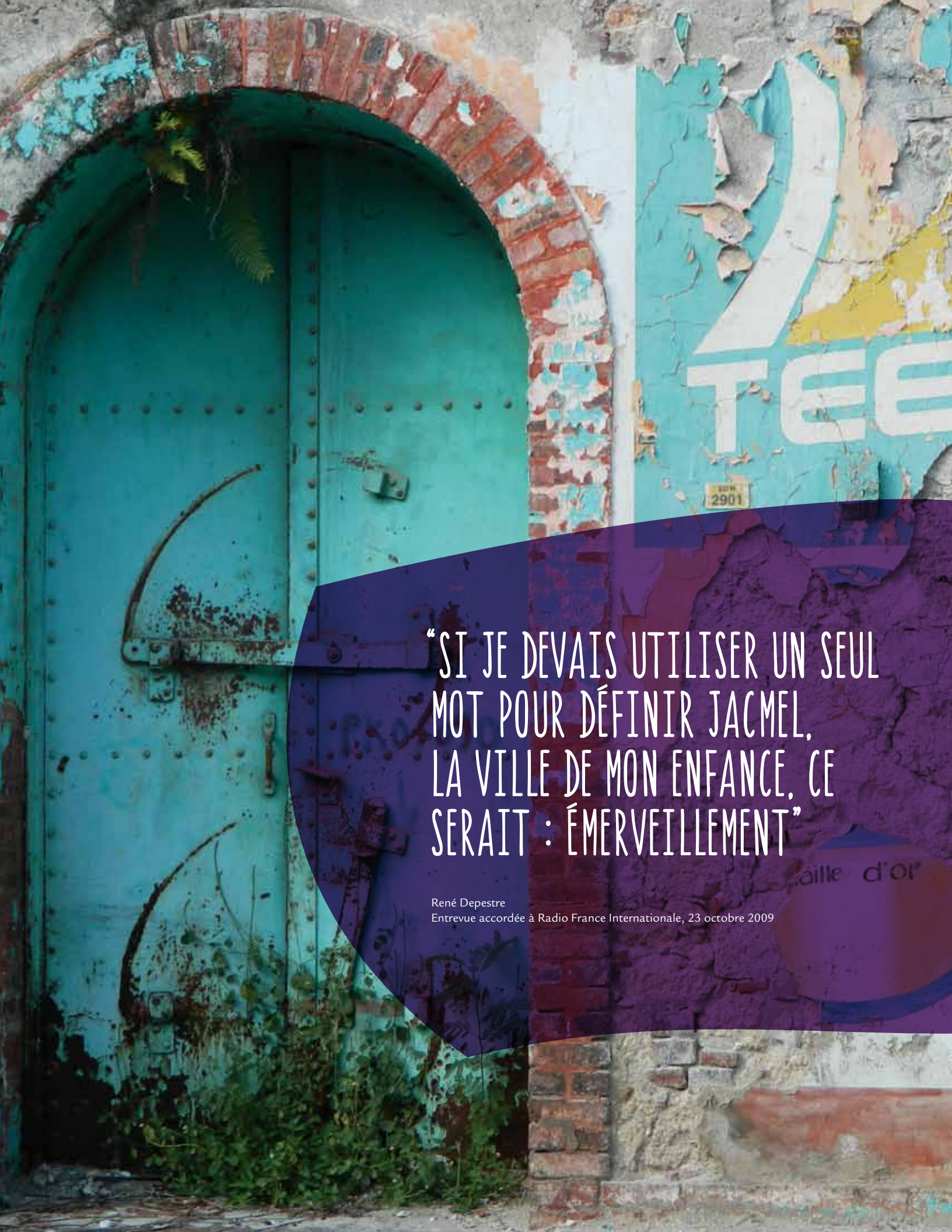


DESTINATION

JACMEL

DEVELOPMENT STRATEGY





“SI JE DEVAIS UTILISER UN SEUL
MOT POUR DÉFINIR JACMEL,
LA VILLE DE MON ENFANCE, CE
SERAIT : ÉMERVEILLEMENT”

René Depestre

Entrevue accordée à Radio France Internationale, 23 octobre 2009

INTRODUCTION



There would be no future Destination Jacmel if it were not for the past that shaped its landscape and left a rich and textured *patrimoine*, the ever-present history and colonial buildings whose doors stand ready to open today. *Aiyti*, land of tall mountains and *Jakmèl*, its southern coastal capital, have been home to Taino, Spanish, Africans and French, a stage for Toussaint Louverture and Alexandre Pétion, and a fertile ground for tobacco, cane, sugar, indigo, cigars, coffee...and a multi-faceted artistry that expresses itself with startling originality in every medium.

