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### COUNTRY OVERVIEW

amaica has prime commercial real estate coupled with a thriving tourism sector. In 2017, the sector generated an estimated US\$3 billion relative to US\$2.6 billion in 2016. Our northern and southern coastlines are strewn with pristine beachfront properties which attract approximately 2.2 million new and returning stopover visitors and over 1.6 million cruise passengers annually, who spend an average of US\$2.5 billion<sup>1</sup>. The total visitor arrivals to the island for 2017 surpassed previous records and stood at 4.3 million which comprised 2,353,461 stopover visitors and 1,946,760 cruise passengers.

Several renowned international brand names in the hotel industry are here in Jamaica. Spanish Hotel chains are common on the island; brands like RIU Hotels and Resorts, Iberostar, Grand Bahia Principe have added their finest luxury to Jamaica's tourism product. Other top brands include Sandals Resorts, which is locally owned as well as international brands Hyatt, and Decameron while Moon Palace, Royalton and Karisma are among other new entrants to the market.

Tourism investments increased in 2016 with 2000 additional rooms being built. This figure was complemented by further expansion of approximately 1000 rooms in 2017. The increased room stock in 2016/2017 comprised new and renovated properties completed in 2017. This trend is expected to continue as

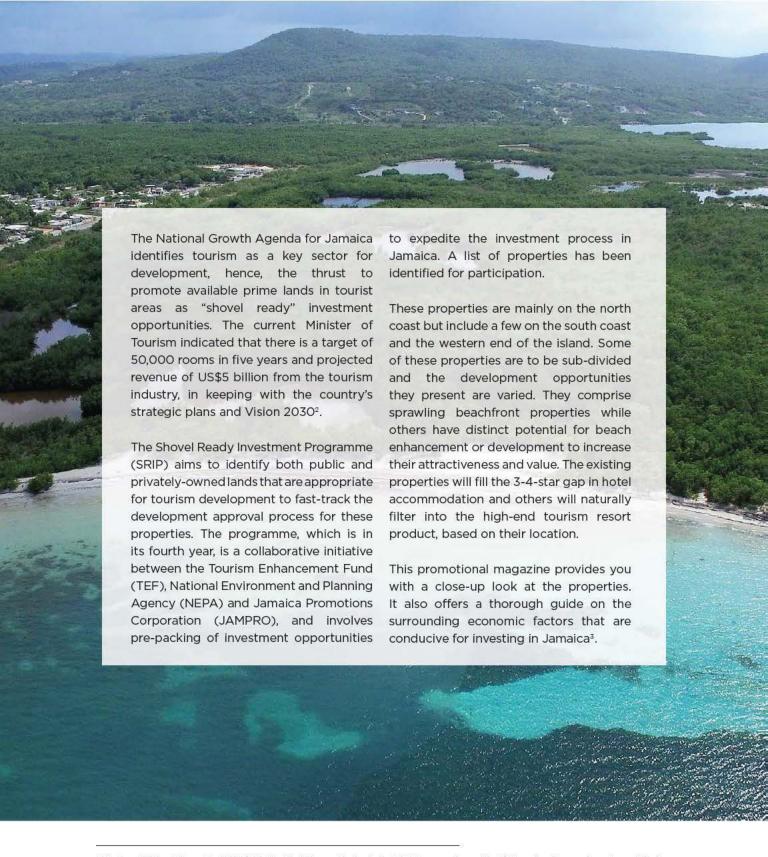
there are new investments in the pipeline for 2018 and 2019. These developments have positively impacted the accommodation and recreation facilities to meet the demands of the international tourism market.

Hotels are also diversifying their offerings to meet the needs of the business and professional clientele. One international name, the Marriot Courtyard Hotel, was recently welcomed in Kingston's corporate triangle. Prestigious hotels such as the Hilton Hotel (which operates in Montego Bay) as well as the locally owned Jamaica Pegasus are renowned for their reputation as quality service providers.

In 2016/17, the increased room stock was spread among international brands comprising Royalton, which completed construction of the 228 room Royalton-Blue-Waters resort in Trelawny and Hideaway Royalton, and a 400-room property by Royal Decameron in Montego Bay. Additional rooms included expansions and renovations to AM Resorts' Breathless and, Zoetry in Montego Bay, as well as at the Grand Bahia Principe and Moon Palace.

Notwithstanding, there is still a growing demand for hotel and villa accommodation for both high- and middle-end travellers. The Jamaican Tourism Master Plan indicates that guest houses, villas and apartments represent a huge under-utilized asset for the industry.

<sup>1</sup> Source Annual Tourism Statistics/Jamaica Observer December 2017/Annual Report JTB 2015-2016



<sup>2</sup> Tourism Minister Edmund Bartlett highlighted that the goal is to attain 50,000 rooms at a media briefing after the country welcomed its four millionth visitor-The Observer December 16,2017

<sup>&</sup>lt;sup>3</sup> Visit https://www.tradeandinvestjamaica.org or see Investing in Jamaica Publication 2018 for additional information on the Jamaican Business Environment





### TOURIST ARRIVALS

amaica has seen a steady increase in stopover visitors to our shores between 2012 and 2017. The United States continues to account for the largest share of Jamaica's stopover market (64.2%) in 2017. There has also been a steady growth in the number of visitors from Canada with an 8.9%

increase in 2017 (rebounding from a significant decline of 17.0% in 2015) representing 17.2% of total visitor arrivals<sup>4</sup>. Lining up behind these two top markets, are the United Kingdom with 9.3% and the rest of Europe 4.6% (a 9% overall increase in visitor arrivals from Europe).

# TOURIST EXPENDITURES

lourism continues to Jamaica's second be largest earner of foreign exchange. In 2016, the annual travel earnings increased to approximately US\$2.6 billion, total tourist expenditure increased by approximately US\$158.0 million over 20155. There were corresponding increases in stopover visitor expenditure of US\$138.9 million and cruise passengers of US\$1 million to total spending of US\$2.4 million and US\$149 million respectively.

As customary, the accommodation sector received 54% of tourist expenditure in 2016, the biggest slice of the expenditure pie for stopover visitors entertainment followed as the second largest recipient of stopover spending, and then transportation and shopping and food and beverage in that order (for both the winter and summer periods). Cruise passengers on the other hand, spent most of their money on shopping when they come ashore.

<sup>&</sup>lt;sup>4</sup>The Jamaica Observer - Tourism Minister Edmund Bartlett speaking a press briefing December 16,2017 at the welcome of the four millionth visitor

<sup>&</sup>lt;sup>5</sup> See ESSJ 2016-Tourism

# AIRLIFT & CONNECTIONS

amaica boasts three international airports, served by most of the world's major airlines. Regionally, Jamaica has the fourth highest number of passengers and flights coming in from the United States<sup>6</sup>. In 2017, Jamaica hosted 32 regular airlines and 30 chartered flights servicing travellers from Asia, the Caribbean, Europe, Central America, Canada, South America and the United States; thereby serving over 60 source markets in total<sup>7</sup>.

All three of our airports have been extensively modernized. The Norman Manley International Airport (NMIA), Sangster International Airport (SIA) and Ian Fleming International Airport serve as the major gateways for passengers moving in and out of the country. The Sangster International Airport in Montego Bay, which also operates as an international hub accommodates most of these chartered airlines<sup>8</sup>.

Being the primary tourism gateway to the island, the Sangster International Airport, services more than 60 international airlines in our tourism Mecca, Montego Bay. A wide range of hotels and resorts are ideally located minutes away from the airport, with cruise ports in Ocho Rios and Falmouth, easily accessible.

Peak arriving and departing capacity is 4,200 passengers per hour. The total international arriving passengers for 2016 was 2,708,423

while the total international departing passengers was 2,755,269 with total aircraft movement of 60,491.

