

PORT ANTONIO NEWS BUREAU
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Port Antonio Launches Official Website

MIAMI, March 14, 2005 – Port Antonio, Jamaica has launched its official website for the destination. The new website provides an in-depth look at this Caribbean gem also known as “The Other Side of Jamaica” and may be accessed at <http://www.portantoniotravel.com>. A Port Antonio vacation is truly authentic; guests savor the real sights, sounds and tastes of the community and receive an all-inclusive *destination* experience, immersed in the local nature and culture. Port Antonio is hands-on and genuine, not canned Jamaica confined within an individual resort.

The site includes information about Port Antonio’s history and culture, accommodations, activities and attractions, travel tips, and dining options, as well as facts about the destination, and general information about Jamaica. Also highlighted is Port Antonio’s commitment to sustainable tourism. The site also features an interactive map and virtual tours of properties and attractions. Vacation packages are available for convenient online bookings or site visitors can choose from a variety of hotels, guesthouses or villas and make bookings directly with each property or through their preferred travel professional.

“We are thrilled about this new website and are confident that people will find it to be an informative resource for Port Antonio. We are fortunate to experience Port Antonio’s stunning beauty, rich history, and distinct culture on a daily basis and hope to share it with others,” says Shireen Aga, co-owner of Hotel Mockingbird Hill and Councillor for the Jamaica Hotel & Tourist Association Port Antonio chapter.

Once referred to as “heaven on earth” by Hollywood legend Errol Flynn, Port Antonio’s beauty today remains unscathed. A shining example of sustainable tourism, Port Antonio has launched a campaign to earn Green Globe certification for the destination and recently achieved the first critical step in the process. Port Antonio and its parish of Portland were officially benchmarked according to 14 stringent environmental/social standards. Green Globe certification represents important international recognition for Port Antonio’s environmental and socially sustainable tourism product. There is also support from the local community. A grass roots effort seeks to preserve the natural beauty and cultural integrity of the destination and to share both the philosophy and the process with visitors. For additional information, please call the Port Antonio News Bureau at (305) 445-4944 or visit online at <http://www.portantoniotravel.com>.

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