



THE JAMAICA GASTRONOMY NETWORK

*Jamaica: A Culinary Destination
(Kingston)*

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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

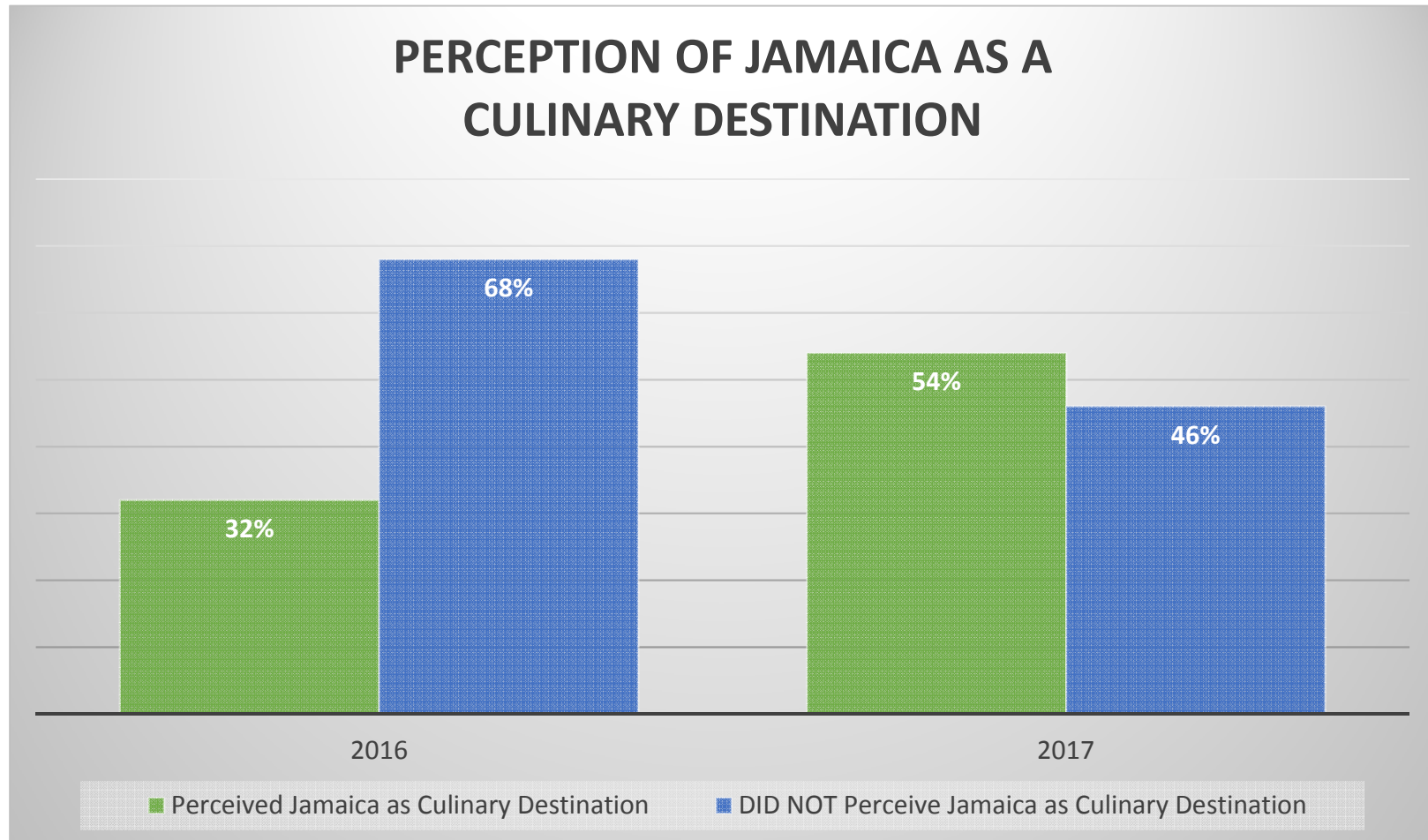
SURVEY HIGHLIGHTS

2016	2017
500 respondents	600 respondents 78% AI and 22% EP. USA (63%), Canada (20%) and UK (4%).
TOP 10 FACTORS FOR TRAVEL: Weather was the main factor followed by Beaches (24%) and people (18%)	TOP 10 FACTORS FOR TRAVEL: Weather (33%), food (24%) and family/friends (24%).