Behind Jacmel's facades of *couleur*, the country's artists and craftspeople have created a *patrimoine artistique* and a living culture whose raw materials are paper, glue, water, paint, metal, fabric, stone, tobacco, horn, straw, beads, wood, words, music, *reveries*, *poésie*, unvarnished talent and the divine inspiration of the sublime *environnement*.

The combination of art, peace and beauty has made Jacmel a place of *sensualité* and delicious *démeseure* – Carnival is but one vivid example – and endless *découverte*: the place reveals itself the longer you slow down, taste, look, listen. The experience is deeply affecting on a global level: the architecture and atmosphere of this *Riviera of Haiti* and *Ibiza of the Caribbean* has made Jacmel a tentative UNESCO World Heritage site, and its *accueil sympathique*, *beauté*, *sérénité* and *far niente* have made it a key gathering place for the country's artists. It's only 80 kilometers from north shore Port au Prince to south shore Jacmel, but it's a world away from the capital's frenzy. Jacmel is *l'évasion*, a haven of *détente* and *calme*, an authentic creative paradise fringed by beaches and palms, sheltered by a bright blue sky. And it's ready to finally become the one-of-a-kind Caribbean destination that it's really always been.

**italicized words are descriptions of Jacmel written by workshop participants.*

DEVELOPMENT STRATEGY

VISION

Ville phare d'Haiti, Jacmel has the potential to become the creative capital of the Caribbean, a national and international model for the development of modern cultural tourism. On a revitalized beachfront and around an attractive pedestrian village, visitors will be immersed in deeply authentic experiences of the arts and pleasures that define the city: from painting to craft, beach to hillside, carnival to vodou, Jacmel will offer travelers the opportunity to discover new inspirations and find new expression, live unique traditions and celebrations, touch and be touched by a people and a place as never before.

THE IMAGINATIVE,
UNFETTERED SPIRIT OF
JACMEL CAN CREATE A "BUZZ"
THAT WILL BE FELT AROUND THE
CARIBBEAN AND AROUND
THE WORLD

TRENDS IN TOURISM: JACMEL RISING

While cultural tourism has been a global driver of growth in the industry for more than 30 years, a growing number of travelers today don't want to just visit a destination. They want to become a part of it.

This new "creative tourist" wants to experience the intangible and the ephemeral, soak up the atmosphere, be part of the everyday lives of people. They want to dive in. According to *Tourism, Creativity and Development* author Greg Richards, "today, the idea of being on holiday places more emphasis on the creativity of the tourist, rather than seeing them as passive consumers or gazers-upon a series of staged experiences. They become the co-producer of tourism experiences, exercising more creativity and consumption skills."

The idea of creativity as it applies to tourism reflects the rise of creativity in many areas of society. Richard Florida has written convincingly of a Creative Class and its potential benefits for places; we are in a creative economy, there are many creative workers, and now we practice creative tourism, a kind of subset of cultural tourism.

UNESCO defines creative tourism as "travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place, and it provides a connection with those who reside in this place and create this living culture."

"While the cultural tourist enjoys visiting, say, a pottery studio or sampling a range of local foods, the creative tourist takes part in a pottery course or learns to cook local dishes. The creative tourist is always a participant, someone who learns by doing, someone who finds enjoyment

and fulfillment in developing new abilities, someone who wants to interact with local people. As a result, creative tourists get closer to the cultures of the countries they visit."

The authors of *Creative Tourism and Cultural Development: Trends and Observations*, say that creative tourists are "pro-sumers," meaning that they expect choice and participation as a core component of their cultural experiences while travelling. And even if they don't co-produce a creative experience, creative tourists can consume the creative lifestyles of others. The creative tourism experience can be on a continuum from arts festivals to crafts tourism, workshops and master classes and much more. What the creative tourist is after is an experience of the very definition of creativity – a process of producing new meaning and linking things together in new ways.

In Jacmel, creativity touches many areas of life, and creative tourism is a natural fit. Jacmel is utterly unique and authentically creative – it's in the very DNA of the area, a source of differentiation, pride and community.