Located in the first city, Kingsotn, the NMIA is a major economic catalyst for the Kingston Metropolitan Area, with gross earnings valued at a US\$37.2 million in 2015. A major economic catalyst for the Kingston Metropolitan Area, the value of the economic activity generated by NMIA is estimated at JMD\$15.2 billion (equivalent to 5.6% of Gross Domestic Product (GDP). The airport is currently served by 13 international airlines which include: Air Canada Rouge, Aerogaviota, American Airlines, British Airways, Caribbean Airlines, Cayman Airways, Copa Airlines, Fly Jamaica, Insel Air, Inter Caribbean Airways, Jet Blue, Spirit Airways and West Jet. Plans are currently being pursued to lengthen the runway and develop additional cargo space. In 2016, the GoJ announced plans to divest the NMIA. It is expected that this process will be completed by end-20189.

The Ian Fleming International Airport, which opened on January 12, 2011, handles arrivals of small international jets and international

 $<sup>^{\</sup>rm 6}$  AAJ Annual Report 2016 and Annual Tourism Statistics 2016

<sup>&</sup>lt;sup>7</sup> Annual Travel Statistics 2016-pg.112-114

<sup>8</sup> See AAJ Annual report 2016 for details

 $<sup>^{\</sup>rm 9}\,{\rm See}\,$  Annual Tourism Statistics 2016 for details of all airlines and chartered flights



<sup>10</sup> Transport Minister Robert Montague media briefing April 2, 2018 and TVJ news April 4, 2018 (Access to Information report)

### HOSPITALITY ROOM SUPPLY

amaica has a booming accommodation sector, with many hotels and guest houses of all types ranging from high-end palatial all-inclusive hotels to modern more intimate hotels, suited to various visitors.

The on-going remodelling of some existing resorts, and the construction of new properties have added new rooms that have closed the gaps in room availability. Currently, the thrust toward new investments in Jamaica's hotel industry has targeted the higher end of the market with a focus on the luxury all-inclusive concept, including Sandals Resorts' over-water bungalows.

At the end of 2016, Jamaica had 929 resort villas, 522 guest houses, 369 apartments and 198 hotels, making a total of 2,018 accommodation establishments and 30,402 available rooms. Preliminary data indicate that additional accommodations were opened in 2017. These represent an increase of 1000 rooms while there are several developments in the pipeline in keeping with the targeted 50,000 rooms by 2020. See Table 5 and Appendix 4.

The rooms currently under construction are spread across the main resort areas including Trelawny. Some of these developments are from renovated properties and others from new properties. Azul Sansatori in Negril commenced construction of 150 additional rooms while the

former Grand Lido Resort has been demolished and is being converted to a Royalton-branded Resort with 582 rooms, scheduled to be completed in 2018<sup>11</sup>.

Kingston is also slated to see a total of 220 new rooms arising from a partnership between The Marriot and Sandals brand.

Currently, Jamaica does not have an official rating system in place for small hotels. However, there are immense opportunities in this segment of accommodation comprising guest houses, villas, and apartments, which has experienced gradual increase in recent years. This subsector is gaining traction as there are a range of guest houses, villas, and apartments that offer tourists an opportunity to create their own vacation, and can be attractive options for small investors. Bed and Breakfast accommodation has also gained traction, especially for tourists who prefer to plan and coordinate their activities while on the island. See Table 3.

Similar growth is expected in the island's Airbnb sector following the signing of a 2016 Memorandum of Understanding between the entity and Jamaica's Ministry of Tourism.

<sup>&</sup>lt;sup>11</sup> Annual Travel Statistics pg.31 - a list of rooms completed in 2016 and other properties under construction scheduled for completion in 2018 and 2019

### **OCCUPANCY**

t December 2016, the average capacity for accommodation for tourists in Jamaica was 20,543 rooms and 43,053 beds, this reflects occupancy rates of 64.1% and 63.3%, respectively. The tables below give an overview of the national occupancy over the past five years.

Although there was a decline in the number of available rooms in 2013 due to remodelling of some properties that operated in 2012, hotel capacity in Jamaica has increased since 2014, with an average of 2134 rooms added between then and 2016.

This trend is expected to continue with forecast increases in accommodation capacity from new and expanded developments over the next five years.

Average capacity of rooms increased in 2016 by 8.1% over 2015. However, room occupancy declined by 4.9%.

The overall number of all-inclusive rooms increased by over one thousand rooms in 2016. This was largely due to increased build in Montego Bay. More recently, new hotel resorts were developed in Oyster Bay and Ocho Rios.

TABLE 2
HOTELS: Average Capacity Available Rooms Room/Beds Nights Sold & Percentage Occupancy

YEAR		RAGE ACITY	NIGHTS SOLD		AVERAGE HOUSE	% occ	UPANCY
	Rooms	Beds	Rooms	Beds	COUNTS	Rooms	Beds
2012	19,506	42,557	4,445,241	9,606,507	26,319.2	62.4	61.8
2013	17,872	38,572	4,431,205	9,300,814	25,481.7	67.9	66.1
2014	18,402	39,270	4,572,184	9,783,346	26,803.7	68.0	68.3
2015	19,005	40,172	4,783,862	10,048,440	27,530.0	69.0	68.5
2016	20,543	43,053	4,818,611	9,966,858	27,231.9	64.1	63.3
% change 16/15	8.1	7.2	.07	-0.8	-1.1	-7.1	-7.7

TABLE 2
Hotel rooms by Category 2016: All-Inclusive and Non-All-Inclusive

OCATIONS	All-Inc	lusive	Non-All-Inclusive		
o canons	Units	Beds	Units	Beds	
ontego Bay	29	7,873	22	956	
Ocho Rios	17	5,574	20	701	
egril	25	4,027	34	1,080	
ther Areas	1	360	49	2,341	
iland	72	17,834	126	5,078	

NB: The All-Inclusive category includes hotels which offer mixed package plans; Data excludes properties that were closed as at December 2016

TABLE 3
Tourtist Accommodation Inventory by Category

	Iourtist Accommodation Inventory by Category									
LOCATIONS	Units				Rooms					
	2012	2013	2014	2015	2016	2012	2013	2014	2015	2016
Hotels	175	177	178	190	198	20,974	20,359	20,310	21,454	22,912
Guest Hotels	424	443	452	490	522	3,061	3,087	3,162	3,396	3,737
Resort VIIIas	1,153	833	840	886	929	3,801	2,772	2,805	2,944	3,074
Apartments	288	299	291	294	369	700	621	611	614	679
Total	2,040	1,752	1,761	1,860	2,018	28,536	26,839	26,888	28,408	30,402
Closed Properties	129	413	438	492	476	3,587	5,311	5,782	4,803	4,690
Total Inventory	2,169	2,165	2,199	2,352	2,494	32,123	32,150	32,670	33,211	35,092

Increased tourist visits are anticipated to the eastern region, particularly to the Blue and John Crow Mountains National Park, which was designated by UNESCO as a World Heritage site in July 2015<sup>12</sup>. The recognition of this landmark as

well as Kingston being designated by the same organization, as "the Creative City of Music", in December of the same year, is likely to positively impact the eastern section of the island<sup>13</sup>.

