



bespoke homes jamaica

RECONNECTING YOU WITH YOUR ISLAND

May 2012

Back To Your Heart

Issue 13

More tourism money staying put

New research suggests that three-quarters of tourism earnings stay within Jamaica.

Previous estimates indicated that a similar proportion of the US\$2.64bn annual earnings left the country. If true, the Oxford Economics study would mean that tourism is contributing over US\$1bn more to Jamaica than previously thought.

The more tourism grows in the future, the more value we should see. Already, tourism accounts for 1 in 4 jobs and 15% of construction work.



Tourism reached a new record high in 2011. Arrivals by air and sea were up nearly a tenth at 3.07m - exceeding the 2005 record. While US and UK/Europe stopover arrivals actually shrank, we can thank Canadians for overall growth. From its start in 2005, the campaign to increase Canadian arrivals has seen average annual growth of 21.6%.

Whereas 116,900 Canadians stayed over in 2005, 380,000 did so last year. Let us hope that the Jamaican government is citing the Canadian evidence in debate with the British government on scope for reform of air passenger duty.

Among the ever increasing tourism opportunities, Lovers' Leap in St Elizabeth has now re-opened.



PUSS NO HAB HAN BUT IM TEK IM FOOT WIPE IM FACE

Be resourceful and do not give up at the first obstacle

World's best places to be a woman

Britain's Independent newspaper recently found that Jamaica has the highest proportion of women in high-skilled jobs, such as managers, legislators and senior officials. While Jamaica scored almost 60% on that measure, the UK was 35th. The Bahamas was first for economic participation and opportunity for women – having closed its gender gap by 91% in the last six years. Across all measures, Iceland came top.

Women's enterprise: Debz Ice Cream

Debbie Belcher, founder and CEO of Debz Ice Cream, has been explaining how her new-ish company is expanding across the island – thanks partly to the acquisition of a refrigerated truck. Some of the growth has been helped by social media, in particular Facebook, along with point-of-sale sampling. The Debz growth strategy includes sorbets made from local fruit.



Women's enterprise: Bespoke Homes Jamaica

Lillalee Wright, founder and CEO of Bespoke Homes Jamaica, has been explaining how her relatively new company is expanding across the island. "Currently I am leading a 16-apartment refurbishment for student lets in Mandeville. It's hard work, but we are now seeing the new building emerge from the old shell. We have also visited sites & properties in Portland, Westmoreland, Trelawny, St Andrew & St Catherine. With five projects rapidly moving down the development pipeline, BHI is beginning to realise its great potential."

Women's enterprise: Black River Chocolate

Marvia Borrell's Black River Chocolate has now been endorsed as the official international chocolate brand for the Jamaica 50 celebrations.

Bespoke Homes Jamaica

Telephone 020 3318 0993 Mobile 077 5157 2691

www.bespokehomesjamaica.com

reconnection@bespokehomesjamaica.com



bespoke homes jamaica

RECONNECTING YOU WITH YOUR ISLAND

May 2012

Back To Your Heart

Issue 13

The Prince races The Prince

Prime Minister Portia Simpson Miller welcomed Prince Harry on his four-day trip in March. Among highlights, the prince raced Usain Bolt, visited William Knibb High School, Trelawny (attended by Bolt as a pupil) and met the public in Falmouth, Montego Bay and Kingston among other places.



The Prince met the first two Jamaicans to be awarded the prestigious International Diana Award: Chrislyn Winter (12) & Alex Newman (17). The Award is presented to inspirational young persons aged 9- 18 who are committed to helping others and improving their communities. Asafa Powell is an Ambassador for the Diana Award.

Chrislyn Winter of Parade Gardens helps younger students with their homework and serves to inspire them. Her own effort and excellence secured her place at the Immaculate Conception High School for Girls. Alex Newman has served in RISE Life programmes for 7 years & is a member of the RISE Youth Leadership Programme.

From inner-city Fletchersland, Newman helps children in the RISE Kidz Club with homework. He also volunteers with the Police Youth Club and the Community Leads Youth Club, while supporting programmes for the homeless and for environmental cleaning of Kingston Harbour.

The executive director of RISE Life, Sonita Williams welcomed the recognition for the youngsters' "hard work and dedication to succeed and giving back to their communities; they will be held up as fine examples to all of Jamaica."

We're simply the best

Next in our series on world class Jamaicans, we focus on the recent success of Dr Laurence Williams of the Scientific Research Council. After 13 years, Williams has just gained an international patent for a compound derived from Guinea Hen Weed. The protein complex can kill a range of cancers, including those of the lung, breast and skin. As the SRC said, "Williams' discovery could change the face of medicine as we know it." Meanwhile, several pharmaceutical companies and universities continue to try to synthesise the chemicals found in the Sour Sop tree into new anti-cancer drugs.

Higher quality retailing and housing on the up

Construction of the island's fourth Mega Mart store is now underway, in Mandeville (see picture). Mega Mart seems to us to be the nearest Jamaica has to Wal-Mart in the US. Its other stores are in Kingston (two) and Portmore.



Meanwhile, there are some signs that the middle to higher end of the housing market is picking up - particularly for homes above J\$25m. If true, that would put Jamaica ahead of much of the US market. While the Jamaica Redevelopment Foundation disputes the apparent trend, Andrew Issa of Coldwell Banker and Howard Johnson of the Realtors' Association of Jamaica both see clear signs of improvement. Drawing on the Multiple Listing Service (MLS), Johnson highlights the number of transactions in the higher category having risen by almost two and a half times in 2011 over 2010. Realtors also point to homes selling well in the J\$15m to J\$20m bracket.