Experiences are ever more commodified in many parts of the world, and authenticity is everything for creative tourists. Jacmel is an authentic destination. Jacmel can remain true to itself and invite the world to a hands-on experience of its true nature. A creative tourism development strategy not only leverages Jacmel's intangible creative assets, but is a more sustainable economic development model.

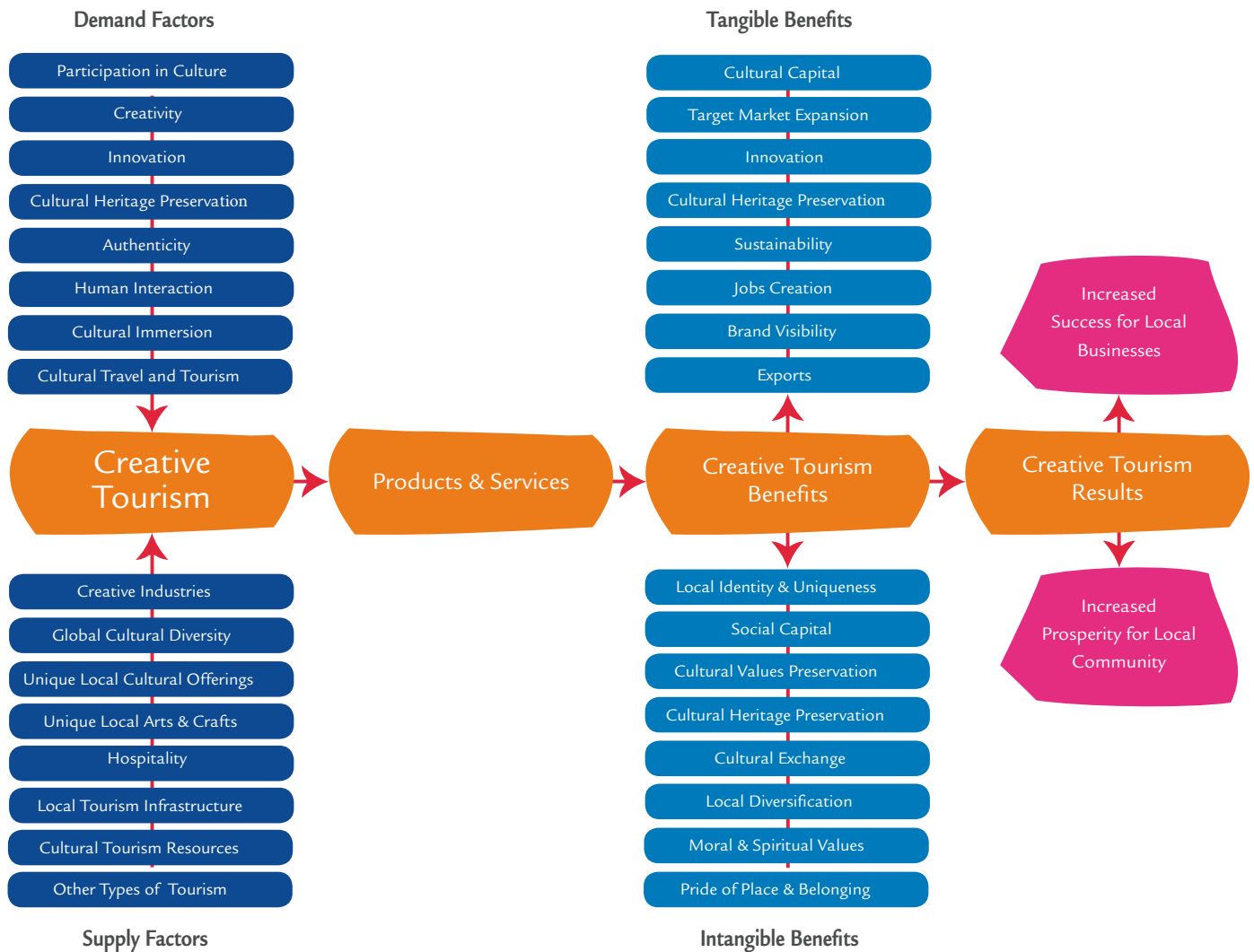


ADVANTAGES OF CREATIVE TOURISM-ORIENTED DEVELOPMENT

- Creative tourism can help build and leverage existing creative industries: when artistic product is produced at an adequate scale, those involved develop an expertise that visitors value, giving rise to quality educational and workshop experiences.
- Creative tourism can be a catalyst for change not only among visitors but also for those within – it focuses on local needs as much as on those of tourists. Creative tourists can pioneer “doubtful places” and have a decisive influence on them.
- Cultural and creative tourism is quality tourism, practiced by travelers who spend more than mass-market tourists. Better, the money they spend tends to profit local economies more than other kinds of tourism. According to *Cultural Realms*, a blog about the business of cultural and creative tourism, “creative tourism directly contributes to the local economy not only through tourism exports, but through direct financial contribution to the local creative industries and the supporting local infrastructure.”
- This is in contrast to cultural tourism *per se*, which contributes to the local economy through tourism taxes, entrance fees to museums, events tickets and souvenir buying – but most profit happens in the outbound market, where tour operators and travel agencies sell the product. Very little of packaged tour profits or individual traveler dollars go directly to the local community when it comes to international cultural tourism.
- Creative and cultural heritage tourism has been found to help protect creative and cultural resources, which is important to the quality of life and economic well-being of the region and the country. It strengthens existing resources and becomes an integral, complementary element of the recreation and leisure environment of the country; and it stimulates revenues in appropriate and sustainable ways.
- As creative tourism becomes more and more mainstream, a kind of hybrid tourism is evolving that reflects a wider societal blurring of leisure, tourism and work. According to Richards, “Holidays are becoming increasingly bound up with other activities, e.g., hotels that merge with clinics, academies or museums, vacation clubs that also operate handicraft workshops, tower blocks with wellness resorts, cruise liners with temporary jobs.”