<sup>12</sup> https://whc.unesco.org/en/list/1356

<sup>13</sup> www.jamaicaobserver-The Jamaica Observer July, 2015



# COMPETITIVE SETS & COMPARIONS

TABLE 4
Competitive Set & Comparisons

LOCATIONS	International Tourist Arrivals (in US\$ Thousands)			International Tourist Receipts (US\$ Millions)			
	2014	2015 2016		2014	2015	2016	
Jamaica	2,080	2,123	2,182	2,255	2,401	2,539	
Bahamas	1,427	1,484	1,482	2,316	2,536	2,591	
Puerto Rico	3,246	3,542	3,736	3,439	3,825	3,985	
Cuba	2,970	3,491	3,968	2,367	2,601	2,907	
Mexico	29,346	32,093	34,961	16,208	17,734	19,571	
Dom. Republic	5,141	5,600	5,959	5,630	6,116	6,723	
Costa Rica	2,527	2,660	2,925	2,996	3,266	3,879	
Brazil	6,430	6,306	6,578	6,843	5,844	6,024	
Argentina	5,931	5,736	5,559	4,624	4,927	4,687	
Peru	3,215	3,456	3,744	3,077	3,309	3,501	
Chile	3,674	4,478	5,641	2,259	2,481	2,737	
Colombia	2,565	2,978	3,317	3,825	4,245	4,773	



### NATIONAL HOTEL ROOM DEVELOPMENT

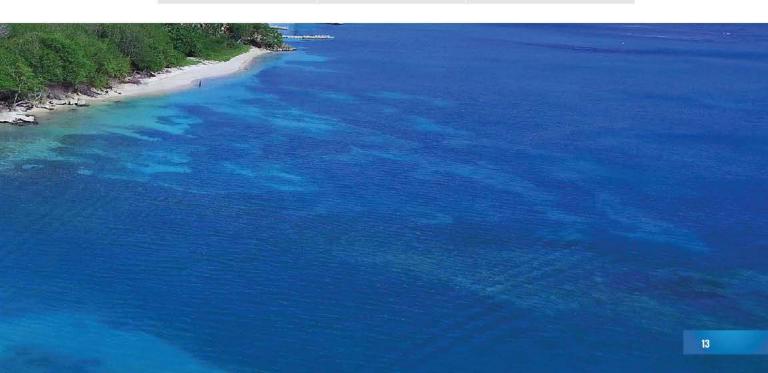
n 2017, there was a boost in tourism investment with the implementation of new projects across the island. With a planned US\$40M upgrade of the Sangster International Airport, the divestment of the Norman Manley International Airport and new rooms being built through greenfield construction, renovations and expansions,

the outlook for the sector is positive. (See Appendices).

And that is just the tip of the iceberg in terms of the number of hotel developments in the pipeline to come on stream between 2018 and 2025.

TABLE 5
Some Projects in the National Hotel Room Development

HOTEL	ROOM COUNT	VALUE OF INVESTMENT US\$ MILLION
Royal Decameron	400	21.5
Royalton Blue Waters	400	40
Royalton Grand Lido	582	49
Grand Bahla	455	ТВА
Karisma	5000 (cumulative)	900



# TIMESHARE INVESTMENT & OPPORTUNITIES

amaica welcomes potential investors to participate in the investment opportunities in the timeshare or vacation ownership market. In answer to the calls from investors who have shown interest in establishing the Timeshare/Vacation Ownership in Jamaica, the tourism sector is now ready to implement this programme.

#### WHAT IS TIMESHARE?

Timeshare or vacation ownership is the acquisition of future holidays at today's prices. Timesharing allows multiple individuals the rights to use the property within an allotted timeframe usually fixed to a particular week of each year.

This right being conferred is in consideration of a premium and an obligation to contribute to the maintenance of the property. Timeshare has become popular across the vacation destination segment of the hospitality industry.

#### **BACKGROUND**

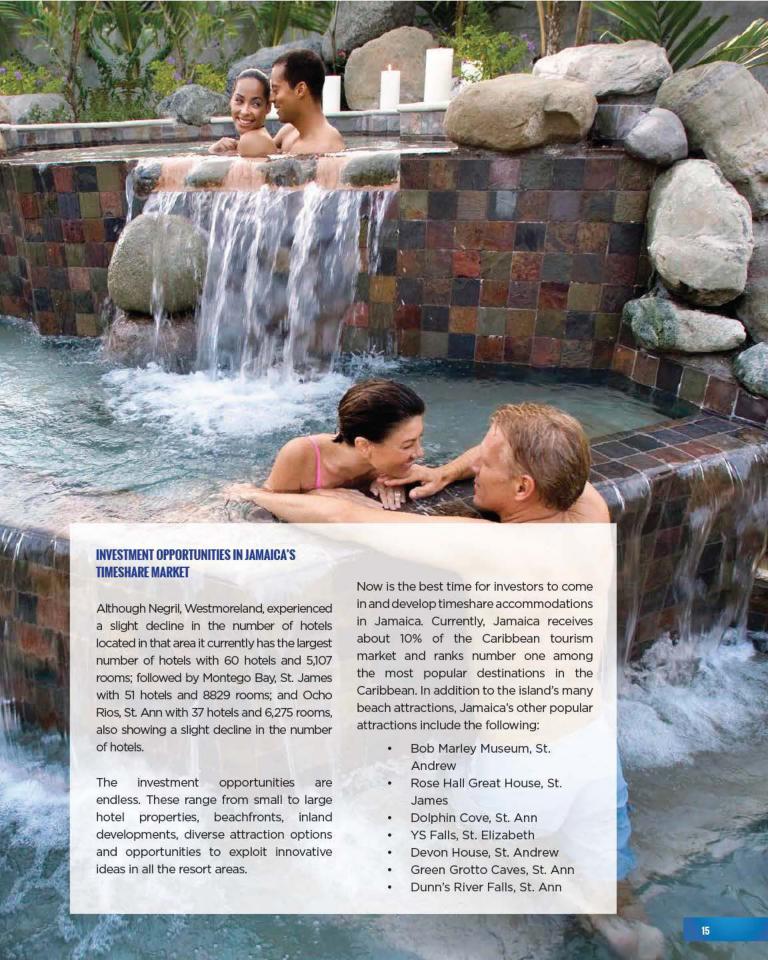
The Jamaican Government has undertaken an innovative approach to develop a more sophisticated tourism product that embraces vacationers who are interested in time sharing, also known as Vacation Ownership.

With the approval of the Timeshare Vacations Bill in the Jamaican Senate on November 28, 2014, the Jamaican tourism sector introduced this exciting product in early May 2016. This framework has already stimulated new investments in the sector. It has facilitated new product offerings that enabled the country to capitalize on the demand of guests to own a second home in Jamaica or the Caribbean.

A list of timeshare resorts is readily available on the Jamaica Tourist Board's (JTB's) website, and this new investment option is buzzing with new interests.

The Timeshare Vacations Act will ensure that the prescribed fee to be paid by developers for executing a timeshare plan is US\$2.00 (or the equivalent amount expressed in Jamaican currency) for every seven days of registration of the timeshare plan. Timeshare investors have flexible options based on the individual property and investment partners.

The Jamaica Real Estate Board is the regulatory agency with responsibility to handle timeshare registration and monitoring of all related properties and associated procedures.



# TOURISM DEVELOPMENT

uided by a strategic business plan and master plan by the Ministry of Tourism and the country's economic growth agenda for 2030, the tourism sector continues to undergo significant changes in its physical infrastructure as well as supporting tourism recreational facilities. Sustainability, Strategic Vision, Growth and Development are the four pillars on which the Tourism Master Plan for Jamaica is built.

In summary, the Tourism Master Plan has the following objectives:

**Growth based on a sustainable market position.** The industry is embracing a path of sustained growth and has developed a sustainable market position. In line with market trends, a sustainable market position for Jamaica's tourism includes its heritage – natural, cultural, historic and built (physical infrastructure) offerings.

Enhancing the visitor experience will involve restoring older resorts to make them more attractive. Steps will also be taken to close the gaps in the product offerings. This will be achieved through mobilizing investment. All these enhancement initiatives are expected to improve the visitor experience, making it more rewarding. Diversifying the product

offerings (through increasing the types and quality of attractions) will aid in achieving these objectives.

