



The Official E-Newsletter of the Caribbean Tourism Organization

Welcome

Welcome to the January-February 2010 issue of the *CTO News*, the Caribbean Tourism Organization's e-newsletter. We welcome your feedback.

Please feel free to e-mail us at ctony@caribtourism.com to express your views or offer suggestions for future content.

FEATURES

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Caribbean Lands in Manchester Central

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INSIDER SCOOP

Special Marketing and Media Opportunities

HOT DEALS

Do you have a "Hot Deal" on offer? Find out how to place this on the home page of www.CaribbeanTravel.com: e-mail Annette Stowe at Annette@caribtourism.com.

MAKE PUBLIC RELATIONS WORK FOR YOU!

Be sure you are on our distribution list for "Hot Tip" publicity leads from top media outlets looking to promote the Caribbean. Contact Michelle Horn at Lou Hammond & Associates to subscribe:

CTO met with various stakeholders in New York during the month of January.

VIRTUAL CARIBBEAN

OneCaribbean.org Update

Does nationality, gender, and age affect travel? Read what Cristina Jonsson and Dwayne Devonish had to say at the recent tourism statistics workshop hosted by CTO in Barbados last December. Find this and other papers in the Conference and Workshop presentations section of www.onecaribbean.org.

SPOTLIGHT ON

CTO News celebrates the accomplishments of one CTO member destination each month. This month, our spotlight is on Barbados!

BARBADOS

In Barbados, we've mastered the art of fine living, and offer daily lessons for those who seek to do the same. Here you'll discover a vibrant culture passionate in spirit and full of life. Barbados is a place where refined luxury and exceptional culinary delights dance and mingle among lush tropical greenery, limpid blue waters and warm golden sunlight. Spend a day on a pink sandy beach. Try some flying fish. Enjoy a rum punch. Learn to trade the rush, rush for the slow and easy. Just give us a few days and you won't remember who the old you was. Let us teach you how to truly live. Come celebrate living. Long Live Life. For more information on travel to Barbados, please visit www.visitbarbados.org.

ABOUT THE CARIBBEAN TOURISM ORGANIZATION

The Caribbean Tourism Organization (CTO) is headquartered in Barbados with marketing operations in New York, London, and Toronto. The CTO is the Caribbean's tourism development agency and comprises membership of over 30 member governments as well as a myriad of private sector entities.

The CTO's mission is to provide to and through its members, the services and information needed for the development of sustainable tourism for the economic and social benefit of the Caribbean people. The organization provides specialized support and technical assistance to member countries in the areas of marketing, human resource development, research and statistics, information technology, and sustainable tourism development. The CTO disseminates information on behalf of its member governments to consumers and the travel trade. www.OneCaribbean.org

HOT DATES

Caribbean Hotel & Tourism Investment Conference

Puerto Rico
4 - 6 May

11th Annual Caribbean Conference on Sustainable Tourism Development

Barbados
9 - 12 May

Caribbean Week in New York

6 - 11 June

For more information on events, contact ctony@caribtourism.com

michelleh@lhammond.com.

STAY IN THE KNOW

The Tourism Executive Brief is your source for invaluable industry intelligence provided by the CTO to members and their strategic partners and by visiting www.onecaribbean.org/marketintelligence. Contact Annette Stowe at Annette@caribtourism.com if you would like to be added to the email distribution list.

CARIBBEAN TO HAVE BIG PRESENCE AT BOSTON AND NEW YORK TRAVEL SHOWS

Join CTO in the Caribbean Sections of The Boston Globe Travel Show on 19-21 February 2010 www.bostonglobetravelshow.com - and The New York Times Travel Show - 26-28 February 2010 www.nytravelshow.com.

THE ALLIED CORNER

Each month CTO News recognizes a CTO Allied Member for its ongoing efforts in creating awareness and promoting tourism to the Caribbean region.

THE ATREBOR GROUP is an award winning agency with around-the-clock services, a multilingual staff and a true understanding for the art of public relations. With a keen understanding of the development process of comprehensive, strategic marketing campaigns that succeed in enhancing image and building business, we offer our clients targeted, value-driven services. We know how to get the attention of the media and to keep it focused on the most important issues for our clients - with real results every time. Headquartered in New York City, The Atrebor Group has agency partners throughout the world. We invite you to explore our website and learn more about us - www.atreborgroup.com.

For more information on Allied Members including roles and responsibilities, visit www.onecaribbean.org.