- In tourism, value creation is increasingly about the stories and narratives the trip creates and facilitates, Richards says. “In order to stand out, destinations need to have a clear narrative about who they are. Stories add value to experiences. For tourists, Paris is not just a city, but also a dream of romance. Selling dreams has long been a preoccupation of the tourism industry, but the difference now is that those dreams are not necessarily pre-packaged. They’re co-created with the tourist.”



CREATIVE TOURISM BUSINESS MODEL



Cultural Tourism: Major stakeholders in the formation of cultural tourism product (Ohridska-Olsen, 2009)

CREATIVE TOURISM CAN BE A CATALYST FOR CHANGE NOT ONLY AMONG VISITORS BUT ALSO FOR THOSE WITHIN

SIX KEY INGREDIENTS & DRIVERS OF A CREATIVE TOURISM

CREATIVE INDUSTRY

To be authentically creative, a creative industry engaged in the production of goods and/or services must exist on a large enough scale that deep expertise is developed. The depth of talent and creativity makes it possible to build creative experiences that can be shared with others.

BUZZ

The word needs to get out. Key travelers from the various target markets need to experience the destination and share their adventure with others, and public relations needs to help alter perceptions of Haiti and Jacmel. As Jacmel becomes known as an incomparable new experience, others follow and spread the word in print, on the web, video or through other media.

ART SCENE

A critical mass of galleries, artists and works needs to be visible, active and available. Jacmel is the home of artists of many different disciplines; bringing them together and helping them with the organization of events and telling their stories will help the community gel and let outsiders in.

NIGHTLIFE

Places to go and interesting things to eat, drink and listen to are key to the experience of a destination. The creative experience goes on after sunset, even if visitors are only tasting it or dancing to it.

PUBLIC SPACES

Places to gather, where visitors and locals can see and get to know one another in some of the city's most beautiful spots, facilitate communication and enrich the experience for both.

EDUCATION

A learning experience is key to creative tourism. Visitors want to stimulate their imaginations and get their hands dirty – art, cooking and music classes bring visitors close to people and culture.

CREATIVE INDUSTRY,
BUZZ, ART SCENE, NIGHTLIFE,
PUBLIC SPACES AND EDUCATION
DRIVE CREATIVE TOURISM





JACMEL 2020

EXPERIENCE: JACMEL 2020

Morning, October 2020

Morning in Jacmel and the sun has barely yawned its way over the horizon but the promenade edging the ocean is always alive early. Strollers on the boardwalk ebb and flow; the water is calmly turquoise, glittering at their feet. At the marina, the world's boats congregate. Sailors, fishermen, power boats; later this week, a small cruise ship will bring a crowd of art enthusiasts that will skim the surface of this town and come away, charmed.