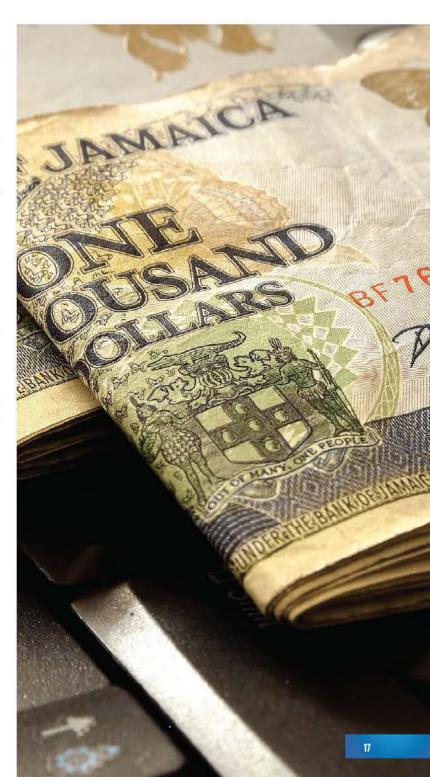
**Community based development.** For sustainable development, it is recognized that local communities must play a major role in defining, developing and managing the tourism experience. Hence, they will take ownership of the industry and will commit to providing the visitor experience on which the success of the industry depends. The overall change will include the citizens of Jamaica as they recognize the pivotal role of the industry to the economy and to the society. This promotes a more inclusive approach for the development of the industry. More persons are now being sensitized to understand the role of tourism and its linkages so they can view the industry as beneficial to themselves and their communities.

**Environmental sustainability** will also be critical. The environment is an integral part of the product. Failure to protect it threatens the future of the industry and the lives of successive generations. The Government of Jamaica and industry stakeholders are therefore committed to the preservation of the island's natural habitat.

# TOURISM'S CONTRIBUTION TO THE ECONOMY

ourism has contributed consistently to Jamaica's gross domestic product (GDP) growing at a Compound Annual Growth Rate (CAGR) of 7% between 2010 and 2014 and there was a projected industry growth rate of 2.2 percent for the hotels and restaurants industry in 2016/2017 based on the Planning Institute of Jamaica's (PIOJ) projection. The average share of GDP between 2010 and 2016 is 6.8% recording an above-average performance in 2014 of 7.5% of GDP.

The World Travel and Tourism Council identifies the contribution of travel and tourism to the economy directly through commodities and services contributions. Areas in accommodation and transportation, recreational services, attractions etc., provide the reference for calculating the contribution of this sector to the wider economy.



# LABOUR AVAILABILTY & TRAINING

early, thousands of university graduates trained in tourism and hospitality enter the labour market in Jamaica. With Tourism Hospitality and Management courses being offered at all the major universities, there is an adequate number of budding tourism hospitality managers and engineers available to serve the tourism labour market.

The two leading tertiary institutions in the island, the University of the West Indies (UWI) and the University of Technology (UTECH), as well as, the Western Hospitality Institute and the Jamaica Hotel & Tourism Association Institute of Management, offer courses geared at filling all levels of employment within the sector. Other institutions providing training in tourism and hospitality are highlighted below.

#### HEART TRUST/NATIONAL TRAINING AGENCY (HEART TRUST/NTA)

The HEART Trust/NTA has recently merged with the National Youth Service and Jamaican Association for Lifelong Learning to strengthen its capacity to provide training to meet the needs of the labour market. It is one of the main institutions that supplies workers to the tourism and hospitality sector. Under the National Vocational Qualification of Jamaica (NVQJ), 24 programmes are delivered in this sector, with the largest cohort of graduates emerging from the Commercial Food Preparation and Housekeeping programmes. Since 2010, 10,969 individuals have been certified in housekeeping

and 16,678 in commercial food preparation over the same period. This programme continues to address the needs of all categories of workers in the sector.

The number of individuals who graduate annually from each programme varies. At the tertiary level, for the Bachelor of Science in Tourism and Hospitality Management approximately 20 students graduate each year. The number of students who graduate each year from the Master of Science (MSc) in Tourism and Hospitality Management programme had increased since its inception, supplying the growing demand for management personnel to the sector.

The University also has new plans and programmes that are being developed as they relate to the tourism and hospitality sector. These include a harmonization plan which comprises the unification of all tourism programmes across all UWI campuses and the development of a Master of Science in Services Management.

The Western Hospitality Institute (WHI) offers four courses from which approximately 650 students graduate at either the certificate or diploma levels, or associate degree level, each year. At the Bachelor of Science (BSc) level, the WHI offers Hospitality Management and approximately 32 students graduate each year. The Institute also offers Food and Beverage Service and Commissary Chef Programmes under Career Advancement Programme (CAP),



which produces approximately 150 graduates each year.

To assist the development of senior management in Jamaica's hospitality and tourism industry, the Jamaica Hotel & Tourist Association (JHTA) in collaboration with Revans University (in Canada) launched a Master of Science (MSc) in Hospitality and Tourism Management in April 2003. This degree is awarded by Revans University, with the support of IMCA Socrates and the Canadian School of Management. Individuals who have a first degree and have gained relevant work experience in the hospitality and tourism industry are qualified to apply to join this programme.

Additional hospitality programmes are offered

at community colleges across the island. These are taught at certificate to degree level. Some degree courses are offered in collaboration with local and international hospitality schools. These include the Excelsior Community College, Browns Town Community College, Knox Community College and Portmore Community College, among others. Hence, the pool of trained personnel available for employment in the tourism industry is unmatched by any other country in the region.

The table below give a snapshot of the overall labour force availability, as well as the tertiary institutions that offer tourism courses.

TABLE 6
Enrolment in Secondary & Tertiary Education (2016/17)

	TOTAL TERTIARY ENROLMENT	SECONDARY ENROLMENT
emale	29,495	106,830
Male	14,853	102,509
Total	44,384	209,339

Source: The Ministy of Education

# SUSTAINABLE TOURISM DEVELOPMENT

ey to Jamaica's tourism product is its integration with the natural environment, ensuring longevity of the sector and the Jamaican landscape. Industry activities are designed to promote bio-diversity and promote local sustainable development planning in resort areas. These initiatives are, in part, managed by the National Environment and Planning Agency (NEPA). The agency operates under numerous Acts related to the natural environment inclusive of:

- The Natural Resources Conservation Authority Act (1991)
- 2. The Beach Control Act (1956)
- 3. The Watersheds Protection Act (1963).

The Jamaican tourism industry is well poised for an injection of new investments accommodation, attractions. transportation entertainment. and There are opportunities to participate in timeshare properties and partnerships, a range of developments for joint venture and other investments. The destination is well sought after by tourists in countries across Asia, Africa, Europe and the Americas. Most major international hotel brands currently operate in Jamaica and the country is continuously reinventing its tourism product to attract new investors.



# TAX INCENTIVES FOR TOURISM INVESTMENT

he Government of Jamaica recently implemented a very comprehensive set of incentives under the Omnibus Incentive Regime which seeks to streamline tax collection and provides incentives for businesses. Under this framework, tourism opportunities are afforded relief through the following:

#### THE FISCAL INCENTIVES ACT, 2013 (REVISED IN 2017)

This is targeted at small and medium size businesses and provides for the reduction of the effective corporate income tax rate by applying:

- An Employment Tax Credit (ETC) at a maximum value of 30%
- A capital allowance applicable to a broadened definition of industrial buildings

#### THE INCOME TAX RELIEF (LARGE-SCALE PROJECTS AND PIONEER INDUSTRIES) ACT, 2013

This is targeted at large-scale projects and/ or pioneering projects and provides for an improved and more attractive tax credit. Projects to be designated either as largescale or pioneer will be based on the decision of Parliament having been informed by an Economic Impact Assessment.

#### **REVISED CUSTOMS TARIFF, 2013**

This is targeted at the productive sectors and provides for 0% duty on capital equipment and raw material. Persons in manufacturing, tourism and creative industries stand to benefit from duty free importation of industry-related consumer goods.

#### **INCOME TAX ACT (JUNIOR STOCK EXCHANGE)**

As of January 1, 2018, companies listed on the Junior Stock Exchange will not be required to pay any-corporate in the first five years and only 50% of the prevailing rate will be paid in the next five years. An income tax amendment bill was passed in December 2016 giving way to continuation of incentives offered in 2009.

