

**Looking forward to 2012 and beyond.**

**The fact that you are reading this indicates that you are contemplating the pleasure of a Negril holiday.**

**As I write this in January the sky and the sea are blue, the birds are singing and people are smiling.**

### **Beach**

**While about half of our competitors have built rooms or bars so close to the sea (despite the planning laws) that there is no beach space for their guests, our sand level has increased by about 10 inches in the last few years and the high water mark had receded several feet.**

**Our returning guests over the last year have remarked that the beach is even more pleasurable since the neighbour's bar was moved away from our boundary, also giving more space.**

### **Beach Parties**

**Our new music system at the bar is working well. We are using a number of radio stations provided by our TV cable supplier, so one click can change the music genre to suit our guests.**

**On New Year's Eve and every Tuesday for many weeks at our beach parties we have had live music and bonfires.**

## **Good Rates**

**On our rates page we show our MAXIMUM rates but our actual rates may be lower. This depends largely upon the time of year - for example if bookings for our penthouse suites are looking low for March, then we will make reductions, perhaps tempting some guests who would normally reserve our superior studios or one bedroom apartments to try the penthouses.**

**These reductions can be made easily for online or telephone bookings, whereas to change the webpage could cause complications. Please, always check the availability page for the latest rates, or just email or telephone us.**

## **Bookings Systems**

**Last year's online booking system has been working quite well and from early February we have the following improvement for most of those booking online.**

**We shall be showing rates in US\$ instead of UK£. At the same time the booking system will show the equivalent Euro rate with just one click.**

**There will be times when the system cannot confirm your booking although rooms are available, as the system is not able to show a move from one room to another during a guest's stay. So remember that "unable to confirm" does not mean "no rooms available." There is provision for 'Request.'**

**Of course we are still more than delighted to get your phone calls and emails – the online booking seems so impersonal but it can give immediate confirmation when the office is closed.**

**We now have a new MOTO system; this enables us to collect deposits or balances from telephoned or emailed information and to charge your card in US\$ or Euro or UK£, whichever you wish**

### **Your Unique Guarantee**

#### **Love Firefly or Your Money Back Guarantee**

**Only the owners of Firefly and Secrets, Audrey & David Sykes, dare offer this personal unique guarantee**

**If you are not ENTIRELY satisfied and wish to leave after your first night, we will refund ALL the money paid for your accommodation, including that for the first night.**

**Applicable conditions:**

**Make your reservation direct with us for 7 to 14 nights and pay before arrival.**

**No refund for purchases made after arrival or for taxis or services not provided by Secrets or Firefly.**

**Let us know by 11.00 a.m. after your first night that you are leaving by 2.00 p.m. We will make up to 2 phone calls for you to other accommodation providers in Negril, if you wish. See our personal email address at bottom of the home page.**

**We wish our readers and guests a great year in 2012.**

**Regards,**

**David.**

**P.S. I'm leaving the following note here from last year. This February 2012 will be the the 8th consecutive year for Kay and Mike.**

**A NOTE FROM KAY WATSON.**

**This is the 7th consecutive year that my husband, Mike, and I are vacationing at the Firefly. We started with a two week vacation in Negril at the Firefly and now we are staying for 5-6 weeks. Needless to say, we love Jamaica and the Firefly.**

**The staff make us feel extremely welcome and are very friendly and genuine.**

**The Firefly has one of the very few clothing optional beaches in Negril, and is right in the middle of the 7 mile beach. It's a short walk to many excellent Jamaican restaurants and night life.**

**It has its own beach bar, serving breakfast, they are a "pancake house". They also make delicious, fresh drinks and sandwiches.**

**The Firefly has the most friendly and unique bar on the**

**beach. It has a bohemian atmosphere that attracts people from all walks of life. Many tourists and locals stop by for a drink and to catch up with friends.**

**We have many friends there, most of them come back year after year, so it seems like "coming home again". Some of our friends have been coming to the Firefly for 20 years or more.**

**Kay and Mike Watson.**

**Reserve any way you like: telephone 1-876-957-4358**

**Or email [firefly@jamaicalink.com](mailto:firefly@jamaicalink.com)**

**Or book online direct with us: [www.jamaicalink.com](http://www.jamaicalink.com)**