From a café behind the promenade, the chairs are being unstacked and the dark, irresistible perfume of coffee beckons; there will be fresh mango this morning, a fruit so sensually flavorful here as to almost be alive. Locals are eating spaghetti, lustily. Eggs, different sizes and colors, gathered this morning, are cracked into omelets for visitors. An American asks if they are organic. A Haitian replies that it is impossible to do otherwise.

Caribbean heat has a way of creeping up on you while you're in the shade, deep into your second coffee, dreaming. But curiosity drives you out into the sunlight along rue Ste. Anne and rue du Commerce, narrow streets lined with historic coffee warehouses and other buildings dedicated to life on the historic port. Facades are alternately ruined or polished, but big iron doors are ajar and there are treasures within.

You step in at random; as your eyes adjust to the cool shadows, high ceilings come into focus and the walls show peeling surfaces and paintings, lots of paintings. Folkloric and abstracted, *joie de vivre* or *mal de vivre*, they depict the crowded charm of market scenes, birth scenes, towns and streets, slashes of color, forms, the ancient, the brand new.

A young man in the gallery wanders the space with you, then invites you to a celebration of Préfète Dufour's life. While the Jacmelian painter and pioneer of Haitian art died in 2012, a group annually recreates the original sendoff, painting a coffin in honor of the famous 89-year-old that Le Monde compared to Douanier Rousseau. Singing is promised. You make plans to return.

On the street again, the eye wanders, the next doorway invites, a scent of *verveine*, a wall of bougainvillea, the sound of a *ti* band playing slow. Here inside one door, a workshop where artists are elbow deep in *papier mâché*, painted zebra heads everywhere, as are masks made of newspaper, with ads and photos chosen for maximum irony; further along, there's an atelier of metalworkers, the smell acrid, the work dark and startling – a door that has bones of steel – or sunny, a man and a bird afloat in an ark that's also a bird. Down the street, laughter in a doorway brings you to a jewelry shop and farther, a kind of *musée de la chaise*, where a very old man sands a recent piece. The dust hangs in the silent air and the chair is delicate and beautiful. Other seating, from other times and other places, lines the wall; you look closer for the small hand painted signs that tell their story. The floor is bricks turned on their sides, bearing a stamp from another world. France?

ON THE STREET, THE EYE
WANDERS, THE NEXT DOORWAY
INVITES, A SCENT OF VERVEINE, A
WALL OF BOUGAINVILLEA,
THE SOUND OF A TI BAND
PLAYING SLOW

EXPERIENCE: JACMEL 2020 CONT'D

Half days go by here, and you've barely strolled a street, but a lounge is nearby and their rum sour is the best on the island. Flop, unwrap your finds, relax. The music here is local, live, some kind of new-school *kompas*; tonight, a DJ will mix it and make it newer still. The Jacmel Film Festival crowd loves this place; nearby buildings become screening rooms, and the lounge and La Florita are the between-film stars. Jacmel smells of precious local cigars and pineapple on those long warm nights.

You've always had a talent for craft, and this afternoon there are painting and *papier mâché* classes, and a very well-known ceramist is in town, an Italian who has fallen in love with Jacmel and comes once a year. It's his class you're attending; you'll be attempting a Caribbean tile with Jacmelian clay under the eye of a European genius. There is no where else in the world you can touch so many creative spirits.

After that? The choices are many, stimulating, and vying for attention. *La Maison du Carnaval* never fails to cast a spell, no matter how many times you visit, and the association has moved all the costumes there, so the color goes on and on through endless rooms. At sunset once a week, a few are brought out for a small *défilé* through town, an *hors d'oeuvre* of the *rara* sound and energy of the real thing.

There could be time to go to the beach this afternoon, and eat a crisply salty *poisson rose* at sunset. There are a half-dozen possibilities for dinner in town. There is a vodou ceremony that few tourists ever get to see, thanks to a family contact from a friend of a new friend.

There's a poetry slam in the park, candles all around the spoken word. The hotel has a great view over the water and a terrific crowd of expats and aidworkers-turned-entrepreneurs hatching projects. The *amphithéâtre* will be home to the spectacular Emeline Michel, who did a singing workshop with kids earlier in the day; here in Jacmel, in the intimacy of the night with the walls of buildings both ruined and refitted, she sings in what she calls her "dusty jewel". It will be unforgettable.

THERE ARE PAINTING
AND PAPIER MÂCHÉ CLASSES,
AND A VERY WELL-KNOWN
CERAMIST IS IN TOWN



THE JACMEL EXPERIENCE: RICH, DEEP & HANDS-ON

The creative village area described on the previous pages is a rich source of new experiences. A more comprehensive list of other potential offerings to visitors is included below.