#### **PRODUCTIVE INPUTS RELIEF (PIR)**

The PIR provides for duty free importation of certain hotel industry-related items that would have normally attracted customs duties and the Additional Stamp Duty (ASD) when these are being purchased for productive use.

http://www.jamaicatradeandinvest.org/faqs/how-do-tourism-attractions-benefit-under-omnibus-incentives-framework

# SHOVEL READY PROJECTS

### **ROSE HALL ESTATES**

#### Rose Hall Estates, luxury at its finest...

#### **OVERVIEW**

Rose Hall's community of resorts is a master plan development and sets a standard in the Caribbean resort market.

The property features gorgeous stretches of white sandy beaches with clear waters of all the hues of blue one can imagine.

Located on the north coast of Jamaica in the parish of St. James, east of the Sangster International Airport and the Montego Bay Cruise Ship Pier, and west of the Falmouth Cruise Ship Pier, the four properties in the Rose Hall Development offer opportunities to investors interested in acquiring and developing luxury resorts along the Caribbean Sea. Within proximity of each other, the four locations range in size from nine to 81 acres and may be accessed from the North Coast Highway. Infrastructure such as sewage disposal, potable and non-potable water, telecommunication and electrical services are readily available with connections off the North Coast Highway.

**LOCATION:** Rose Hall, St. James

#### DESCRIPTION

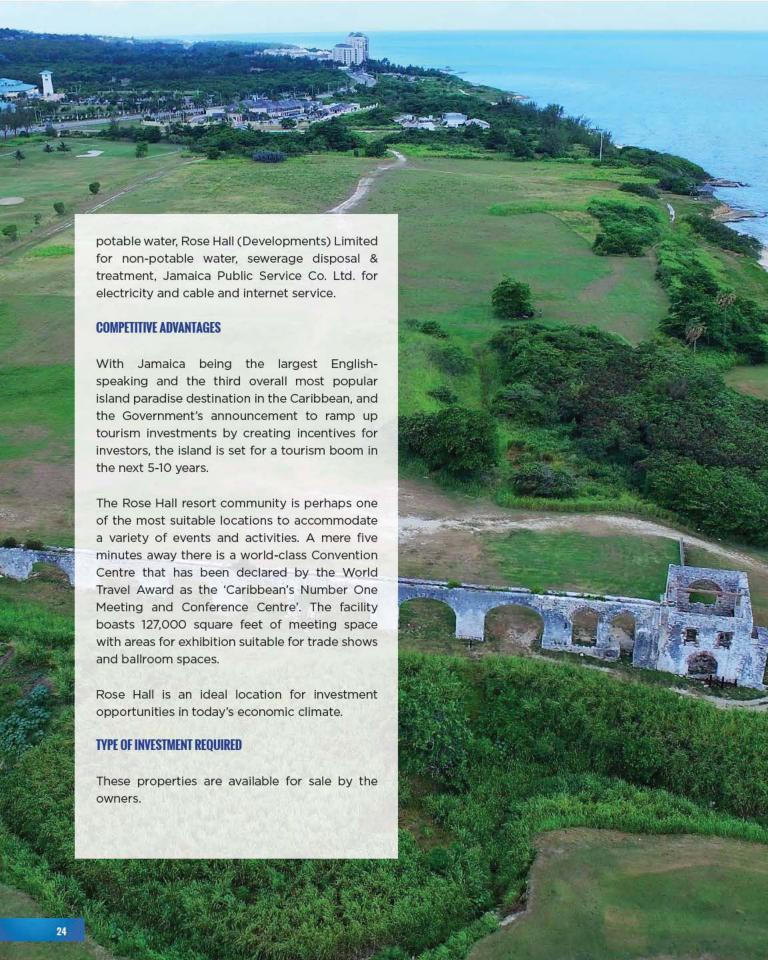
Rose Hall is a luxury resort community situated east of Montego Bay on the north coast of Jamaica. This tourism "hip strip" is also the

home of the Sangster International Airport, the island's leading gateway which boasted international arrivals of over 1.9 million in 2017.

The development offers prime real estate that features pristine beachfronts that stretch for miles, (between 840 feet to 3,900 feet to be exact) and is protected by a thriving ecosystem of coral reef. Rose Hall, St. James has as many as 2,500 rooms dispersed among a string of premier hotels and resorts along the coast. These include RIU Montego Bay, Sandals, Coyaba, Holiday Inn, Half Moon, Hyatt Ziva & Zilara, and Iberostar.

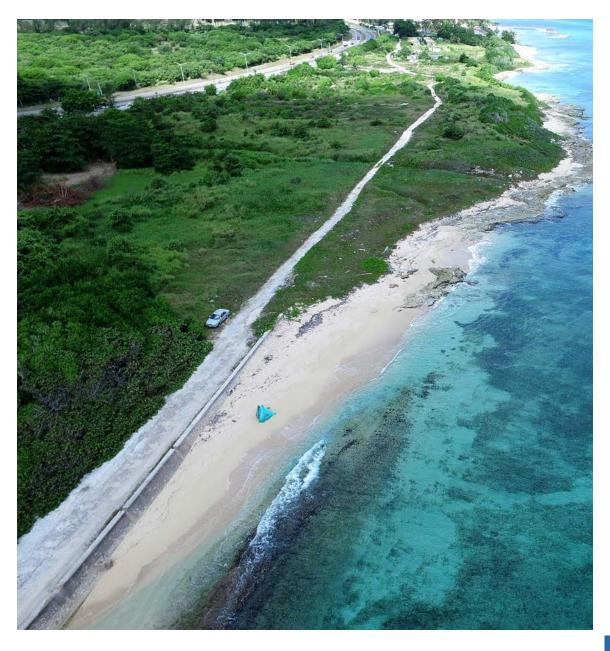
The strip is vibrant with several leisure activities all accessible within a 30-minute travel radius. For example, three world-class golf courses located at the White Witch, Cinnamon Hill and Half Moon properties are only five minutes away. Jimmy Buffet's Margaritaville is only 20 minutes away and so is the popular jerk joint, Scotchies. Other popular attractions and business centres include the Rose Hall Great House, home of Annie Palmer, the legendary White Witch of Rose Hall, the Montego Bay Convention Centre, a shopping centre and the craft market. The Montego Cruise Pier is also a mere 25 minutes away.

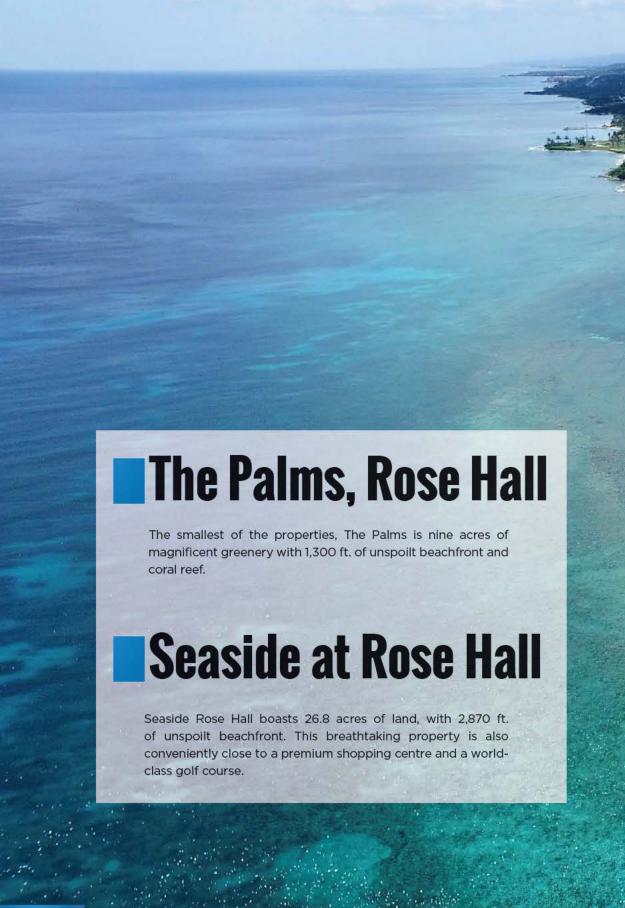
All major infrastructure is accessible at the southern lot line; National Water Commission and Rose Hall (Developments) Limited for



