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THE BUSINESS OF SELLING TRAVEL

12 HOURS AT... JAKE'S TREASURE BEACH, JAMAICA

Jamaica's rugged south coast is a must for repeat visitors to the island, writes Carlie Trotter

9am: Arrive at the family-run Jake's Hotel after a 150-minute drive from Montego Bay. You can fly into the nearby private airstrip in a quarter of the time, but this quirky beachfront property is worth the wait.

10.30am: While I snack on fresh fruit, owner Jason Henzell tells me his artist mother Sally is the brains behind the 30 rooms and villas, which combine Jamaican artisanship with themes

ranging from Modernism to Moroccan.

12pm: While fellow guests relax by the sea-water pool (the currents here can be strong) I head over the road to Treasure Beach Sports Park to watch local kids play football. This is just one of the community projects part-funded by the hotel under the banner of the Breds charitable foundation, along with the renovated school in the village.

1.30pm: Time to refuel at Jack Sprat's beach bar, and who should I meet but Jamaica's prime minister Bruce Golding - turns out he comes

to Jake's at least twice a year. Then I join a boat trip to Pelican Bar, a stilted hut out at sea, for the most memorable beer I'll ever drink.

6pm: I head inland for the resort's monthly farm-to-table dinner. The goat's cheese and pepper jam canapes are divine but the real treat is sitting down under the full moon to feast on fresh fish and produce grown a few steps from our table.

9pm: Fellow dinner guest Winston Stona, who acted in *Cool Runnings*, regales me with stories of film stars that have fallen in love with Jamaica over the years. Judging by the day I've had I don't blame them.

Book it: Virgin Holidays offers a week's room-only at Jake's, in partnership with Hip Hotels, from £1,199pp including flights and private transfers.



Jake's farm-to-table dinner takes place among the crops