

SPEAKING NOTES
FOR
PRIME MINISTER
RT. HON. P.J. PATTERSON, P.C., Q.C.,
AT
GROUND BREAKING CEREMONY
FOR
RITZ-CARLTON
ROSE HALL, MONTEGO BAY
ON
WEDNESDAY, AUGUST 15, 1998

Tourism – most vibrant segment of Jamaican
economy

- Holds much promise in efforts to build the
quality society

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- Commitment to continuously up-grade,
improve and enhance the quality of the
product to meet the ever increasing
sophistication of the more demanding
world traveller
- SC

- Need to keep reinforcing reputation,
 - no resting on laurels, believe there is more space on top
- We aim to occupy that space with the quality service deserved by discerning visitors.

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Jamaica has done well in the middle market area

- carved out a special role in all-inclusives

To fully address the widest range of product demand, Jamaica must develop other products to appeal to other niches.

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One such niche is the upper end product, catering to a more demanding and discriminating user.

The Ritz-Carlton is one such product.

This product appeals to less income sensitive consumers, who demand quality service and will pay

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This product

- more resiliency with respect to consumer demand.
- not as sensitive to the domestic economic climate
- more willing to consume other on-site services and products
- to explore and consume complementary products and services offered within proximity.

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These products and services include restaurants, specialized tours, of historical significance, natural attractions and other cultural activities.

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The Overseas Private Investment Corporation's co-investment in this project, bodes well for the country, and is a testimony to our political stability.

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The project will take its place, alongside our own home-grown stalwarts in the industry, which have within a short period, rapidly built up their own reputation in a demanding world hospitality industry.

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Ritz-Carlton is a most welcome addition to the already wide range of offerings,

- will contribute to the targeted seven percent growth

The project has the blessing and full support of the Government.

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Wish for

- speedy construction, a
- successful opening next year,
- many profitable years of mutually beneficial operations in Jamaica.

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