UBLICATION OF ERROL FLYNN MARINA. PORT ANTONIO, JAMAICA

## <u>MAY, 2009</u>

**MARKETING, ALA JAMAICA** - One of the delights of visiting Port Antonio is a trip through the Musgrave Open Market which adjoins Errol Flynn Marina. This sprawling area is like finding yourself in a massive labyrinth or maize with a new surprise at every turn. Not only will you discover that just about every fruit and vegetable grown in Jamaica is on display, you will undoubtedly come upon several you've never seen before. The best part of the market is engaging the vendors with questions on how to prepare the items they sell or just asking about Jamaica in general. Don't miss meeting "Rock Bottom", a tireless wood carver, who will make sure you are introduced to (and learn) the traditional Jamaican greeting. Big days at the market with the best selection are Fridays and Saturdays.

<u>'JAZZY' TIMES JUST AHEAD -</u> A segment of the 2009 Ocho Rios Jazz Festival will be held at Errol Flynn Marina Wednesday, June 17. The evening event will be a benefit for the survivors of the tragic truck accident along the Rio Grande River which claimed numerous lives several months ago. The event is being coordinated by Marina management in association with the Festival organizers and the Custos of Portland Parish in which Port Antonio is located.

<u>*(FOR MEGA YACHTS ONLY?' – NO WAY - Viewar)*</u> While Errol Flynn Marina is capable of handling larger yachts than any other marina in the Caribbean, some folks seem to have gotten the idea that we only cater to the "big ones" here in Port Antonio. Nothing could be farther from the truth; in fact we have yachts as little as 20 feet in the marina and we welcome any size vessel, large or small. What's even more important to note is that regardless of who or what you are; you'll all get the same courteous, welcoming treatment that has become a tradition at Errol Flynn Marina.

**DID YOU KNOW???** - Portland Parish, in which Errol Flynn Marina is located, has the lowest crime rate not only in Jamaica, but in the entire Caribbean.

**WE MUST BE DOING SOMETHING RIGHT?** While it seems there is a downturn internationally in the marina business, Errol Flynn Marina is enjoying an upsurge in yachts visiting and even staying. In fact, the marina has been operating at or near capacity for several months now and our anchorage is also heavily populated. What's the reason: we attribute it to several factors including that our marketing has become more brand and destination specific. However, the most important factor is one yacht passing on their experiences to others and recommending us as a primo facility. No print or other type of advert is better than a simple word of mouth recommendation.

<u>HURRICANE HOLE? YOU BET!</u> No better time than right now to consider a safe hurricane hole to store your yacht during the 2009 season. With Port Antonio's harbour unique orientation to the northwest and its protective shield of both the Blue and John Crow Mountains, it offers excellent protection during what is predicted to be an "active" season. While no location in the Caribbean can guarantee to be 100 per cent hurricane free, our record of safe storage speaks for itself.

<u>CHECK OUR WEATHER BOARD</u> - We subscribe to a number of weather services including Buoy Weather which offers a seven day prediction from virtual buoys just about anywhere. While our daily weather board postings cover a location offshore from Port Antonio, we can also provide, upon request, condition reports for just about any Caribbean location, including Cuba. Our management team is very familiar with the Caribbean and can provide a variety of information on future ports for our clients.

**FRENCH INVASION???** - That's what the Errol Flynn Marina looked like April 22-25 with some 20 French yachts arriving as part of the Transcaraibes Rally. Starting in the French Department of Guadeloupe in the Eastern Caribbean, the group called at French St. Martin, the Dominican Republic, Haiti and headed to Cienfuegos, Cuba after departing Port Antonio. This is the tenth running of the rally and the first time that Jamaica has been included. A number of the rally participants are expected back through Port Antonio on the return trip to the Eastern Caribbean.

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