CONTACT US

Headquarters

One Financial Place
Collymore Rock, St. Michael, Barbados
Tel: 246.427.5242
Fax: 246.429.3065
ctobarbados@caribtourism.com

Canada

2 Bloor Street West, Suite 2601
Toronto, Ontario M4W 3E2, Canada
Tel: 416.935.0767
Fax: 416.935.0939
ctotoronto@caribtourism.com

New York

80 Broad Street Suite 3200
New York, NY 10004
Tel: 212.635.9530
Fax: 212.635.9511
ctony@caribtourism.com

London

22 The Quadrant
Richmond, Surrey TW9 1BP, England
Tel: 011 44 208 948 0057
Fax: 011 44 208 948 0067
ctolondon@caribtourism.com

CTO Mobilizes Assistance for Haiti

The Caribbean Tourism Organization (CTO) has joined the regional effort to assist CTO Member Country, Haiti, in the wake of last month's devastating earthquake.

Immediately after the earthquake struck, CTO went to work contacting industry partners soliciting various forms of assistance for Haiti. The organization then launched an appeal enlisting the help of governments across the Region, along with supporters from around the world, to mobilize and encourage assistance for the Government and People of Haiti. This process continues and is being facilitated by our various offices. CTO also took several other initiatives, including contacting the associates and producers of the Haitian artiste and cultural ambassador, Wyclef Jean, as well as other concert producers, about the possibility of staging a series of Concerts For Haiti.

"The situation is dire and the time to help is now," says Hugh Riley, Secretary General of the CTO. "In other times of need, the Caribbean as a region has generously come together to provide assistance to those devastated by natural disasters. We are confident that this will be the case once again."

Monetary donations can be made via the CTO's tourism industry web sites: www.caribbeantravel.com, www.onecaribbean.org, or www.caribbean.co.uk. Cheques may be written to: **Caribbean Tourism Organization Relief Fund** and sent to your local CTO office.

Meantime, the CTO Holland Chapter raised 31,000 Euros for Haiti at the recent Dutch Holiday Fair in Utrecht. Chapter members organized a spontaneous auction at the trade fair, with several CTO Member Countries donating accommodations, while airline partners gave tickets and accommodations for the auction.

CTO Statement on the Passing of Professor Rex Nettleford

The Caribbean Tourism Organization (CTO) is deeply saddened and shocked by the passing of Professor Ralston Milton "Rex" Nettleford. The Caribbean has lost a true icon, a dedicated son, a committed servant as well as an ardent champion for, and defender of, its identity.

Professor Nettleford was a friend of the Caribbean Tourism Organization and was always keen to offer his extraordinary vision, unique perspective and profound wisdom whenever we called on him. It was his unrelenting and unapologetic devotion to the region as a multi-talented Caribbean man that led the CTO to invite him to give the key note address at the Caribbean Tourism Conference in 2003. Professor Nettleford was also presented with the CTO's Lifetime Achievement Award at our inaugural Annual Caribbean Tourism Summit in June 2008. His performance on this occasion - every speech he delivered at a CTO event was indeed a performance - was unforgettable.

Professor Nettleford gave his life and talents to the Caribbean, and because of this we are a better people. It is instructive that his last act was to help raise funds for the University of the West Indies (UWI), where he was vice-chancellor emeritus. His legacy will be lasting. His passing has left a void that will be difficult to fill.

The entire CTO family extends our sincerest condolences to the Nettleford family, as well as to the extended Caribbean family that Professor Nettleford nurtured both directly and indirectly: The UWI; Jamaica's National Dance Theatre Company, which he founded and led for almost half a century; and to all who mourn his loss.

Barbados Prepares for STC-11

The stage is being set for Barbados to host the region's premier gathering on sustainable tourism, the 11th annual Caribbean Conference on Sustainable Tourism Development, otherwise called the Sustainable Tourism Conference (STC-11).

This year's conference will focus on how the Caribbean can capitalise on the opportunities that exist for the Region to enhance and sustain its tourism product. Special emphasis will be placed on identifying and valuing the unique and indigenous aspects of the Caribbean's natural, cultural, marine and architectural heritage that need to be conserved for the enjoyment of citizens and visitors alike.

The theme of this year's conference - scheduled to take place at the Lloyd Erskine Sandiford Centre (formally Sherbourne Conference Centre) in Barbados from 9-12 May 2010 - is ***Keeping the Right Balance: Creating Opportunities Through a World Class Sustainable Tourism Product.***

STC-11 is being organized by CTO in collaboration with the Barbados Ministry of Tourism. Registration and other information will be available at www.onecaribbean.org.

Scholarship Programme Invites Applications for 2010 Scholarships and Study Grants

The Caribbean Tourism Organization (CTO) is again assisting in the educational development of Caribbean nationals. The region's tourism development agency is awarding scholarships to individuals wanting to study tourism or hospitality at the Master's (post graduate) level. In addition, study grants are being offered to individuals pursuing tourism/hospitality studies at the certificate, diploma, associate degree or first degree level. Studies can be pursued both within and outside the Caribbean region.

The CTO is also offering the **Arley Sobers Memorial Scholarship** in memory of Arley Sobers, the late Director of Information Management and Research at the Caribbean Tourism Organization. This scholarship is for Caribbean nationals employed at National Tourism Organizations and who are seeking to enhance their skills in tourism research and/or statistics through short term training programmes.

