



International media contacts:

Andria Mitsakos or Erika Vives, AMPR

+1 954 294 4710

+1 917 859 7269

Andria@andriamitsakospr.com

Erika@andriamitsakospr.com

THE NEW S HOTEL JAMAICA LAUNCHES IN MONTEGO BAY, JANUARY 2019
REDEFINING TOURISM IN THIS QUINTESSENTIALLY CARIBBEAN DESTINATION

MONTEGO BAY, JAMAICA (December 20, 2018) – Making its highly anticipated debut on January 27, 2019, the new, stylish [S Hotel Jamaica](#) is poised as the ultimate trendsetting hotspot overlooking famed Doctor's Cave Beach, putting the resort city of Montego Bay back on the map among international travelers.

The inspiration for the contemporary 120-room S Hotel is as cosmopolitan as it comes, but the feeling is notably Jamaican as the country's soul and culture swirl together to create this new multi-experiential hotel. Buzzing bars, a high-spirited pool scene, the Sky Deck for the exclusive use of those booked on concierge floors, an international restaurant, a café, spa, gym and guestrooms with an elevated design aesthetic, thoughtfully combine to create a modern and effervescent sense of place, reinvigorating MoBay's irie Hip Strip featuring new shops, restaurants, entertainment and more.

Chris Issa, Jamaican entrepreneur and owner of the recently formed Crissa Hotels including Kingston's iconic Spanish Court Hotel comments, "We're creating a new kind of hotel in Montego Bay, one that infuses modern Jamaican culture balanced with the sophistication of an urban hotel and the laidback style of a beach resort, appealing to international travelers and locals alike."

The Design

Award winning, full-service, Miami-based luxury design firm, Antrobus Ramirez directed the interior design of the hotel with Jamaica-born designer Alison Antrobus and design partner Ruby Ramirez, spearheading the project. A towering 25-foot interior lobby walled with coral stone greet guests with a central 'boardwalk' made from local Jatoba hardwood physically and visually connecting the hotel's many water elements from the stunning entryway water feature leading back to the central swimming pool, setting the stage for grand processions of hotel activity.

S Hotel won't just be a place to be seen, it is a chance to enter the constellation and shine with an international ambiance reminiscent of South Beach accented with an irie vibe. The main swimming pool is framed by lounge-worthy swim-out cabanas and white sand lines the area around the pool dotted with beach chairs and a sleek wood deck completing the resort-style atmosphere.

Jamaican historical and cultural design elements are at the forefront woven in with modern interpretations. Artisanal weaving techniques are used in unexpected applications such as the

20-foot screens made with rattan cane panels and “Cut Stone”, typically used in traditional Jamaican buildings, serving as inspiration and adorning the lobby walls. Dotted throughout the property, guests find the works of local Lumber Artist, Tamara Harding, whose pieces feature wood recycled from the trees removed from the property during construction.

Local artists contributed original pieces such as a hand painted mural and a dramatic photomontage of “faces of Jamaica” that adorn the hotel’s dining venues. A 14-foot antique dining table made by Mr. T.T. Jackson, a famous furniture maker in the 1950’s, also serves as a focal point.

A massive investment in Spain-based Dekton® flooring by Cosentino is being used throughout and S Hotel is the company’s single largest project outside of Spain. Its durability, resistance to UV rays, scratches, stains, thermal shock and very low water absorption make this progressive surface perfect for the hotel’s outdoor and indoor use. The collaboration with Dekton® flooring by Cosentino is an opportunity to showcase this architectural and decorative innovation.

In the guestrooms, sleek interiors with an overarching monochromatic theme give way to gorgeous blue Caribbean Sea or lively city views, while oversized “wicker” wrapped soaking tubs stand out in the Spa Suites. The hotel’s signature Sky Suite soars above the property with 20-foot ceilings while the Presidential Suite features three bedrooms and a living/dining room. Other room categories range from The Essentials to Spa Suites that includes various spa amenities while each room features turntables complete with a copy of Bob Marley’s iconic album “Legend”.

The Restaurants & Bars

The food and beverage offerings are fresh, local, sustainable and most importantly, Jamaican. Rock Steady, the hotel’s main restaurant is open for breakfast, lunch and dinner featuring artisanal Jamaican and international cuisine with a custom selection of wines, Champagnes and a full range of specialty house-made local elixirs. The menu features regional ingredients and produce in a wide variety of innovative, locally inspired dishes. The inviting design overlooks the *haute*-scene of the swimming pool, while the atmosphere is convivial, luxurious, and air-conditioned. Additionally, The Market, an all-day dining venue features fresh locally driven buffet offerings highlighting Caribbean and international specialties.

The pinnacle of the property is the Sky Deck, exclusive to Sky Club Suite guests. Boasting an enviable rooftop location with a glass enclosed pool surrounded by cabanas and loungers; this is the ideal spot for sunset to enjoy modern cocktails and a decadent tapas menu for refined revelry.

The Pool Bar & Grill uses top-shelf spirits and organic herbs to design inventive craft cocktails and straight-up classics, while an all-day menu boasts tasty, healthy snacks, made-to-order sandwiches, grilled specialties, salads, and fresh juices.

Almond milk flat white or detox green juice? Check. Start your day right with your favorite cup of java, fresh juice or light bites at The Ska Café, which features indoor and outdoor seating, and a library with an international array of magazines, books and newspapers, and a daily-changing Spotify playlist.

The Spa

The Irie Baths and Spa embraces Jamaican heritage and a holistic approach to wellness featuring subterranean plunge pools with varying temperatures reminiscent of ancient baths, offering kinetic energy therapy. Four treatment rooms (two double rooms and two singles) offer an array of services. The spa features Natura Bissé, an international beauty brand, and locally made skincare products used in the treatments performed by expert therapists. Treatments include manicures and pedicures with polish by Deborah Lippmann, Lycon waxing services and a variety of facials, massages and body scrubs using local cold-pressed coconut oil and essential oils.

Meetings, Events & Weddings

S Hotel also offers flexible meeting and event spaces and services providing a unique combination of intimate settings for board meetings, corporate training, unforgettable weddings, and other special events. Concierge services offer distinctive tours, excursions, and a resort boutique offers sundries and essentials.

The new S Hotel is centrally located on Montego Bay's irie Hip Strip, recently re-christened Jimmy Cliff Boulevard, just five minutes from Sangster International Airport and walking distance to nightlife, restaurants and shopping.

S Hotel is the second hotel project from Jamaican entrepreneur Chris Issa, owner of the newly created Crissa Hotels. The term Crissa is derived from the Jamaican Patois word, "Kris" meaning "excellent." The group includes the popular Spanish Court Hotel and the Spanish Court Worthington event venue in Kingston, and in Montego Bay, Usain Bolt's Tracks & Records restaurant outpost located adjacent to the new S Hotel Jamaica.

Rates start at \$229 for an Essential room, Spa Suite at \$329 and the Signature Sky Suite at \$1,049 a night, double occupancy.

For more information and reservations please visit, www.shoteljamaica.com and email reservations@shoteljamaica.com.

###