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JAMAQUE PARADIS

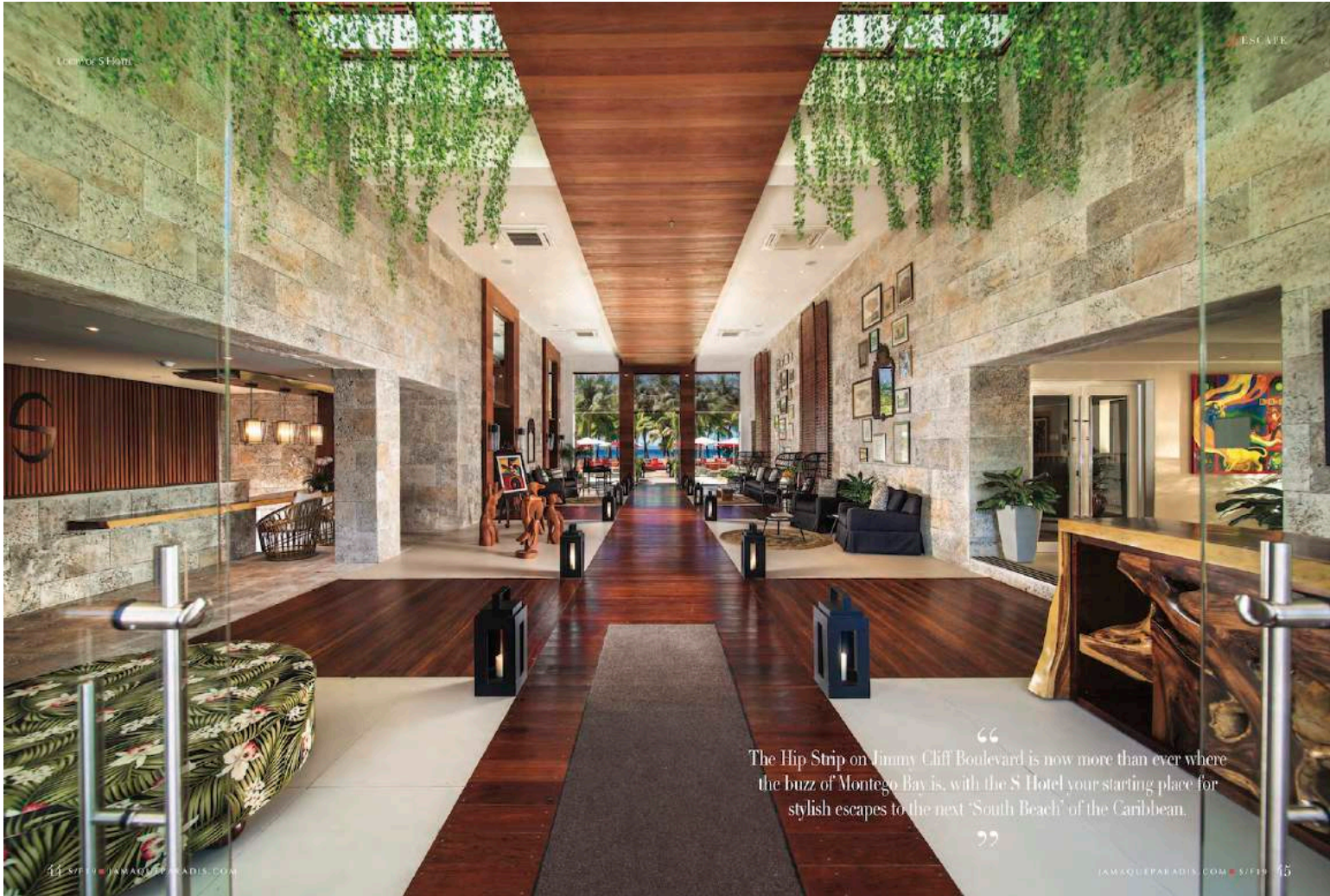
ELEGANT JOURNEYS

MONTEGO BAY'S HIP STRIP CALLING!

