

COUNTRYSTYLE COMMUNITY EXPERIENCES

FEATURING MANDEVILLE & JAMAICA'S SOUTH COAST

Communities hold Jamaica's spirit and destiny

To offer opportunities for visitors to experience our unique communities and culture and for community investment and development, **Countrystyle Tourism** has developed the Community Tourism Villages as Businesses Programme.



Countrystyle offers you many options-

- **Village Experience Tours** for those who want an authentic taste of the community lifestyle while on vacation;
- **Homestays** for those seeking a longer community experience; and
- **Themed Tours and Custom Vacations.**

◆ *Share our Vision ...*

◆ *Enrich your Experience ...*

◆ *Increase your Fun ...*

◆ *Build your Knowledge ...*

◆ *Make new Friends ...*

REGULAR EXPERIENCE TOURS:

- ◆ JAMAICAN ROOTS EXPERIENCE
- ◆ JAMAICAN TASTE EXPERIENCE
- ◆ JAMAICAN NATURE EXPERIENCE
- ◆ MARVELOUS MANDEVILLE TOUR EXPERIENCE
- ◆ PORUS MANCHESTER RASTAFARIAN EXPERIENCE
- ◆ SOUTH COAST ADVENTURE TOUR
- ◆ BEESTON SPRING, WESTMORELAND VILLAGE TOUR

NEW NORTH COAST TOURS:

- ◆ HOPEWELL, HANOVER COMMUNITY EXPERIENCE
- ◆ AXE-AND-ADZE, HANOVER COMMUNITY EXPERIENCE
- ◆ MONTEGO BAY COMMUNITY EXPERIENCE

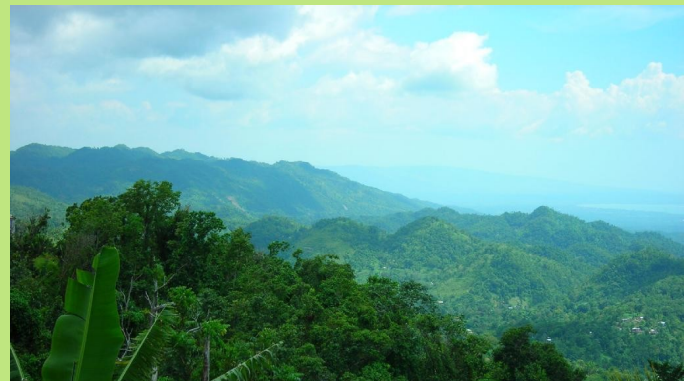
SPECIAL TOURS CAN BE ORGANIZED TO FOCUS ON:

- ◆ SPORTS - GOLF, TENNIS, SQUASH, BADMINTON, FOOTBALL, CRICKET
- ◆ CULINARY TRADITIONS AND AGRICULTURE
- ◆ MUSIC AND ENTERTAINMENT
- ◆ HISTORY AND HERITAGE - AND MORE

All tours include the best Jamaican community hospitality and service, make a contribution to the Community Tourism Trust Fund (COMTRUST) and can be offered from anywhere in Jamaica.

Countrystyle can also offer community experience tours in other areas of Jamaica on request. An all-inclusive Countrystyle Community Experience package with tailor-made itineraries is offered with the regular and special interest tours.

Details overleaf





JAMAICAN ROOTS EXPERIENCE

Village community experience — spend a day in one of our rural villages in central Jamaica and experience the roots of our Jamaican heritage. You are treated to a community welcome in a private home where you will be entertained by both the young and old from the community while sampling local food. Two of our popular villages are: **Porus, Manchester** where you will be hosted by Rastafarian brothers and **Beeston Spring, Westmoreland** near Sandals Whitehouse, Westmoreland. Spend the day with the community. Walk around with the citizens and be led by hands of friendship while discovering the roots of rural Jamaica, old churches and more. Hear the stories of Jamaica from the older citizens and enjoy genuine rural hospitality.....

US\$60 per person (excluding transportation) including lunch and refreshments. US\$50 for community host/ guide for 1 – 25 persons



JAMAICAN TASTE EXPERIENCE

Village hopping for country cuisine experiences in central and south coast Jamaica — learn to cook Jamaican cuisine in a natural setting with the community and then eat with the community and enjoy the special flavours. Try preparing Jamaica’s national dish — ackee and salt-fish with spicy callaloo, dumplings, bammy and fried plantain in **Mandeville, Manchester**. Enjoy Sample some of Jamaica’s fruits in season at **Porus village**— naseberries, ortaniques, starapples, tangerines and so much more. Taste plantain tarts, coconut gizzardas from the community shops OR cooking demonstration and sampling it afterwards at Dorret’s Beach Restaurant in BELMONT VILLAGE and then visit Beeston Spring Village to enjoy local Jamaican dishes in a private home

US\$60 per person (excluding transportation) including lunch and refreshments plus US\$50 per day for Community Host/Guide for 1 – 25 persons



JAMAICAN NATURE EXPERIENCE

Enjoy nature at its best in the many rural villages in the central and south areas of Jamaica – in one day you can visit at many villages and discover the inner beauty of Jamaica. **South Manchester villages** where you can discover many of Jamaica’s fruit trees and farm products then take a country walk together with nature and with the community you will feel adventurous— here you will see where the mountains meet the sea with rivers alongside the sea – refreshing and spectacular. Then travel towards **Treasure Beach, St Elizabeth** for lunch and discover natural rustic beaches and wonderful farm and fishing country life. The tour ends at Lovers Leap in **Southfield, St Elizabeth** – on the edge of a cliff 700’ above sea level with the most spectacular view of the south coast of Jamaica, sunshine and a refreshing breeze.