### Caribbean Cove, Rose Hall

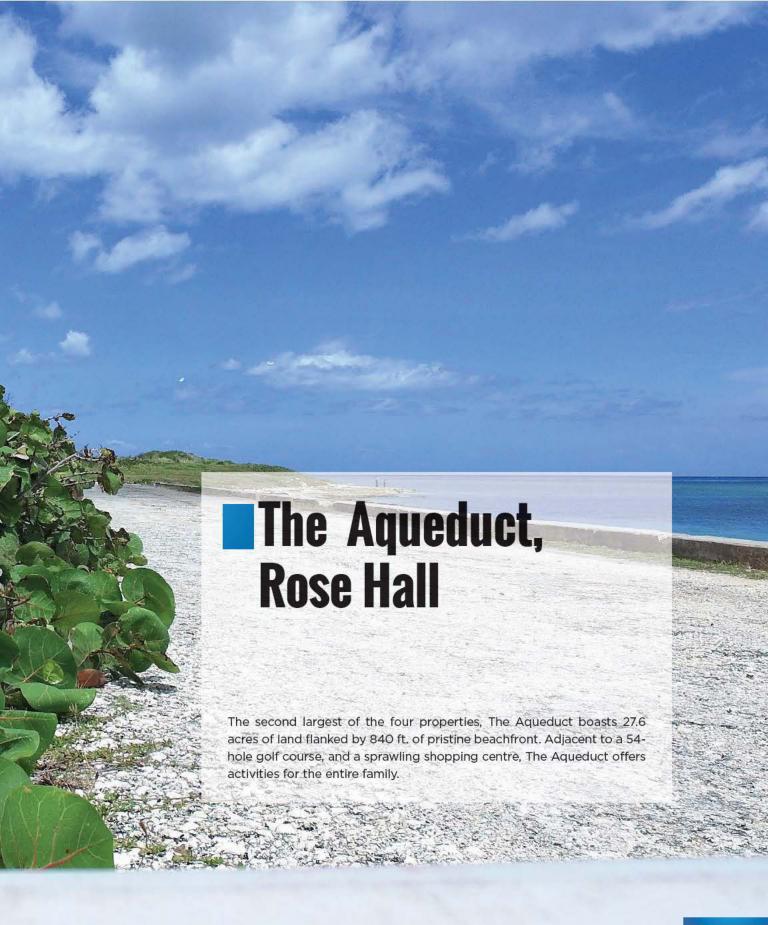
Caribbean Cove boasts 81.3 acres of pristine land, with an ocean frontage of 3,900 ft. Natural beach enclaves and protective coral reefs make for a great day at the beach. The property also has a 54-hole premier golf course.











### **EAST END JAMAICA**

Where rich history and natural beauty merge against a backdrop of the rising sun

#### **OVERVIEW**

One of the last large tracts of white sand seashore in Jamaica, East End's natural and unspoilt characteristics suggest great potential for the development of a single, multi-faceted and unique resort. This potential, coupled with worldwide growth of tourism and the identification of eco-tourism as a high growth market segment, naturally points to specific development themes for the property.

LOCATION: East End, St. Thomas

#### DESCRIPTION

Fronted by white sands and a reef-protected bay, East End is an isolated and untouched property of 1,044 acres. East End, with the exception of a small area on which the lighthouse stands, comprises all the land to the

east of a line running north east to east from Quaco Point to approximately 2/3 of a mile west of South East Point.

#### **COMPETITIVE ADVANTAGES**

The Morant Point Lighthouse, East End, built in 1841 is the oldest lighthouse in the island.

The site is a Jamaica National Heritage Trust listed National Monument and it is owned and operated by the Port Authority of Jamaica.

This historic lighthouse adds a romantic touch to the site and offers spectacular views of East End, the agricultural plains and the John Crow Mountains.

#### TYPE OF INVESTMENT REQUIRED:

The property is available for sale by the owner.



### **PARADISE PARK ESTATE**

#### Bask in utmost pleasure at Paradise Park Estate

#### OVERVIEW

Paradise Park Estate is just under 1,900 acres of rolling pastures on relatively flat land on Jamaica's southern coast. The eco-park has stretches of unspoilt palm tree forests and wetlands framed by the blue horizon of the Caribbean Sea. The property also has approximately 2,230 feet of white sandy beach on the western side of world famous Bluefields Bay in the parish of Westmoreland.

**LOCATION:** Bluefields Bay, Westmoreland

#### DESCRIPTION

The sprawling 18th century estate is located on a tropical savannah with lush, grassy pastures and brilliantly coloured flowering trees and shrubs. Close by the sea one will find tangled scrublands, a natural palm jungle and mangroves where the Sweet River empties into the bay. It is best viewed on horseback while travelling at a leisurely pace. No galloping is allowed and a tour of the property takes about 1 ½ hours.

With a reserve of birdlife and towering trees of all kinds, the Park is perfect for picnics and nature trails. The property also has one of the best and longest white sandy beaches in Jamaica, and is ideally suited for hotel and residential development, as well as a small harbour to accommodate pleasure yachts and small boats.

The property can also accommodate two 18-hole golf courses. Development of Paradise Park as a tourism resort would fall within the Government of Jamaica's development and land use policies.

#### **COMPETITIVE ADVANTAGES**

The Paradise Estate has a river that runs from the north side of the property into the Caribbean Sea.

Pristine coral reefs lie offshore to the east and west of the opening to Bluefields Bay. A shipwreck lies near the reef to the west of Paradise. The area is ideal for snorkeling and diving.

Paradise Park is located five miles east of the town of Savanna-la-Mar, and 25 miles south of Montego Bay. This places it at approximately a one-hour drive from the Sangster International Airport in Montego Bay, and ½ hour from the resort town of Negril.

Accessibility comes with ease with a highway that runs along the coast. Utility, water and sewage infrastructure and facilities are also in place.

#### TYPE OF INVESTMENT REQUIRED:

The property is available for sale by the owner.

## CARDIFF HALL PROPERTIES CARDIFF HALL I

#### Guaranteed to revitalize and rejuvenate body and spirit

#### **OVERVIEW**

Nestled in the hills of Cardiff Hall, Runaway Bay, St Ann, this property is a well-guarded secret paradise. The property is perfect for a secluded hideaway vacation, with an intimate setting for your special event or a professional atmosphere for your corporate engagement. It is also suitable for a destination spa.

LOCATION: Runaway Bay, St. Ann

#### **DESCRIPTION**

The vision is for this area to be developed to accommodate high-end resort villas, townhouses & apartments with common areas including a jogging trail and club house with a pool.

The property is located between the main road and the sea. It extends north towards the Caribbean Sea and next to the Cardiff Hall public bathing beach, in the town of Runaway Bay.

The property is vacant and unimproved and can be accessed just west of the stop light intersection with Ricketts Drive.