Bespoke Homes Jamaica

Telephone 020 3318 0993 Mobile 077 5157 2691

www.bespokehomesjamaica.com

reconnection@bespokehomesjamaica.com



bespoke homes jamaica

RECONNECTING YOU WITH YOUR ISLAND

May 2012

Back To Your Heart

Issue 13

The Courts Sleepathon

All 29 stores of Courts held a "sleepathon" on 22 March, to help recognise the month as "Bedding Month". The competition winner slept for more than three hours and called herself "Muss Sleep". Her prize? A double "Sleep-On-It" mattress.

Focus on Westmoreland

Westmoreland is the eighth largest parish, both in area and population. It has almost the same area as Manchester and Portland, and is around a tenth smaller than Trelawny. The parish capital is Savanna-la-Mar. Famous persons born in the parish include Winston Foster (Yellowman) and Richie Stephens.

The parish includes 10,000 acres of morass land, including the Great Morass. While this means there is lots of peat that can be mined, it also means the land is very fertile and can support lots of wildlife. Sugarcane is the main crop, but others include bananas, breadfruit, cocoa, coffee, ginger, honey, pimento and rice. There are also around 20 fishing beaches. Much of the seven-mile Negril beach is found in the parish, with many large, small and medium sized hotels.



Riots at the Frome sugar estate in 1938 had a major historical influence. The changes that followed led to universal adult suffrage in 1944, along with a new constitution. That also set the course for independence in 1962.

Stimulating coffee, cocoa & sugar

Following the company's big increase in demand last year, Starbucks has now doubled its order for Blue Mountain coffee. The company has also offered to help Jamaican growers become more environmentally and socially responsible. Blue Mountain coffee is so special that you will only find it in one-in-ten of Starbucks stores – those in its Reserve programme. "Starbucks Reserve" offers just rare, exquisite coffee - the best of the best. While Japan has bought most Blue Mountain coffee since the 1940s, Starbucks only took a serious interest some two years ago.

Other good news saw the Jablum brand of BM coffee reach Harvey Nichols' shelves, giving access to six UK stores and 170,000 online shoppers.



Meanwhile, the cocoa industry is getting a big lift from 300,000 euros from the EU. Despite offering top quality cocoa, Jamaica has suffered from inconsistent output, leading to lost orders. That means that only one-seventh of the island's own demand is met by local growers.

The new programme - Re-engineering the Cocoa Rural Economy through Agro-processing Eco-tourism & Entrepreneurship (ReCREATE) - aims to triple local output over the next five years. It includes farmers in St Thomas, St Mary, St Catherine, Clarendon, St James and Portland. Cocoa is expected to be grown across an additional 510 acres - two-thirds through rehabilitation in Clarendon and St Catherine.

Readers of Newsletter #12 will recall the pioneering work of Black River chocolates, based in London, which is paving the way for future cocoa exports from Jamaica.

Good news also comes from the sugar industry, which saw output rise by almost a third in the first two months of 2012.

Bespoke Homes Jamaica

Telephone 020 3318 0993 Mobile 077 5157 2691

www.bespokehomesjamaica.com

reconnection@bespokehomesjamaica.com



bespoke homes jamaica

RECONNECTING YOU WITH YOUR ISLAND

May 2012

Back To Your Heart

Issue 13

Investment opportunities

LAND: Mezgar Gardens, St Thomas: J\$4.62m (c. £35,000). One-third of an acre of level land,



close to Twelve Mile and the Sun Coast Adventure Park.

LAND: Elgin Town, Hanover - J\$2.5m (c. £19,250)



Located on the coast road, this 1/3 acre of gently sloping land is near the Grand Palladium hotel.

HAMILTON DALEY

Associate of **Gifford, Thompson & Bright**
ATTORNEYS-AT-LAW

122-126 Tower Street, Kingston Jamaica
UK tel: (0)20 8440 6515; (876) 922 6056

Jamaica Heritage and Other Things

Find that book on Jamaica culture, heritage & other things Jamaican on 07812 591 080 – or:

www.promotingourheritage.co.uk

Returnee Support Services



For support to returnees

call 020 8654 9040

Facilitators For a Better Jamaica

FFBJ for news, debate, events
and much, much more

On Facebook: Facilitators FB Jamaica

Editor: Stuart R. Taylor: stuart@bhj-ltd.com

Additional reporting by Christopher T. Taylor

<http://twitter.com/BespokeHJamaica>

www.facebook.com: Bespoke Homes Jamaica

BHJ – “Helping You to Get Back to Your Heart in Jamaica”

Here at Bespoke Homes Jamaica we bring only positive news. Let's work for a better Jamaica - a better future for all of us. And if your heart is in Jamaica, we can help you get back to it.

This month's star property: Green Acres, St Catherine: 4-bed plus helper's quarters: a large, well-kept, beautiful house - J\$27m (c. £208k)



Here is a great opportunity to buy a quality house in the currently most actively traded price bracket. Quality features include lots of splendid solid wood – doors, staircase, panelling. Also large verandas and open roof areas. Magnificent views. Can be bought with the adjoining quarter-acre plot (J\$5m). Must be seen.

Kingston 16: J\$11m (£85,000). A 3-bed, 3-reception spacious house



(1750 sq ft) with covered patio, carport & fenced yard. Good value.

Cononley, Manchester: J\$25m (c. £192,500). This 4-bed, 3-bath



house with separate living & dining rooms & kitchen & garage is in the beautiful rural setting of Wales, just 6 miles from the NCU.

Bespoke Homes Jamaica

Telephone 020 3318 0993 Mobile 077 5157 2691

www.bespokehomesjamaica.com reconnection@bespokehomesjamaica.com