US\$60 per person (excluding transportation) including refreshments and lunch. Community Host/Guide US\$50 for 1 – 25 persons



SOUTH COAST ADVENTURE TOUR

Experience an all day tour to the heritage town of Black River for an adventurous tour up the Black River (optional) or discover the heritage of Black River and visit to YS Falls where you picnic lunch from Billy’s Reststop at Middle Quarters and then on to Treasure Beach where you will be welcomed by the community at Jack Sprat Beach Restaurant.

US\$80 per person (excluding transportation) including refreshments and lunch. Community Host/Guide US\$50 for 1 – 25 persons



BEESTON SPRING VILLAGE TOUR

Enjoy a community experience tour with the citizens of Beeston Spring. You will be welcomed at Rena Lawrence’s bar with local refreshments, tour the 142-year old Moravian Church, visit the Bee farm and lunch with the community at the Brown family home. You will be entertained by the Mighty Beestons Mento Band and learn how to do the Mento dancing!

US\$60 per person (excluding transportation) including refreshments and lunch. Community Host/Guide US\$50 for 1 – 25 persons



PORUS MANCHESTER RASTAFARIAN COMMUNITY EXPERIENCE

The **Countrystyle Rastafarian Community Experience with Prince Matthew and family** is an exciting blend of heritage, health and eco-tourism with a highlight of Jamaica's unique Rastafarian culture in Porus village, Manchester. Meet a family of Rastafarians –with unique art and craft items handmade at his home

The 3-hour experience includes:

- ◆ An educational get-together with Rastafarians
- ◆ Presentation with handouts on the Rastafarian culture, spirituality and way of life;
- ◆ An interactive cooking demonstration to learn about Rastafarian cuisine... .

Rastafarian Community Host : Prince Matthew

US\$60 per person including lunch, guide and tour experience. Transportation is not included but can be organized as required.



MARVELOUS MANDEVILLE TOUR EXPERIENCE

Discover the educational, agricultural and heritage centre of Jamaica – the home of community tourism and a beautiful escape from the rush and stress. Enjoy an all-day community experience tour of “Jamaica’s Best Country Town” in the cool hills of Manchester, 2,000 feet above sea level. Learn about Jamaican culture, history, and way of life and includes:

- ◆ Community welcome and get together with refreshments at a the Mandeville Hotel
- ◆ Tour of Mandeville including coffee factory (open Mon-Friday only), historical points of interest and a village experience near Mandeville where you can enjoy tasty rural country fruits;
- ◆ Lunch at the Reliance Shopping Centre (formerly the Superplus Centre) with community entertainment and shopping especially at CREATIVE Ja Shop with authentic Jamaican art & craft

US\$90 per person including refreshments and lunch (excluding transportation)

Community Host/Guide



COUNTRYSTYLE COMMUNITY EXPERIENCES FEATURING NORTH COAST*

HOPEWELL HANOVER COMMUNITY EXPERIENCE

Discover the inner beauty and heritage of Hopewell Village (home of the famous Round Hill Hotel), in the beautiful parish of Hanover. You will be treated to a personalized tour including:

- ◆ Community welcome in a private homestay with refreshments,
- ◆ Tour of a community botanical garden and a private home garden,
- ◆ Visit to the historical Methodist Church in the centre of Hopewell and
- ◆ Lunch at the Sky Beach Bar and Seafood Grill by the sea where you will enjoy Jamaican country cuisine while being entertained by members of the community.

AXE-AND-ADZE HANOVER COMMUNITY EXPERIENCE

Discover the beauty of interior Hanover in a farming community called Axe-and-Adze, located one hour south of Hopewell Village. You will experience rural farm life and lifestyle, hosted by Pastor Shippey and the Axe-and-Adze Citizens' Association with local refreshments and lunch.

MONTEGO BAY COMMUNITY EXPERIENCE

Enjoy a personalized community experience tour with Community host Sonia Kong-Quee and her family and friends.

- ◆ Visit to the famous Western Hospitality Institute to meet management, staff and students for a welcome drink and refreshments and tour of the facilities;
- ◆ Discover family heritage at the homes of Sonia's mother and friends in Pitfour;
- ◆ Enjoy homemade snacks and visit a school, a church and a local bar;
- ◆ Have lunch with the community at a jerk centre.

If you prefer, an evening community experience tour and dinner can be organized.

*** Each tour is US\$60 per person, including welcome refreshments, highlights tour, lunch and entertainment (transportation extra). Community Host/Guide: US\$50 for 1 – 25 persons.**



Objectives and Purpose of the Countrystyle Villages as Businesses Programme:

The vision of the Countrystyle Community Tourism Network's Villages as Businesses Programme is to empower and develop communities on a sustainable basis.

By dynamically marketing and exposing communities' natural culture, talents, passion and potential to the world, the Villages as Businesses Programme aims to stimulate local entrepreneurship and opportunities and to package each community as a unique Jamaican destination or product.

Multiplying the Benefits of Community Experience Tours:

In support of community projects, all packages include a contribution to:

- **The Community Tourism Trust Fund (COMTRUST) in memory of the late Desmond Henry, Countrystyle partner and past Director of Tourism**

Visitors can also include assistance with a community project in their vacation while enjoying the community tours and attractions. Countrystyle has developed two programmes that facilitate such assistance:

- **Pick-A-Project While On Vacation ...**
- **Adopt-A-Village While on Vacation ...**

The bonds created by these programmes have the effect of stimulating repeat business. Jamaicans overseas appreciate this approach and are one of the main target markets.

Membership of the Countrystyle Community Tourism Network for visitors are also welcomed—for further information, please email villagesasbusinesses@yahoo.com for the membership form.

Brochure design by Alison Massa

For further information and reservations - please contact:

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