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SURVEY HIGHLIGHTS (Cont'd)



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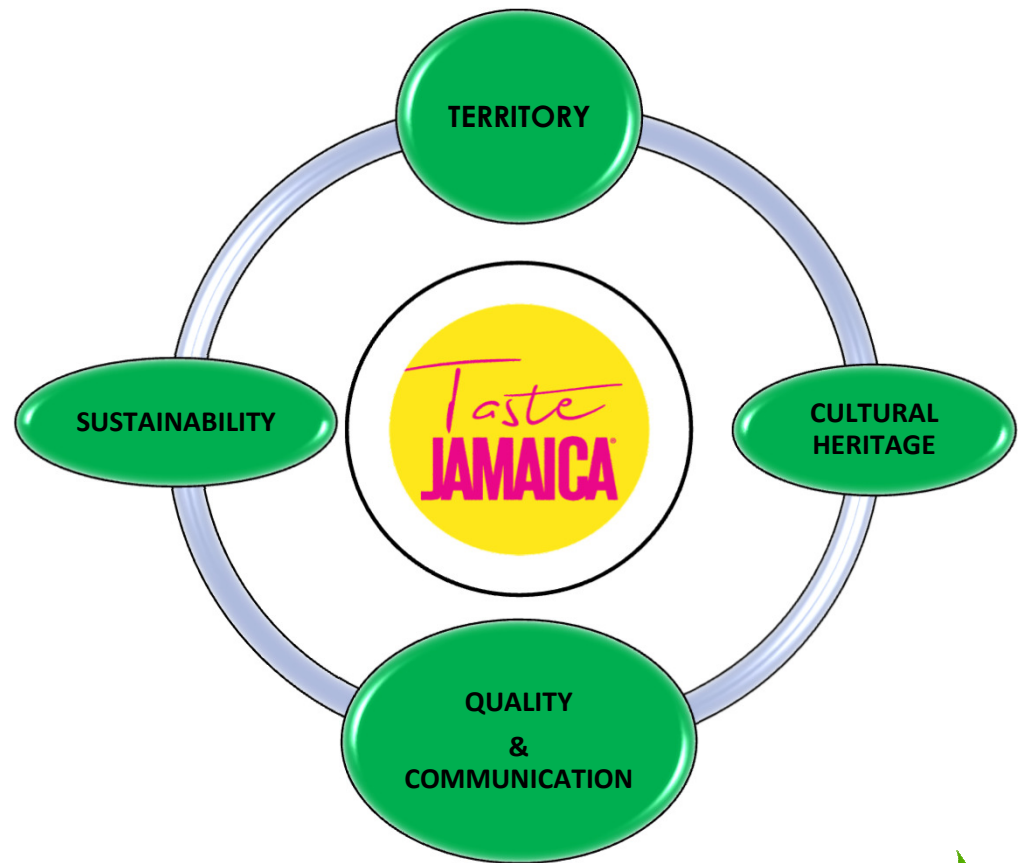
**Master Brand for
Jamaica's Gastronomy
Tourism Product**



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CASE

**Kingston: The
heartbeat of Jamaica
&
the first Gastronomy
Resort Area**



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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



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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



Hon. Edmund Bartlett
Minister of Tourism – JAMAICA

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.