- Marina et entretien bateaux; arrivé bateau croisière; sports nautiques
- Découverte pédagogique de l'architecture en briques; mis en valeur de tous les façades
- Musée ouvert in the park
- École artisanat et école folklore; atelier de papier mâché, masques, bijoux, céramique, peinture, sculpture
- Salle d'exposition de tout l'artisanat d'Haiti where people from different places can come and place orders for their stores.
- Souk; local's market; revitalized marché de fer
- Carnaval: Déguisement et instruments de carnaval, re-enacting, theatre, costumes, animation tous les soirs, un parade dans la ville.
- Gastronomie; circuit culinaires
- "Bourbon St." night life; Quartier Latin; vie de nuit/musique/restos/café-terasse
- Musique traditionnelle
- Danse (spectacle et atelier)
- Visite champs et dégustation fruits exotiques typiques de la région – agrumes, star apple, mangues
- Experience vaudou (Peristyle sanctuary); Pharmacopoeia vaudou;
- Experience religieuse (chapelle)
- Distillation rhum et clairin, apprentissage and dégustation
- Cigare et atelier de préparation
- Production et apprentissage parfums: Vetiver
- Café: découverte de machinerie ancienne; dégustation; visite atelier-champ, route de café; stop café sur la route avec dégustation et panorama
- Tourisme du bien-être, spa, massages, tourisme de santé
- Plages: Brézilienne, Seguin, Bassin Bleu, La Saline; kiosques artistiques sur la plage; surf; circuit éco touriste
- Serie de petites musées en circuit; musée de la chaise, carnaval, café, maison intérieur, moulin Price, fer
- Festival Mizik Jakmèl
- Conservatoire de musique avec orchestre philharmonique de Jacmel
- Festival Film Jakmèl: une salle de cinéma for short films; integration with the ciné school.
- Festival de littérature, maison du livre, bibliothèque, imprimerie, bookshop and writers' hangout.
- French language classes with the Alliance Française





There are seven anticipated core markets for Destination Jacmel and the village: Domestic Haitians, Haitian Diaspora, Regional Caribbean Visitors, Dominicans, Global Creatives, Regional Conferences & Meetings and Boaters.

DOMESTIC HAITIANS

The 100-200,000 middle-class and affluent Haitians would visit Jacmel looking for relaxation, *évasion*, leisure and *plaisirs* – a different experience from their busy homes in the city. They’re seeking everything from finding art in markets to discovering a good new restaurant on the beach to being part of a festival.

Included in the domestic category are the many members of the international community who spend extended periods in the country. These affluent long-term visitors are looking for an escape on weekends and holidays, but want to spend their time off in destinations with international standards.

Domestic visitors access southside Jacmel by road from northside Port au Prince, a journey of approximately two hours.

HAITIAN DIASPORA

Haiti’s “eleventh province” is an enormous market: There are an estimated 1.2 million Haitians in the U.S., 200,000 in Canada and an estimated 2 million in the Dominican Republic. From Haitian-American college students to middle class Canadian and American families, Haitians are eager to reconnect with their families, Haitian life, values and roots – their history. They’re ‘home’ and they want to feel at home, having typical experiences and enjoying typical, simple pleasures, i.e., sharing in quintessentially Haitian events from Carnaval to eating out to discovering arts and crafts, all in interactions with locals.

The North American and European diaspora accesses Haiti by air. Direct flights from major markets will facilitate visits. Haitians in the Dominican Republic will fly or bus to Jacmel.



TARGET MARKETS CONT'D

DOMINICANS AND VISITORS TO THE DR

The Dominican Republic, Haiti's closest neighbor, is the Caribbean's number one tourism destination, with more than 4 million visitors annually – and as previously mentioned, there are 2 million Haitians in the Dominican Republic. While Haitians in the DR are low-hanging fruit from a tourism perspective, strategic partnerships with key Dominican destinations like La Romana and Punta Cana can help increase the awareness of Jacmel and put it on the tourism map for Dominicans and visitors to that country.

The North American and European diaspora accesses Haiti by air. Direct flights from major markets will facilitate visits. Haitians in the Dominican Republic will fly or bus to Jacmel.

