

Lover's Leap Now Open to the Public

The popular and breathtaking Lover's Leap attraction in St. Elizabeth, which was closed for almost two years, has been reopened.

Minister of Tourism and Entertainment, Hon. Dr. Wykeham McNeil, said the facility is again accommodating visitors even while refurbishing activities are taking place. "Lover's Leap is now open to the general public...there is still work to be done so that this attraction can achieve its full potential," he stated on March 23, while on a tour of the facility. Minister McNeil noted that the attraction, while providing employment for a number of young people in Treasure Beach and surrounding communities, also adds to the tourism offerings in the area. He said that after a visit to the facility in January, where he met with stakeholders, he immediately put plans in place to have it reopened. "The importance of Lover's Leap, especially to the small and medium properties here on the south coast, especially in the Treasure Beach area, is phenomenal. I am surprised at how many of these small properties depend on Lover's Leap as an attraction to help fill their properties, so it is important from that aspect, and also from the point of view of the employment that it creates," he said. The Tourism Minister stated that the south coast has great potential especially in the area of community tourism, "where visitors to the island can walk around and see and feel what is really important in Jamaica". "Meeting the Jamaican people, that is what makes the difference, and that is something that the stakeholders have discussed with me. We are going to look at the bed and breakfast programme to institutionalise it and put the systems in place so that we lift the quality and quantity of the offerings that we have in Jamaica," he informed. He said that areas of the sector that can be expanded and improved on to enhance the tourism product will also be looked at. "Whether it is heritage tourism, or what is being done with sport tourism, are all important parts of how we are going to build a brand for this south coast," Minister McNeil said. Lover's Leap emerges where the Santa Cruz Mountains come to an abrupt end, exposing an almost 1,700-foot vertical drop down to the waves crashing on Cutlass Bay below. There is a lookout point, which provides a fantastic vantage point, allowing visitors to see as far as Rocky Point, Clarendon, to the east, and Treasure Beach to the west. The attraction is popular for weddings and social events, as well as sightseeing. It was closed after the previous operator, which leased the property from the Tourism Product Development Company (TPDCo), suddenly decided to end the lease arrangement.