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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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TOURISM LINKAGES NETWORK

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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



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Overall Results (cont'd)

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

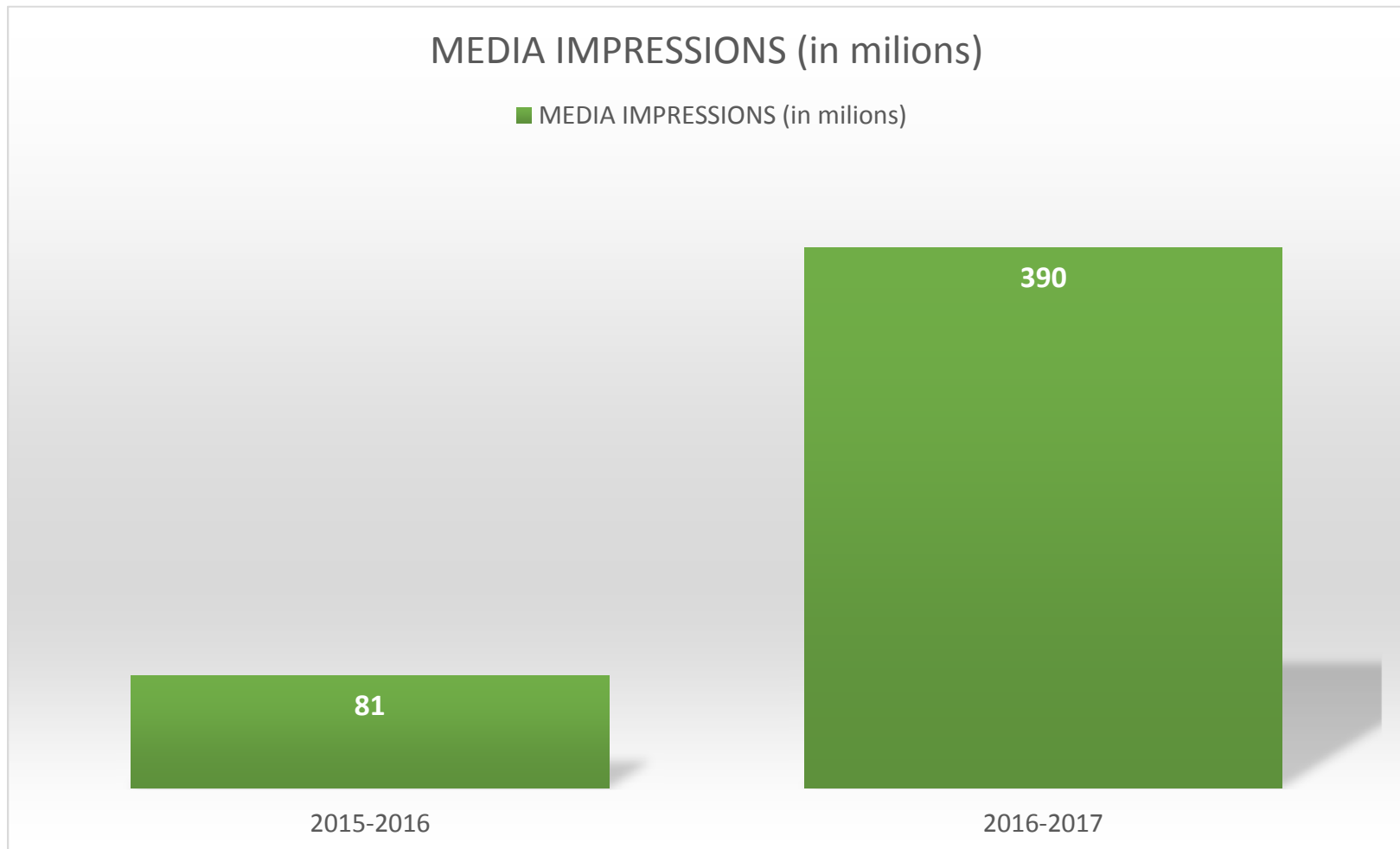
Berry Farmers Project:

- 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



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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

