Experience Jamaica on National Family Day

The Ministry of Youth and Culture has partnered with the Ministry of Tourism and Entertainment to give Jamaican families an opportunity to experience dozens of hotels, sites and attractions at discounted rates on National Family Day, August 2, 2014.

The Minister of Youth and Culture, the Honourable Lisa Hanna, MP who announced Family Day as one of the features of the redesigned Jamaica Festival programme said National Family Day would also be used to emphasise the importance of family values and to “help heal the Jamaican family as many of the challenges that our children face are directly related to problems in the homes. If we can fix the families, we will fix Jamaica.” The Principal Director of Culture in the Ministry of Youth and Culture, Miss Dahlia Harris, said the partnership with the Ministry of Tourism through the Experience Jamaica campaign would assist families to get together, rekindle the ties that bind and celebrate Jamaica’s Emancipation and Independence. “There are more than 120 tourism entities participating in the Experience Jamaica campaign across the island an the participating locations will offer discounts ranging from 10 and 50 per cent on accommodation, attractions, shopping and ground transport. So this is an incentive for families to reconnect and spend quality time together experiencing Jamaica”, Miss Harris said. Miss Harris said that a number of cultural sites and organisations, including the Institute of Jamaica, the Bob Marley Museum and the Rastafari Indigenous Village will offer discounts on Family Day. Minister Hanna is encouraging Jamaicans to use Family Day as an opportunity to reach out to their kin across the island and across the seas. “For those families who have never had a reunion it’s a great way to connect to their roots and to bolster the ties that bind.” she added. The full list of participating entities can be found on the Experience Jamaica page at the Jamaica Tourist Board’s website: www.visitjamaica.com/experiencejamaica.