



Fort Charles

Treasure Beach, St. Elizabeth

Jamaica

Sotheby's
INTERNATIONAL REALTY



Property Name: Fort Charles, Treasure Beach

Location: Treasure Beach, St. Elizabeth, Jamaica

Acreage: 38 acres

Zoning: Suitable for Tourism, Residential, and Mixed-Use Development

Ideal Use: Boutique Hotel & Golf, Health Wellness Retreat, Eco-Resort, Luxury Villas, Lifestyle Development, Luxury residential development with marina.

The Community - Treasure Beach

Treasure Beach is a charming and culturally rich fishing village located on Jamaica's laid-back South Coast.

Known for its authenticity, peace, and connection to nature, this region has quietly become one of Jamaica's most sought-after hidden gems for sophisticated travelers.

The History of Fort Charles:

The property was previously owned by Donald Sangster who was Jamaica's second Prime Minister





Key Highlights:

- Calabash International Literary Festival: A world-renowned literary festival held biennially in Treasure Beach, attracting global icons such as Angelina Jolie, Padma Lakshmi, Zadie Smith .
- Jack Sprat Beach: A cultural landmark where locals and visitors mingle. It's known for music, fresh seafood, and stunning beach views.

Jamaica's South Coast

Population (St. Elizabeth Parish): Approx. 150,000

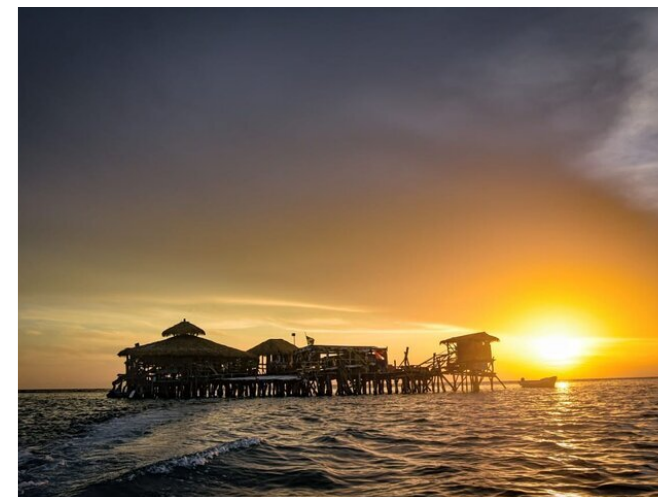
Major Towns Nearby: Southfield, Junction, Lover's Leap , Black River, Santa Cruz, Junction

History: The South Coast retains its deep-rooted Maroon heritage, preserved colonial architecture, and agricultural backbone. Unlike the North Coast, it is less commercialized, offering a unique blend of nature and culture and privacy .

Key Attributes:

- Low crime rate compared to urban areas
- Significant cultural and historical relevance
- Increased government focus on tourism investment in the South
- Activities : Fishing , Bird Shooting , Sailing





Site Attractions

Lovers' Leap: Cliffside viewpoint 1,700 ft above sea level with panoramic ocean views

Pelican Bar: A rustic driftwood bar built on a sandbar $\frac{3}{4}$ mile out to sea

YS Falls: Seven-tiered cascading waterfalls with natural pools

Appleton Estate: Home of the iconic Jamaican rum and estate tour experience

Bamboo Avenue: A scenic 4 km bamboo-lined road perfect for eco-drives

Black River Safari: Boat tours through Jamaica's longest navigable river and crocodile habitat

Environmental Parameters

- Existing natural vegetation and bio-diversity can support eco-tourism
- Close proximity to protected marine areas and heritage sites
- Flat to gently sloping land conducive to low-impact development



Potential Development Uses

- Luxury Boutique Hotel
- Eco-Resort with Spa & Wellness Retreat
- Beachfront Residential Villas
- Mixed-use Lifestyle Community
- Artist's Retreat and Creative Center
- Cultural and Heritage Site for Events



Villas in Treasure Beach

- Jakes Hotel Villas & Spa– Owned by Jason Henzell, iconic boho-chic beachfront villas.
- Marblue Villas– Modern villa-style accommodations.
- Lashings Villas– Poolside and hilltop villas with panoramic views.
- Turtles’ Nest Villa– Private luxury rental home on the beach.
- Shakti Home– Designed for yoga and wellness retreats.

Other Hotels in the South Coast

Property	Location	Owner/Group	Unique Selling Point
Jakes Hotel	Treasure Beach	Jason Henzel	Art focused & community-driven
Sandals South Coast	Whitehouse	Sandals Resort Int’l	All-inclusive, overwater bungalows
Sunset Heal Resort	Pertersfield	Local Ownership	Wellness-focused eco-resort



Government Framework (Source:www.miic.gov.jm)

- Jamaica's government actively encourages foreign direct investment (FDI) through JAMPRO.
- No restrictions on foreign ownership of real estate.
- Tourism and hospitality developments qualify for incentives under the Omnibus Incentives Regime.
- Streamlined investment process with the Ministry of Industry, Investment and Commerce (MIIC).
- Strong legal framework and protection for international investors founded on the British system.

Tourism in Jamaica (Source:www.mot.gov.jm)

- Jamaica welcomed over 4 million visitors in 2023.
- Average daily spend of stopover visitors: US\$180
- Strong market from North America, Europe, and emerging Latin America.
- Growing demand for experiential travel and boutique accommodations.
- South Coast is projected as the next tourism frontier, supported by major infrastructure projects.





Infrastructure & Accessibility

- Nearest Airport: Sangster International Airport (2.5 hours)
- Main Access Roads: Well-maintained B6 coastal highway
- Utilities: Water, electricity, and internet infrastructure nearby

Jamaica on the World Stage

- “I think there’s extraordinary opportunities for investment. Jamaica is one of the places that— together—we both stand to benefit from real opportunities to create new alignments, new trade arrangements and new trade opportunities” - USA Secretary of State Marco Rubio, March 2025
- Dr Nigel Clarke - Jamaica’s Former Minister of Finance was appointed in October 2025 to Deputy Managing Director, IMF



Investment in Jamaica

- **The Jamaican Stock Exchange (JSE)** has been a top-performing market in the world in recent years, attracting investment. According to Bloomberg, over the last 5 years, the Jamaican stock market has advanced by 233 percent, the most in the world, with the Vietnam Ho Chi Minh Stock index coming second at 86 percent, both turning out even better than the S&P 500 that only advanced by 73 percent over the same time period.



- **Music** - Jamaica's influence on global music is undeniable. As the birthplace of reggae, dancehall, and ska, our small island has shaped soundtracks and movements across the world. International icons like Bob Marley, the legendary voice of freedom and unity, and Peter Tosh paved the way for generations of artists. Today, global superstars like Shaggy, Sean Paul continue to dominate international charts, collaborating with artists such as Beyoncé, Drake, and Ed Sheeran. Jamaican music is more than entertainment—it's a cultural force that connects people, drives tourism, and places Jamaica consistently on the global stage.

- **Usain Bolt** - Jamaican retired sprinter who is widely considered to be the greatest sprinter of all time. He is an eight-time Olympic gold medalist and the world record holder in the 100 meters, 200 meters, and 4 × 100 meters relay.





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Keody Thompson is a distinguished Real Estate Concierge and Top Agent at Jamaica Sotheby's International Realty being named Agent of the Year in 2022 & 2024 and is listed in the Top 1000 agents within the elite Sotheby's network of over 24,000 agents globally. With over 15 years of experience in real estate, she is renowned for her luxury property expertise, high-touch service, and visionary approach to property positioning and development strategy.