

1 What is the current state of Jamaica's tourism industry?

The Jamaican tourism industry has been growing consistently at an average of 4% annually and it is anticipated that the annual growth rate will be in excess of 5% by 2020. The country has been enjoying year round demand to the extent that there may no longer be a need to declare an official winter season.

2 What has fuelled the growth in the industry?

A strong country brand. Jamaica's exploits in sports, music and cuisine have endeared the country to many of the world's citizens and made it one the strongest country brands in the world. This brand strength along with deliberate actions such as the addition of airline seats out of key markets, increased marketing spend and the addition of new brands has fuelled growth in the industry.

3 What investments are being made in the sector?

The accommodation sub-sector of the Jamaican tourism industry continues to generate high interest among international investors, primarily those from Spain, Mexico, USA, Canada, Colombia, among other countries. Approximately 13,694 rooms are expected to come on stream by the year 2020.

4 What kind of development opportunities exist?

In addition to the traditional leisure tourism product, Jamaica has recently implemented casino and time-share legislations, which provide opportunities for integrated resort developments and timeshare developments respectively. Further to this, work is well advanced on the framework for medical tourism investments which presents a vast array of new opportunities.

5 What is there to do in Jamaica apart from sun, sand and sea?

Jamaica has a rich heritage and culture which can be explored by visiting its caves, ruins and churches dating back to the 17th century and exploring ruins and artifacts



left behind by the first inhabitants of Jamaica, the Taino Indians. Visitors can also ride biking trails in the mountains, participate in a number of annual marathons, hike nature trails, visit museums, experience Jamaica's extensive cuisine and visit a number of annual musical events and parties.

6 What kind of product is suited to Jamaica?

Jamaica's tourism industry offers a wide range of products catering for the budget oriented client to the client seeking a luxury experience. The range of hotel options is wide, spanning from EP to the super all-inclusive.



7 What are the main tourist areas on the island?

With the five main tourism hot spots of Montego Bay, Ocho Rios, Portland, Treasure Beach and Kingston, each offering its own unique personality, Jamaica presents investors with a range of product possibilities for investment.

9 Are prime sites available for greenfield projects?

Jamaica has a number of prime commercial properties which are ideally suited for hotel development. These properties are located along the north and south coasts of Jamaica as well as the eastern and western most points of the country. Your JAMPRO representative can provide information on these sites and assist in finding new sites.



8 Are there opportunities outside of building hotel rooms?

Yes, there are opportunities for tourism attractions and other business linkages to the tourism sector involving entertainment, restaurants, agriculture, manufacturing and services. Most recent investments in the attractions sub-sector include signature attractions such as Chukka Blue, Dolphin Cove and Mystic Mountain.



10 What is the Shovel Ready Investment Programme (SRIP)?

Acknowledging the tourism sector as a key area for growth in the Jamaican economy, the Government instituted the Shovel Ready Investment Program which includes some of Jamaica's choice real estate appropriate for tourism development. Under this program investments are fast-tracked through the development approval process to facilitate quick implementation of the project.



11 What are the investment opportunities in the sector?

Investment opportunities abound in the areas of all-inclusive resorts, high-end boutique developments, bed & breakfast, villas, mixed-use developments, acquisition and refurbishment of distressed properties, the development of natural and man-made attractions and the acquisition and development of existing attractions, night life options, health and wellness tourism facilities such as hospitals, dental practices, spas and many more.

12 Is the government committed to the industry?

The Jamaican Government has had a long history of commitment to the growth of the tourism sector as demonstrated through the resources dedicated to training personnel for the sector, advertising of the country's tourism product and the development of the Tourism Enhancement Fund (TEF) to provide funding for the beautification and strengthening of the tourism offering. The GOJ continues to make itself accessible to both potential and existing investors and has always provided "red carpet" service to investors in this industry.

13 Are there incentives for investing in the tourism sector?

Yes. Investors benefit from the Omnibus Incentives Act which creates a framework through which companies operating in Jamaica benefit from duty-free importation of raw materials for construction, employee tax credits, a reduced corporate income tax and other fiscal incentives.

14 Having constructed the hotel, are there incentives available in operating the hotel?

Yes. Through the Productive Inputs Relief (PIR) system, the government provides for the duty free importation of items where they are for productive use. PIR lists exist for goods for hotels & resort cottages, tourism attractions and the healthcare sector.

15 What are the benefits for investing in Jamaica's tourism sector?

Investors can be confident of benefitting in the long term from their investment in Jamaica's tourism industry. Jamaica's highly recognized destination brand has proven resilient and has provided investors with good returns over the years. With a government committed to the success of the sector, its strategic location with direct access to major gateways and worldwide appeal, investors can expect to enjoy buoyant occupancy levels and average daily rates (ADR's) over the course of their investment.

16 I am interested in pursuing a Tourism related project. Who do I contact for assistance in progressing my interest?

You should contact Jamaica Promotions Corporation (JAMPRO), Jamaica's economic development agency, which has the mandate to assist investors from the early stages of research and due diligence to the late stages of actual implementation.



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