
Tel (876) 972.2506
Fax (876) 972.0814, (876) 972.0598
Email info@chukkacove.com
Web www.chukkacove.com

ROSE HALL BEACH CLUB



Located 12 miles east of downtown Montego Bay, Rose Hall Beach Club is set on a natural white sand beach behind a fantastic natural reef system. Home of Cool Aqua Sun Sports, it offers a wide range of watersports including jet skiing, parasailing, snorkeling, glass bottom reef tours, waterskiing and kayaking. A full service restaurant and bar is on property. The "Lady Sharon" catamaran offers daily snorkeling, sunset and dinner cruises.

Location: Rose Hall, Montego Bay

Rose Hall Beach Club
Rose Hall Beach, Rose Hall (St. James) Jamaica WI
Tel (876) 680.0969
Fax (876) 953.3268
coolaqua@cwjamaica.com

ROSE HALL GREAT HOUSE



Rose Hall Great House was the home of Annie Palmer, the white witch of Rose Hall. It is said that three of her husbands met their deaths at her hands, while countless slaves suffered as a result of her ruthlessness. Following years of abandonment and neglect after Annie's death, the great house was purchased and restored by U.S. entrepreneurs John and Michelle Rollins of Wilmington, Delaware. Rose Hall Great House is truly a visitor's delight.
Location: Rose Hall, Montego Bay Area

Rose Hall Development Limited
PO Box 186, Montego Bay (St. James) 1 Jamaica WI
Tel (876) 953.9982, (876) 953.2323
Fax (876) 953.2160
Email rosehall@cvjamaica.com
Web www.rosehall.com

ROYAL PALM RESERVE



This informative, educational tour includes a boardwalk stroll through the majestic wetland forest, view from the 30-foot tower, and visit to the natural history museum. Observe crocodiles, some 52 exotic birds and 114 species of spectacular plants and fish in the lake. Ride horseback around the Negril Great Morass. Sip a cold beer at the bar while tarpons jump and waterfowl glide by. Enjoy modern facilities in the rustic charm of a natural sanctuary.
Location: Sheffield, four miles from Negril

Negril Area Environmental Protection Trust
PO Box 2599, Negril (Westmoreland) Jamaica WI
Tel (876) 957.3736
Fax (876) 957.3115
Email royalpalmreserve@hotmail.com, nept@n5.com.jm
Web www.royalpalmreserve.com

SEA TREK AT DOCTOR'S CAVE BEACH



Sea Trek at Doctor's Cave Beach in the heart of Montego Bay is a unique way to explore the coral reef. It has been called the best of just a few similar attractions in the Caribbean. In a space-age helmet that protects your hairdo and lets you wear glasses, take a walk on the sea floor. You don't even have to know how to swim, as you discover a whole new world of diverse marine life. It's an experience not to be missed!

Location: Montego Bay

Chukka Blue Adventure Tours

Blue Hole, Sandy Bay (Hanover) Jamaica WI

Tel (876) 953.5619

Fax (876) 953.5245

Email info@chukkablue.com

Web www.chukkablue.com

SHAW PARK BOTANICAL GARDENS



Shaw Park Botanical Gardens is situated 500 feet above sea level and offers a panoramic view of Ocho Rios. A stroll through the gardens is rewarding at any time. Allow our trained guides to recall our historic past and give details on our tropical plants. We offer a series of waterfalls cascading down a rocky course with luxuriant plant specimens.

Location: Shaw Park Estate, Ocho Rios

Shaw Park Hotel Limited

PO Box 17, Ocho Rios (St. Ann) Jamaica WI

Tel (876) 974.2723

Fax (876) 974.5042

Email shawparkgardens@cwjamaica.com

Web www.shawparkgardens.com

TRAILS PLANTATION RIDE AT ANNANDALE



Join us on a spectacular country ride on a 600-acre plantation high in the hills of St. Ann. The great house is over 200 years old and commands amazing views of the mountains. It has hosted many famous people, including the Queen Mother, who visited in 1926. Still a working farm, it is home to prime cattle, goats, horses and other livestock. Whether you are an experienced rider or a beginner, you will enjoy the peace and tranquillity of this tour.

