

## Jamaica hotels tout discounts tied to Super Bowl ad

Sunday night's Volkswagen Super Bowl commercial, panned by some naysayers as culturally insensitive because it showed a white Midwestern office worker trying to cheer up his fellow drones with a lilting {mosmodule phpinc=ttpopup.php,Jamaican} patois, went viral even before it aired.

Now, the country's tourism board is going along for the ride by launching a "Get Happy in Jamaica" promotion that invites viewers to "tap their inner Jamaican spirit" with discounts at 20 island hotels. The deals, which must be booked by March 15, are good for travel April 1 &ndash; June 30. Most are "stay three nights, get the fourth free," and range from \$60 (at Negril Palms) to \$1,131 (at The Caves) per night.