THE JAMAICA GASTRONOMY NETWORK

Jamaica: A Culinary Destination
(Kingston)

Nicola Madden-Greig
Chairperson, Gastronomy Network
JAMAICA
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OBJECTIVES

• To create distinct Gastronomy destinations across Jamaica.

• To create several engaging tourism products that will attract new travellers as well as enhance the on island experience.

• To engender backward linkages of Gastronomy with Agriculture, Manufacturing and other sectors.

• Creation of a framework to combine and promote culinary experiences, enterprises, festivals and local cuisine.
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ACTIVITY 1 - BASELINE RESEARCH AND ANALYSIS
Completed in 2016 and 2017

SURVEY HIGHLIGHTS

<table>
<thead>
<tr>
<th>2016</th>
<th>2017</th>
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<tr>
<td>500 respondents</td>
<td>600 respondents</td>
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<tr>
<td></td>
<td>78% AI and 22% EP.</td>
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<tr>
<td></td>
<td>USA (63%), Canada (20%) and UK (4%).</td>
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<td>TOP 10 FACTORS FOR TRAVEL:</td>
<td>TOP 10 FACTORS FOR TRAVEL:</td>
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<td>Weather was the main factor followed by</td>
<td>Weather (33%), food (24%) and family/friends (24%).</td>
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<td>Beaches (24%) and people (18%)</td>
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SURVEY HIGHLIGHTS (Cont’d)

PERCEPTION OF JAMAICA AS A CULINARY DESTINATION

- 2016: 32% Perceived Jamaica as Culinary Destination, 68% Did not perceive Jamaica as Culinary Destination
- 2017: 54% Perceived Jamaica as Culinary Destination, 46% Did not perceive Jamaica as Culinary Destination

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Master Brand for Jamaica’s Gastronomy Tourism Product
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CASE
Kingston: The heartbeat of Jamaica & the first Gastronomy Resort Area

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TOURISM LINKAGES NETWORK
CASE 1: Devon House

Goals: Build a strong narrative for Devon House

Actions:
- Leverage already famous for ice cream, patties, etc.
- Engender other signature Devon House culinary experiences.

Curate Day versus Night Experiences
Day: Lunch and Food Tour Experiences
Night: Fine dining experiences

Designation of Devon House as Gastronomy destination
Executed, March 2017
CASE 2: The Blue & John Crow Mountains

**Goal:** Drive increased visitor traffic using its natural assets combined with its unique culinary landscape including the world famous Jamaican Blue Mountain Coffee.

**Activation 1:**
Launch of the Jamaica Blue Mountain Culinary Trail Experience in **March, 2017**

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CASE 2: The Blue & John Crow Mountains

Activation 2: Berry Farmers Project

This initiative focused on berry farming, specifically in the Blue & John Crow Mountains region which has the micro-climate suited for production. Specifically focused on strawberries and blueberries.

* Produced booklet on the Development of Berry Farming Industry in Jamaica.
* Provided loan facilitation for expansion of production capacity.

Hon. Edmund Bartlett
Minister of Tourism – JAMAICA
CASE 2: The Blue & John Crow Mountains

Activation 3: Jamaica Blue Mountain Coffee Festival

Four day event held on
March 23-25, 2018

DAY 1: Funding Seminars for entities along Culinary trail
DAY 2: Farmers Trade Day
DAY 3: Festival Marketplace
DAY 4: Tours of the Jamaica Blue Mountain Culinary Trail
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Microsite/Mobile App
www.tastejamaica.com

- Geo-location
- Restaurants
- Bars and Lounges
- Farmers Markets
- Street Food
- Festivals
- Top Ranked Locales
- Top 10 and Best Places to...
- Culinary Tours and Trails
- Blog and Articles

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Overall Results

Devon House
- A total of 13 entities offering culinary options at Devon House
- Attracts more than 50,000 guests to its mansion, shops and restaurants each month
- Production of a Devon House Experience Passport
- Venue for culinary events/festivals such as the Jamaica Observer Food Awards

Jamaica Blue Mountain Culinary Trail
- Over 14 participating entities along the Culinary Trail
- Tour Operator partners offering tours and excursions
- Increased number of events initiated by partners
- Production of Culinary Trail Promotional videos
- Establishment of trail logo, brochure and provision of signage
- Successful media trips resulting in several articles published in international markets
Jamaica Blue Mountain Coffee Festival
- 64 Farmers participating in a Farmers Trade day
- 38 coffee and coffee infused product booths at Marketplace
- Over 1000 patrons in attendance
- All entities on the culinary trail reported sold out events
- Information supplement published in local newspapers
- Production of Blue Mountain Coffee Festival Promotional video
- Social media assets secured

Berry Farmers Project:
- Strengthen farmer’s capacity to meet local demand
- Address inherent challenges currently faced
- **In Phase 2:** Agri-tourism development with Berry farmers

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International Media Exposure

MEDIA IMPRESSIONS (in millions)

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<tr>
<th>Year</th>
<th>Impressions (in millions)</th>
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<tr>
<td>2015-2016</td>
<td>81</td>
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<tr>
<td>2016-2017</td>
<td>390</td>
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Conclusion

KEY FACTS:
Over thirty 30 stakeholder consultation sessions held
Stakeholder partnerships established with tour operators, restaurants, food festivals, attractions, funding agencies

Over 50 private and public sector partners contributed in-kind or financially to the execution of the projects

Over US$160,000 spent

Significant increase in awareness and up-tick in utilization of tours

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