Location: Ocho Rios

Tourwise Limited

103 Main Street, Ocho Rios (St. Ann) Jamaica WI

Tel (876) 974.2323, (876) 974.9330

Fax (876) 974.1517

Email tourwise@cwjamaica.com

UNDERWATER ADVENTURE



Explore the underwater world of the Montego Bay Marine Park aboard Jamaica's only semi-submarine, the Coral Sea, in the comfort of our air-conditioned underwater cabin. It's fun and educational. Learn about our marine life while having lots of fun. Rum punch, fruit punch and soft drinks are served. Snorkeling is also available and equipment is provided. Transfer to and from your hotel is included.

Location: Montego Bay

Calico Sailing & Undersea Tours

White Sands Beach PO, Montego Bay (St. James) Jamaica WI

Tel (876) 940.4465

Fax (876) 979.2281

Email mobay@n5.com.jm

Web www.mobayunderseatours.com

WHITE RIVER VALLEY



Cradled in the valley of the White River, amid a kaleidoscope of exotic flowers, is a hidden paradise located just seven miles from Ocho Rios. White River Valley offers an escape to a unique tropical adventure. Exciting rubber rafting, horseback riding, hiking and bike trails through the rainforest. White River Valley is one of Jamaica's major eco-tourist attractions.

Location: Endeavour, Ocho Rios Area

White River Valley Limited

Cascade PO, Cascade (St. Mary) Jamaica WI

Tel (876) 917.3373

Fax (876) 917.3377

YS FALLS



Come and enjoy an intimate experience with a spectacular seven-tiered waterfall surrounded by lush vegetation. A tractor-drawn jitney takes you through fields of hundred-year-old guango trees to a hidden valley. Take the opportunity to be at one with nature. Indulge yourself in a nature pool fed by underground and above-ground springs. Swim in the river. YS Falls is 50 miles east of Negril and 50 miles south of Montego Bay.

Location: Middle Quarters, St. Elizabeth

Suncoast Investments Limited

Middle Quarters PO, Middle Quarters (St. Elizabeth) Jamaica WI

Tel (876) 634.2454-5

Fax (876) 965.2076

Email ysfalls@cvjamaica.com

ZION BUS LINE



Can a visit to Jamaica be complete without a pilgrimage to the place where our most famous son – Bob Marley, the king of reggae – was born, grew up, and is buried? Ride our Zion Bus Line, an authentic country bus with roots music added, through the island's scenic interior to the village of Nine Mile. Meet people who knew Bob as a boy. See places that turn up in his songs. It's a look into Jamaica's heart.

Location: Ocho Rios Area

Chukka Cove Adventure Tours

Richmond, Llandoverly (St. Ann) Jamaica WI

Tel (876) 972.2506

Fax (876) 972.0814, (876) 972.0598

Email info@chukkacove.com

Web www.chukkacove.com

ASSOCIATION OF JAMAICA ATTRACTIONS LTD.



66 Claude Clarke Avenue, PO Box 1178

Montego Bay (St. James) Jamaica WI

Tel (876) 940-6398, (876) 940-7018

Fax (876) 979-7437

Email ajal@n5.com.jm

Web www.attractions-jamaica.com

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JAMAICA TOURIST BOARD WORLDWIDE OFFICES



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Jamaica

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info@visitjamaica.com

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1.876.952.4425 voice
1.876.952.3587 fax

City Centre Plaza
PO Box 151
Port Antonio, Jamaica, WI
1.876.993.3051 voice
1.876.993.2117 fax

North America

303 Eglinton Avenue, East, Suite 200
Toronto, Ontario M4P 1L3 Canada
1.416.482.7850 voice
1.800.465.2624 toll-free
1.416.482.1730 fax
jtb@jtbcanada.com

1320 South Dixie Highway, Suite 1101
Coral Gables, FL 33146 USA
1.305.665.0557 voice
1.800.233.4JTB toll-free
1.800.294.7687 toll-free (groups)
1.305.666.7239 fax
1.305.666.5536 fax (groups)
jamaicatrv1@aol.com
bullock@jamaicatrv-miami.com
(groups)



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jamaicatrv@btconnect.com

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Schwarzbachstrasse 32
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jamaica@travelmarketing.de

c/o Color Travel Services
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3441 DB **Woerden, Netherlands**
31.34.843.0829 voice
31.34.848.2307 fax
jamaica.tb@12move.nl
info@ontdekjamaica.nl

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39.6.4890.1255 voice
39.6.4890.7384 fax
sergat@rmnet.it

c/o Sergat España SL
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jamaica@marketinggarden.com

Let your travel agent help get you to Jamaica's pleasures.