REGIONAL CARIBBEAN VISITORS

They see Haiti as an exotic French/African hybrid in a sea of Hispanic culture. Caribbean islanders have the same beaches and sun as Haiti, so they're seeking our signature experiences: the festivals, Vodou, Carnaval, music, art, craft and nightlife to either watch or participate in.

Regional visitors from around the Caribbean and South America will come to Jacmel by air.

GLOBAL CREATIVES

They have a variety of desires, premier among them to be first to explore the next hot new place. When a buzz begins around a destination, these are the people who pay attention, and they have large appetites for novelty. **Artists**, of course, want to absorb the inspiration of Jacmel and work hand in hand with local artists and craftsmen, learning from and exchanging with them. **Gay visitors** will look for the sensational experience, like Carnaval, the *far niente* of the beach life, nightlife and culture of all sorts. **Adventurers**, like bikers, hikers and active bohemians will look for the natural – eco-tourist services and tours, beaches off the beaten path.

Global Creatives will access Port au Prince and Jacmel by air from North and South America and Europe.



TARGET MARKETS CONT'D

REGIONAL CONFERENCE AND MEETING MARKETS

Meeting planners are constantly looking for new places that can provide an invigorating mix of business and pleasure to motivate companies and employees. Strict in their needs for lodging and meeting space, this clientele books years ahead and once satisfied is tremendously loyal. They need conference rooms and beds, *bureautique* and night life; they want quality souvenirs of their trip and meaningful communication with locals.

Meeting and conference clients would access Port au Prince and Jacmel by air; likely targets would be direct-flight markets.

CARIBBEAN BOATERS, SAILORS, YACHTERS AND CRUISERS

The thousands of boaters who visit Caribbean ports are an affluent and adventurous population that's always looking for new places to explore on their beloved boats. Adequate marina facilities and conveniences could attract part of this wide-ranging community of *bon vivants* who hail from all over the world.

Boaters would come into a marina at Jacmel under their own boat's power, likely from other destinations in the Caribbean. Cruise ships could make Jacmel a stop on a Caribbean circuit.



MASTER PLAN

The master plan for Jacmel Village addresses a 20 hectare area of the town of Jacmel on the south shore of Haiti. The village area begins at the oceanfront – and includes 700 meters of shoreline to the east and west, from Grande Rivière de Jacmel to a large pier that extends 125 meters into the water. The village area development will focus on the core creative areas of Ste. Anne and du Commerce streets, both of which have a considerable inventory of historic warehouses in various states of disrepair.

Over 20,000 square meters of commercial space total will be included in all phases of development. In initial phases, 6,000 square meters of commercial space will be the focus. The definition of commercial space includes hotel and lodging, restaurants, cafés, bars and lounges, galleries and services, as well as cultural infrastructure.

Key features of the master plan include:

‘QUARTIER LATIN’

A key objective of the master plan is to make the core creative village (Ste. Anne and du Commerce streets) the ‘Quartier Latin’ of Jacmel, the place where visitors can find activities and interest day and night. Animated by the workshops of artists and by programming that extends into the evening, Ste. Anne and du Commerce are the lively areas where the buzz about Jacmel begins.

HOTEL DEVELOPMENT

New hotel rooms are key to the revitalization of Jacmel, particularly with the construction of an 800-seat conference center now underway.

According to current estimates, there are approximately 166 rooms currently available. Another 346 would be needed to meet the objective of 500 rooms. The lodging mix would include:

- Within the core creative village: second and third floor boutique-style lodging above galleries and workshops.
- On the beachfront: an intimate waterfront hotel inspired by the former La Jacmelienne.

- At the pier: larger-scale conference flag hotel of approximately 150 rooms associated with the nearby conference center and overlooking the eventual marina.

Lodging on the second floor of a series of buildings on Ste. Anne and du Commerce will each offer a different experience. Architectural guidelines will ensure a harmonious combination of traditional and contemporary decors, from wrought iron to modern materials. Balconies and exterior spaces would be featured, and rooftops could potentially become patios.

THE VILLAGE AREA
DEVELOPMENT WILL FOCUS ON
CORE CREATIVE AREAS OF STE.
ANNE AND DU COMMERCE STREETS

MASTER PLAN CONT'D

PROMENADE

A 700-meter promenade running the length of the village waterfront is currently under construction. The promenade will accommodate pedestrians and cyclists and is designed to be a gathering place for locals and visitors. It will be surfaced in stone and well-lit to encourage evening use. The western end of the boardwalk leads directly to the main hotel of the village (also currently under construction) so that guests have immediate access to this amenity.