Scholarships are being offered through the CTO's scholarship programme, the CTO Foundation. The Foundation is already accepting applications for the scholarships and study grants and interested persons have until April 15, 2010 to send in their application forms, which can be found online at www.onecaribbean.org.

Several partners, including the FCCA, American Express, American Airlines, Interval International, Universal Media, the CTO chapters worldwide and numerous CTO allied members, contribute to the scholarship programme.

CTO and OAS Sign Agreement

The region's tourism development agency, the Caribbean Tourism Organization (CTO) and the hemispheric body, the Organization of American States (OAS) have signed a cooperation agreement for the further development of tourism in the Caribbean.

The OAS Secretary General, José Miguel Insulza; the Permanent Representative of Barbados to the OAS, Ambassador John Beale; and the CTO Secretary General, Hugh Riley signed the agreement on Tuesday 19 January 2010. The ceremony was held in the office of the Secretary General at OAS headquarters in Washington, D.C.

The Memorandum of Understanding seeks to continue the working relationship between the OAS and the CTO under the auspices of the Government of Barbados. The OAS and the CTO have been working together since 1976. With the signing of this agreement, the OAS raised its contribution to the CTO from US\$50,000 to US\$100,000 US dollars.

Present at the ceremony were the President of the Permanent Council and Permanent Representative of Costa Rica

to the OAS, José Enrique Castillo, and the ambassadors of Jamaica and Grenada.

The Caribbean Enjoys Successful Week at Dutch Holiday Fair

The Caribbean was highly visible at last month's Dutch Holiday Fair in Holland. The CTO Holland Chapter, along with its partners, helped showcase the Caribbean to the Dutch market by setting up a Caribbean Village at the event. Twelve tourist boards - Antigua & Barbuda, Aruba, Bonaire, Curaçao, Dominican Republic, Jamaica, Saba, St. Eustatius, St. Maarten, St. Martin, Surinam and Trinidad & Tobago and twenty suppliers exhibited in the Village.

The central theme of the Caribbean Village was "**Eat, Drink and Enjoy the Caribbean**". Hundreds of visitors did just that by enjoying lively Caribbean music; Salsa and Merengue workshops; Caribbean delicacies prepared by two Chefs from the Dominican Republic and Curaçao; and a contest supported by main sponsor Martinair.

On the trade day, CTO's Holland Chapter Manager René van der Klink and Veronica St. Louis from the CTO London office welcomed hundreds of guests for the traditional "**CTO Get Together**". Overall, trade visitors said they were optimistic about bookings to the Caribbean for 2010.

The Caribbean Lands in Manchester Central

The CTO London office kicked off the 2010 UK consumer show programme by attending the Holiday and Travel Show in Manchester on 15 - 17 January. The show has been held annually for the past 17 years and this year's Caribbean exhibitors included the Antigua & Barbuda Tourist Office, the Cuba Tourist Board, the Dominican Republic Tourist Office, the Saint Lucia Tourist Office with Almond Resorts, and Sirenis Hotels and Resorts. Brochure rack opportunities on the CTO stand were also utilized by The St. Vincent & The Grenadines Tourist Office and the St. Kitts Tourism Authority.

Dancers from the Dominican Republic kept the audience entertained. Caribbean treats such as banana bread and sugar cake were also enjoyed along with samples of authentic Caribbean Rum.

CTO Meets With NTOs, PR Council, and Caribbean Week Planning Committee in New York

CTO staff met with various stakeholders in New York during the month of January. Meetings were held with National Tourist Office (NTO) representatives, members of the planning committee for Caribbean Week in New York, and the CTO PR Council.

Member destinations represented at the NTO meeting held on Wednesday, January 6 were: Anguilla, Antigua & Barbuda, Aruba, British Virgin Islands, Bonaire, Cayman Islands, Dominica, Dominican Republic, Jamaica, Martinique, Saint Lucia, St. Kitts and Nevis, St. Maarten, St. Martin, St. Vincent & the Grenadines and Trinidad & Tobago.

Members gave a brief report on new product and marketing/promotional initiatives during the usual regional update. Plans for 2010 were also discussed.

A series of Caribbean-specific road shows titled "Caribbean Goes West" has been scheduled for April 12-15 in Seattle, WA; Portland, OR; San Jose, CA and Costa Mesa, CA. NTOs, hoteliers, airlines, tour operators and other suppliers will be invited to participate in the "Caribbean Goes West" road shows. Other plans for 2010 include trade only shows as well as Caribbean Weekends modeled after the successful consumer focused Caribbean Week in New York.

The first planning meeting for Caribbean Week in New York 2010 was held on Wednesday, January 27. The CTO PR Council met on Thursday, January 28.

Information on all CTO activities can be obtained at www.OneCaribbean.org.