

## Will 2011 be a Better Year?

Let us start the year 2011 with optimism. The fact that you are reading this indicates that you are contemplating the pleasure of a [Negril](#) holiday.

As I write this on 2nd January the sky and the sea are blue, the birds are singing and people are smiling.

Although it is only mid-morning guest David Lazaroff is playing his guitar and singing to our housekeeping staff.

## What we've done recently at Firefly

I want to mention briefly the main recent improvements at Firefly and Secrets:

All 3 penthouse bathrooms have been renovated and re-tiled. They now, at last, provide a feeling of luxury.

Our guests are no longer harassed from the bar that was built on our land nine years ago. It has been moved about 20 yards away.

Therefore our guests have more usable beach space.

Guest Bill Martz has provided us with thousands of songs to play softly at the beach bar. We are setting up a new system that will play from flash drives through a number of speakers. The previous method of playing CDs was not satisfactory because the CD players failed very quickly, due to the sea air. The new system should be playing by mid-month.

We now have, from 2011, a new online booking system that enables anyone with a credit or debit card to reserve a room and get immediate confirmation.

Of course we are still more than delighted to get you phone calls and emails - the online booking seems so impersonal but it can give immediate confirmation.

There will be times when the new system cannot confirm although rooms are available, as it may not be 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."

## BIG Reduction

Better still it gives an automatic discount to everyone on our monthly newsletter who makes a direct booking. (HINT: If you are not yet on the list join now and you will get immediate access to a "promo code" to enter on the booking system. Another hint - if you are already on our list and have forgotten the code, join the list again.) (MAKE A LINK TO THE JOIN UP PAGE0

The special commencing newsletter discount is an [amazing \\$16.50 a day](#) (\$15 off the room rate and \$1.50 off the tax) for any new reservation to [31st December 2012](#), if made in January 2011.

So hurry and make your bookings this month for winter, spring and summer. Save \$115.50 a week off any Firefly room if you book now. (This equals ten bottles of Red Stripe beer or 6 or 7 mixed drinks at our beach bar every day. [Click here to book or check availability at Firefly](#)

## 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 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 a.m. after your first night that you are leaving by 2 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 this page.

**Hurry, This Introductory Offer Closes Soon**

Remember - this \$16.50 a day saving applies to reservations made by [31st January 2011](#) only. After that savings will continue, but not at this level.

We wish our readers and guests a great year in 2011.

Regards,  
David.

P.S. THESE NEWSLETTER SAVINGS are additional to reductions in rates already on our website for certain days and weeks.

P.P.S. This introductory off will expire and be replaced by a less generous offer by [February 2011](#) which may be restrictive regarding dates, rooms and length of stay.

P.P.P.S. You can still book by telephone ([1-876-9574358](tel:1-876-9574358)) or email [firefly@jamaicalink.com](mailto:firefly@jamaicalink.com)), we'll be delighted to hear from you.

My personal email address is [davidgsykes@gmail.com](mailto:davidgsykes@gmail.com) but I cannot take bookings and some days I do not have internet access, but I do like to hear from visitors, past visitors and would-be visitors.

A rectangular button with a gradient from light orange to dark orange, containing the text "Check Availability" in white, bold, sans-serif font.

#### [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](#)

Check your dates now to guarantee your rates. Dates can be changed later if necessary.

Reserve any way you like: telephone [1-876-957-4358](tel:1-876-957-4358), give your name, your fixed or estimated dates and tell us the promotion code for your newsletter reader's discount.

Or email [firefly@jamaicalink.com](mailto:firefly@jamaicalink.com) with the same information.

Or book online direct with us!

[Check Availability](#)