MARTINA

A small marina will be as practical as it is picturesque, offering people on the promenade attractive scenery and making the harbor of Jamel a destination for sailors, power boaters, fishermen and potentially even small cruise ships – certainly small compared to the ones that currently go to Labadee, but significant in their effect on restaurants and shops.

The marina would include a Harbor Master's Office, an interesting little boutique for shopping, an outdoor restaurant and café, and a *bureau d'excursion* for rental of boats and trip planning.

PUBLIC PARK

The park space, currently a mostly empty, privately-owned lot inhabited by mature palm trees, could be a key green space and gathering place for visitors and the community. The beautiful mosaic wall which currently surrounds the space, which inhibits access to the beach, will be the subject of an upcoming plan on how best to share its beauty while allowing the park to give onto the waterfront.

By day, the park will be a place for families, an innovative landscape design with flowers, paths and ample seating where kids can play on a tree house and potentially a big wooden pirate ship. A pond could be a feature of the park, encircled by chairs where visitors can relax. A small concession could provide refreshments. The park could perhaps contain statues commemorating events in Jacmel's history; there could be a wall of fame, signed by contributing artists.

A *rara* performance could signal the transition from day to evening, and by night, the space will be aglow from lanterns in the trees and on pathways. An acoustic music experience fills the space with atmosphere, the concession becomes a bar, the vibe is warm as the community and visitors gather to contemplate the evening.

A RARA
PERFORMANCE
COULD SIGNAL THE
TRANSITION FROM DAY TO
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WILL BE AGLOW FROM LANTERNS
IN THE TREES AND ON
PATHWAYS



MASTER PLAN CONT'D

BEACHFRONT VILLAGE PLAZA

Facing the pier hotel and close to the Public Park, the plaza will be home to a popular terrace serving classic Caribbean cocktails like rum sours, punches and mojitos, the perfect drinks to salute sundown and listen to live music. The plaza will be comfortable for locals and visitors, who will relax on the plaza seating or gather round to watch one another play at chess tables and at dominos.

MAISON DU CARNAVAL

More of a gathering place and community cultural hub than strict 'museum', the '*maison*' would be a must-see paid admittance tourism destination for all visitors, with constant animation and ever-changing things to see and hear. It could be composed of three spaces:

- An *Exposition permanente* would tell the story of Carnival through the ages, showing the evolution and meaning of costumes, masques, craft, food traditions (*beignets!*) and music. Live music would be a daily feature; a mini carnivalesque parade could be a weekly activity on the streets of Ste. Anne and du Commerce.
- A multi-function space for lectures, demonstration and hands-on learning about everything from how to make a mask, put on the elaborate makeup, make the food, play the *rara*.
- Restaurant, boutique and souvenirs (get dressed up in a costume! get your face made up and have a photo taken!).

VOYAGE OF THE SENSES

While this concept might be applied on a *colline enchantée* just outside of Jacmel, the way it is structured – as a journey of the senses – would have applications in the village. This experience is designed for the diaspora of North America and creative tourists of all kinds, and could be a kind of circuit around the time of Carnaval, from about December to March.

- Sight:** Visits to places with panoramic views over the Caribbean
- Smell:** Tastings of café et preparation of cigars
- Taste:** Cuisine créole, fruit
- Touch:** Therapeutic massage with clay leaves, oils and the varied pharmacopia of vodou practices
- Hearing:** Traditional live music of many kinds

EXCURSIONS

A wide range of excursions will be made available to visitors via third-party suppliers. These trips to the peripheries encourage longer stays in the village because each experience is a reason to stay an extra day. Excursions include fishing trips and a variety of beaches: beachcombing at Ti Mouillage, Kabik or Raymond Les Bains, and adventures at the already renowned Bassin Bleu waterfall.



CONCLUSION

Anyone in the development, tourism or place planning business who visits Jacmel is struck with an almost overwhelming sense of the potential of the place. The longer you study the geography, the more opportune it appears, with cool mountains and pristine beaches on its doorstep. The more you learn about the religious traditions, the more you see how they would mesmerize a visitor. The longer you stroll the narrow streets of Jacmel, the more a walkable village is logical. And the more you see of the arts and crafts of the island, the more you understand the unique appeal of this place. Haiti is the last great Caribbean country to explore.