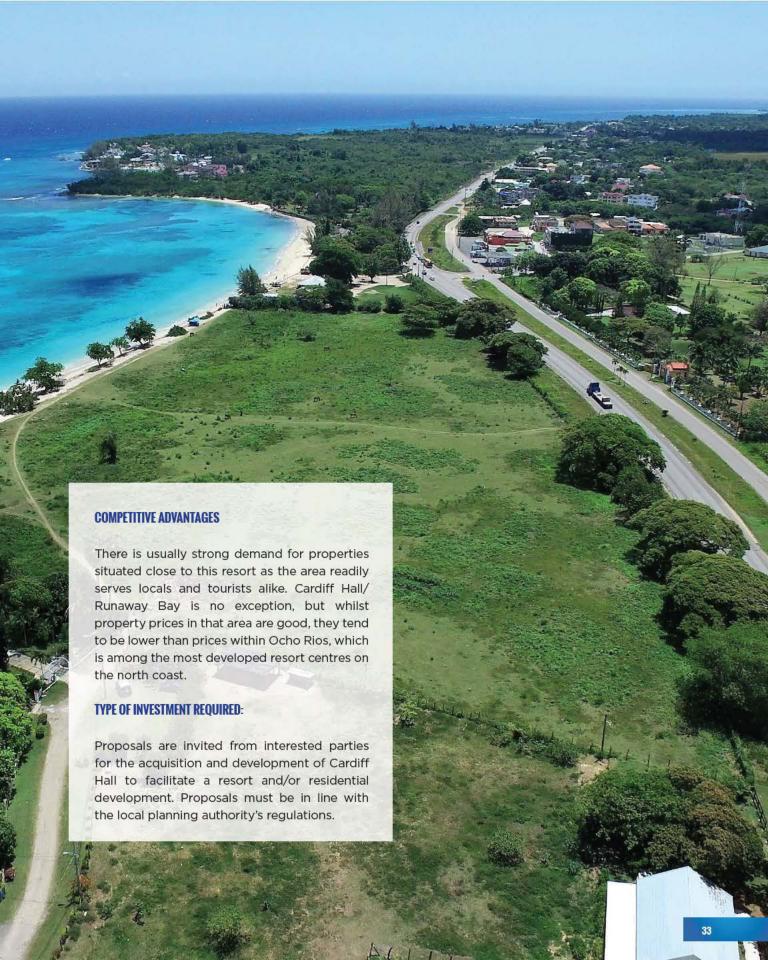
Registered by survey as land part of Cardiff Hall Plantation and Unity Pen in the parish of St. Ann, the property has an area of 4.57 hectares (11.28 acres).

The property is in an area that is zoned for resort/residential purposes under the provisions of the Town and Country Planning (St. Ann Parish) Confirmed Development Order, 1999.

It enjoys the amenity of a private beach in addition to its locational advantage of being along a main arterial road, in proximity to several major resort facilities and access to readily available transportation links to other north coast areas. It has excellent attributes and is easily developable given its amenable topography and surrounding support services.

The location has good road transportation links with other north coast centres along the A1 route, which links the entire north coast resort strip from Montego Bay in the west to Ocho Rios in the east. It is in proximity to shipping/port facilities and the airstrip at Discovery Bay (Puerto Seco) and Ian Flemming International Airport. The area is also within reasonable commuter distance of the Sangster International Airport in Montego Bay that is approximately 74.00 kilometres (46.00 miles) west of Runaway Bay.

Conceptual plans have been developed for the area. Additionally, requests for proposals are currently being done to invite interested parties for the acquisition and development to facilitate a resort and/or residential development. These plans are in line with the local planning authority's regulations.



# CARDIFF HALL PROPERTIES CARDIFF HALL II

Stately comfort and relaxed recreation

#### **OVERVIEW**

Cardiff Hall II is a 21-acre property located on the southern side of the Ocho Rios to Montego Bay main road. This exquisite location wraps around the championship golf course in Runaway Bay. It is best accessed from the North Coast Highway onto the western end of Ricketts Drive then continuing southerly to Guava Way.

The property is bounded as follows:

- North by Guava Way access road;
- South by Lots 512 to 517 Cardiff Hall
   residential:
- East by Lots 502 to 511A Cardiff Hall
   residential:
- West by Lots 519 to 528 Cardiff Hall
   residential.

LOCATION: Runaway Bay, St. Ann

#### DESCRIPTION

This parcel of land narrows and bends toward a south-western comer tip. It is widest along the northern boundary and has good road frontage that extends about 270 meters.

The site's topography is generally level and of good even grade, maintaining a slight pitch from the front to the rear (southern) boundary. Drainage appears to be unimpeded and there is no apparent risk of flooding or erosion. The site is vacant and unimproved with enclosed fencing.

#### **COMPETITIVE ADVANTAGES**

The property is conveniently situated on a strip which is caters to numerous tourist activities. Beaches, hotels and an 18-hole championship golf course with club facilities flank this property. The site has excellent attributes that are suitable for hotel and resort development.

Services immediately available to this location include paved roadways; piped water supply; electricity, telephones; cable television; high speed internet; postal services, police protection; supermarket shopping; and garbage collection, etc. For the wider range of urban goods and services, this area relies on St. Ann's Bay and Ocho Rios which are approximately 20 and 30 minutes driving distance, respectively.

The property falls within the Runaway Bay local planning area and is zoned for low- density residential development. It is expected that proposals for development will be within the existing tone of this residential neighbourhood. This speaks to a distinctly low density with architect-designed single and two-story residences on generous curtilages. This environment is synonymous with affluence and privacy.

#### **TYPE OF INVESTMENT REOUIRED:**

Proposals are invited from interested parties for the acquisition and development of Cardiff Hall to facilitate a resort and or residential development. Proposals must be in line with the local planning authority's regulations.



### **JOBSON PENINSULA**

#### A breathtakingly beautiful and serene hideaway

#### **OVERVIEW**

Jobson Peninsula is a private peninsula with more than 1.5 kilometres of pristine white sandy beaches. The property is located in the parish of Trelawny and neighbours the parish capital of Falmouth. A short commute of 1.5 miles from the Falmouth Port enhances its appeal. The property is suitable for eco-resorts, hotels, timeshare, private marinas or related activities.

LOCATION: Half Moon Bay, Falmouth, Trelawny

#### DESCRIPTION

Framed by the Caribbean Sea, the property has an air reminiscent of early years of Negril's famed and unspoilt beaches. The peninsula is within walking distance from the historic, romantic town of Falmouth as well as the Port of Falmouth used by the world's largest cruise lines.

The property boasts a world-class sunset on the western side where the lagoon meets the Caribbean Sea. This lush lagoon, which is located on the southwest of the property, largely serves as a sanctuary for marine life. It also provides access to a picturesque diving site and fish sanctuary along the reef. Scenes from James Bond "Dr. No" were filmed on the lagoon side of the property in 1962.

#### **COMPETITIVE ADVANTAGES**

Jobson Peninsula is an extensive 380-acre (1,547,358 m. sq.) with easy access to the East West North Coast Highway from Montego Bay to Ocho Rios. The property is four miles from the North Coast Highway and 17 miles from Sangster International Airport. It is also within minutes of the Port of Falmouth which welcomes the world's largest cruise ships.

The port is projected to receive 1.8M tourists per year. It is minutes from Martha Brae Rafting, Glistening Waters and is next door to Swamp Safari. It lies only 17 minutes from the city of Montego Bay.

#### TYPE OF INVESTMENT REQUIRED:

Proposals for joint venture partnership, partial divestment or full sale of the property or other feasible investment modality are welcomed.



# AMATERRA RESORT TOWNSHIP AND GOLF COURSE

A sparkling jewel of Famaica

#### **OVERVIEW**

Located along the sapphire seas of the north coast, and between the island's two largest tourist centres (Montego Bay and Ocho Rios), the Amaterra Resort development spans over 1030 acres of prime land. This parcel features an assortment of resorts, residential and commercial properties blended into the scenic topography of Duncans Trelawny. Within 10 minutes of the historic Falmouth Pier, Amaterra is home to expanse sandy beaches, accentuated by majestic limestone cliffs towering above the Caribbean Sea, with direct exposure to the north-east trade winds.

**LOCATION:** Duncans, Trelawny

#### DESCRIPTION

Amaterra Jamaica Limited offers a world-class experience with its combination of resorts, residential and luxury amenities including attractions on the finest remaining pristine ocean front properties in the entire Caribbean

With an estimated construction cost of approximately US\$1.7 billion, the Amaterra Resort development is the biggest and most exciting tourism/investment opportunity on Trelawny's north coast, a sterling tourism destination for Jamaica.

