

IN FOCUS

SUSTAINABLE TRAVEL

Sustainable travel organisation the Travel Foundation is highlighting green excursions. We look at four examples

One of Virgin Holidays' Hip Hotels, Jakes in Jamaica, prides itself on its connections to the local community and guests are encouraged to get out and about to experience the culture, cuisine and local produce during their stay.

Located on Treasure Beach, the hotel is a collection of 31 secluded cottages and 29 rooms.

Excursions from Jakes include the option to visit a community school called Sandy Bank Local Primary, where customers can help

children with their reading.

Virgin can also arrange volunteer work with a charity called Breds, which has been promoting education, sports, cultural heritage and emergency healthcare in Treasure Beach for nearly 15 years.

Mirieme Hill, responsible business manager at Virgin Holidays, said: "We believe it is vital that, whenever possible, a holiday company should seek to help its customers see the true character of a destination and

contribute to its preservation and protection for future generations through that experience."

Other excursions from Jakes include trips with local fishermen, cooking lessons using fresh, local ingredients and a safari into the Great Morass wetland preserve. Located at the mouth of the Black River, it is home to more than 100 species of birds, tarpon and snook and the crocodylus acutus, a smaller version of its African cousin. ▶