A WAVE OF CHANGE IS COMING TO THE HIP STRIP AS IT REBRANDS
ITSELF, TO BE THE COOLEST PLACE IN THE CARIBBEAN

Entrance to S Hotel — *Photography Courtesy of S Hotel*





Lobby at S Hotel

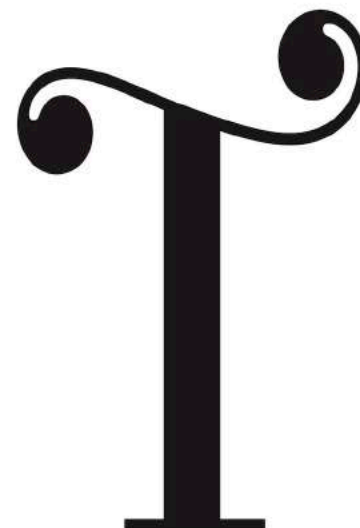
ESCAPE

“
The Hip Strip on Jimmy Cliff Boulevard is now more than ever where
the buzz of Montego Bay is, with the S Hotel your starting place for
stylish escapes to the next ‘South Beach’ of the Caribbean.
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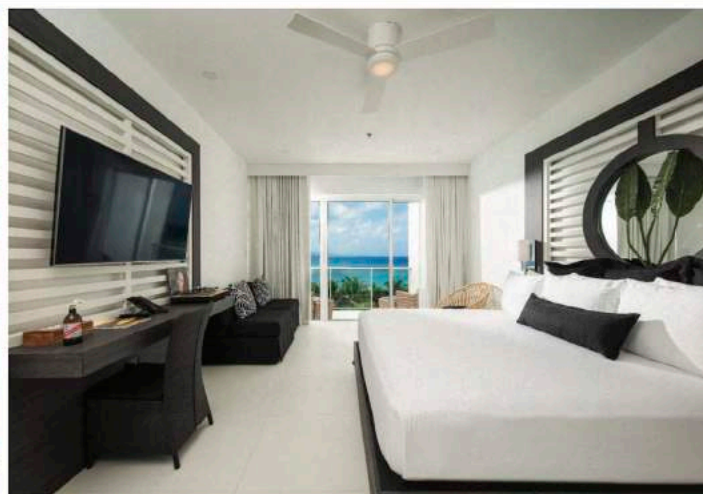
LIVE BAND
PERFORMING HITS
AT CORAL CLIFF
LOUNGE

VIEW FROM SKY DECK AT S HOTEL



The Hip Strip in Montego Bay is humming to a new beat with its recent renaming to the Jimmy Cliff Boulevard, after this iconic reggae superstar! But that's only the beginning. A wave of change is coming to the Hip Strip as it rebrands itself to be the *coolest place in the Caribbean* with plans afoot to limit vehicular traffic to make its shops and attractions more accessible to pedestrians.

(T-L)-DINING AT S HOTEL,
(T-R) SKY SUITE
(B-L)-SKY DECK AT S HOTEL
(B-R)-S HOTEL BEDROOM



At the forefront of the Hip Strip's impressive makeover is the addition of the **S Hotel**, think *sexy, sleek, and sophisticated*, catering to a new world of traveller ready to immerse themselves in nearby attractions and experience the 'real Jamaica'.

Set on the shores of the world famous Doctor's Cave Beach known for its powdery white sand and azure blue waters, the **S Hotel** breaks traditions and offers a European Plan product. Here you will see a constant mix of guests and locals thronging through its doors to enjoy its chic cafes and bar mixologist specials, with the Sky Deck and glass enclosed pool on the top floor offering stunning views of the beach, sea, and rolling hills of Montego Bay.

Getting out on the Strip, visitors enter a world of entertainment, dining, and shopping. Olympian Usain Bolt's Tracks and Records restaurant offers Jamaican fusion cuisine and Marguerite's fine dining on the beach, offers a delectable selection of seafood. The evenings are always young on the Strip, and adventures are just around the corner or across the street. Head to the Coral Cliff Gaming Lounge to try your hand at the jackpot, while rocking to the latest hits played by a live band onstage, then finish the night off with dancing to pulsating beats at Margaritaville.

For the weary traveller, the **S Hotel's** Roman inspired spa soothes with massages using organic elixirs and oils and has 3 plunge pools for rejuvenation — heated, ambient, and chilled. More adventurous guests head to Island Strain Herbs on the Strip, offering a wide variety of 100% local seed-to-sale cannabis strains suited for medical conditions.

So whatever your calling, be it traditional or nouveau, the Hip Strip on Jimmy Cliff Boulevard is now more than ever where the buzz of Montego Bay is, with the **S Hotel** your starting place for stylish escapes to the next 'South Beach' of the Caribbean. ■ JPS F19