Near the access point of the North Coast Highway, approximately 115 acres of the Amaterra development is reserved for a commercial village which would be ideal for retail development. This would be complemented by residential properties in addition to dining and entertainment facilities, professional offices, service and warehouse spaces, and a university. A state-of-the-art health & wellness facility, research laboratory and IT/BPO Park are also planned.

#### **COMPETITIVE ADVANTAGES**

Apart from the geographic location which adds to the project appeal, Amaterra has no external debt and all required development approvals are in hand. These are:

- Subdivision of lands
- 2. Beach Development
- 3. Golf Course
- 4. Environmental Permits
- Sewage Permits (currently being renewed due to recent changes in requirement standards)

The Amaterra Resort development is already in full shovel-ready ground-breaking stage and comprises over 40 approved parcels of land which can be further subdivided into residential lots. The property also includes five parcels for five five-star hotels, providing over 2300 rooms, all overlooking the Caribbean Sea.



DESCRIPTION	SIZE (DENSITY)
Approved Hotel Sites:	
• H-1:	20 acres (800 rooms)
• H-2:	5.7 acres (24 rooms, 30 cottages)
• H-3:	21 acres (250 rooms, 50 cottages
• H-4:	24 acres (500 rooms)
• H-5:	27 acres (600 rooms)
Conference Centre/Casino A-6:	6.5 acres
Residential (Manors, Estates, Villas, Luxury Condominiums):	177.7 acres
Golf course:	223.9 acres
Other amenities:	22.5 acres
Township/Commercial Village:	98.8 acres

Among Amaterra's planned luxury amenities and attractions are an 18-hole championship golf course and clubhouse. This combined space covers over 7500 yards and will offer guests and diners a panoramic view of the Caribbean Ocean.

A water park, two homeowners' beach clubs and a conference centre with outdoor amphitheatre and an equestrian park are also planned features of Amaterra's offering, ideal for the 'residence club' concept.

Residences of Amaterra will comprise over 2,000 mixed residential lots

suitable for manors, garden villas, ocean front villas, mid-rise apartments, condominiums and town homes spanning over 177 acres. Golf course residences will not be included.

#### TYPE OF INVESTMENT REQUIRED

Amaterra Jamaica Limited is seeking investors, developers and operators interested in purchasing, leasing or doing joint ventures for each parcel of the land as per the approved subdivision plan.

### **MAMMEE BAY RESORTS**

Offering an exquisite blend of traditional and modern tourism

#### **OVERVIEW**

The Mammee Bay Resorts property is 29.25 acres of undeveloped beachfront, ideally situated on Jamaica's north coast in the parish of St. Ann, approximately sixty miles from Montego Bay and sandwiched by Ocho Rios, a major tourist hubs, as well as the Trelawny Cruise Ship Pier.

**LOCATION:** Located in the parish of St. Ann, Jamaica, Mammee Bay Beach Resort may be accessed via the Ocho Rios main road with the new major North Coast highway allowing for an easy thirty-minute drive time from Kingston to the property.

#### DESCRIPTION

This property is one of the largest stretches of unspoilt beachfront, bounded to the south by exotic lush vegetation, a typical feature of St. Ann that meets a seemingly unending stretch of pristine white sandy beach that measures above 500 meters/1,650 feet. This gently sloping vista is a breathtaking combination of nature's best elements and one of the most beautiful places to enjoy a warm Jamaican sunset.

The general vicinity of Mammee Bay is well-placed in the centre of Jamaica's foremost

tourist belt. High-end resorts such as the Jewel Beach Resort & Spa Hotel and the Club Hotel Riu Ocho Rios are located with its parameters. The property itself is literally five minutes outside of the Ocho Rios Town Square and shopping hub, and within walking distance from the renowned Dunn's River Falls. Logistically, a property doesn't get any more prime than this.

Taking all its facets into account, the property could easily be considered an architect's dream, providing the ideal location to create a major resort development that would capitalize upon the many historical facets of Ocho Rios and its environs. The slope of the land is well suited for a proper drainage system. The site has the potential for development of up to one thousand (1,000) habitable rooms.

The property represents an excellent project area for any major 4 - 5 - star hotel, as well as any upscale resort development. Its overall favourable strategic position, midway between Kingston and Montego Bay, allows for convenient access to both international airports in Montego Bay and the Norman Manley International Airport in Kingston. Additional access points include the Ian Fleming Airport which caters mainly to luxury private jets coming to Jamaica, situated about fifteen (15) minutes from Ocho Rios.



#### **DESCRIPTION OF PROJECT**

The property is part of the Government's Shovel Ready Investment Programme for immediate development.

The Environmental Impact Study of the property has been done and already approved.

Approval for water supply and electricity has also been obtained. A comprehensive beachfront study was done to assess the feasibility for development, and an approved development for a 354-room hotel has already been done, which can be easily amended to facilitate up to 1,000 rooms in keeping with approved density projections.

#### **COMPETITIVE ADVANTAGES**

One of the major advantages of building a hotel in this garden parish is that there are

several of the most popular attractions to be found within a small-scale radius of the parish's tourist capital, Ocho Rios. These attractions include Dunn's River Falls, Dolphin Cove, Mystic Mountain and Green Grotto Caves, to name a few.

Access via the new highway from the capital city will also be a major plus for tourists who enter the island from the Norman Manley Airport. Driving time from Kingston to Ocho Rios is a maximum of 60 minutes.

The site's proximity to the main cruise ship pier is also a significant factor in its consideration for a major hotel development.

#### TYPE OF INVESTMENT REQUIRED:

The property is available for sale by the owners.

### **HAUGHTON HALL**

#### Explore nature's gifts and indulge the senses

#### **OVERVIEW**

Haughton Hall is 500 acres of lush coastline, and is a mere 15 minutes east of the popular resort town of Negril.

**LOCATION:** The property is located in the quaint town of Green Island, Hanover

#### DESCRIPTION

This property has a main road running through it, separating the beachfront from the rest of the property which could allow for development on two separate sites:

 The 174 acres long beachfront offers a mile-long beach which curves into an intimate cove, providing exclusive access to the Caribbean Sea. On this side of the property, there is viable potential for developments of high end condominiums and hotels.  On the opposite side of the road, 350 acres are available for housing and commercial development.

These two parcels of land give developers the opportunity to develop a town/community, with an integrated ecosystem, adding value to the tourism product. Current utilities include water and electricity.

#### **COMPETITIVE ADVANTAGES**

Haughton Hall offers potential developers the opportunity for subdivision. The property's location to the north west of the island reduces the possibility of beach erosion as wind direction and wave action blow eastwardly.

#### TYPE OF INVESTMENT REQUIRED:

The property is available for sale.





### **COTTON TREE BAY**

#### Enjoy the best of Jamaica's West End

#### OVERVIEW

Cotton Tree Bay is located in Green Island, Hanover in proximity to Montego Bay and Negril. The 200-acre property boasts two miles of waterfront with some white sand beach. The property may be accessed via the super highway connecting Montego Bay and Negril.

**LOCATION:** Green Island, Hanover

#### DESCRIPTION

The offered property starts at the eastern point of Green Island Bay and continues for two miles east along the northern coastline. Some grooming and development of these beaches may be necessary to bring out its optimum pristine beauty. Hydro, water and roads are present on this property.

#### COMPETITIVE ADVANTAGES

This desirable location has many possibilities: villas, hotels, nudist colony, spa facilities, fitness, tennis, nature trails, exclusive residential homes, golf course and riding stables. Its extensive coastline could offer various water sports from sailing, snorkeling and scuba diving to spear fishing. The turquoise water offers local natural flora, fauna and marine life. Enjoy the beautiful sunsets from this western waterfront. Cotton Tree Bay is the ultimate in seclusion, peace and quiet.

#### TYPE OF INVESTMENT REQUIRED:

The property is available for sale by the owner.



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