

The Official E-Newsletter of the Caribbean Tourism Organization (August 2009)



Welcome

Welcome to the August issue of the *CTO News*, the Caribbean Tourism Organization's e-newsletter. We welcome your feedback. Please feel free to e-mail us at ctofeedback@lhammond.com to express your views or offer suggestions for future content.

FEATURES

Hugh Riley Appointed CTO Secretary General

The Caribbean Tourism Organization (CTO) has confirmed Hugh Riley as its new Secretary General. Mr. Riley, who has been interim Secretary General since August 2008, was chosen after a thorough and extensive search.

Hot PR Topics for Fall 2009

Fall is fast-approaching and with the new season comes fresh PR initiatives for the latter part of the year. In order to effectively utilize CTO's PR effort, we have outlined upcoming PR activities for late summer and fall.

Criticism Grows of UK Travel Tax Measure

Governments and institutions continue to criticize the UK Government's decision to pass into law on July 21 changes to Air Passenger Duty (APD).

The Sights, Sounds and Flavor of the Caribbean Head North This Fall for the Third Annual Caribbean Week in Canada

The Caribbean Tourism Organization (CTO) is proud to announce that the Third Annual Caribbean Week in Canada will take place again this fall from October 23 - November 1, 2009.

Calling All Canadian Media and Travel Agents for Caribbean Week in Canada's Awards Program

The Caribbean Tourism Organization (CTO) is looking to celebrate excellence in media reporting on the Caribbean and notable travel agents during the Caribbean Awards Luncheon scheduled to take place Friday, October 30, 2009 in Toronto.

Caribbean Goes North Heads to Vancouver in 2009

Caribbean Goes North continues its success in its sixth year! The event was originally intended to reach travel agents in communities where industry activities such as trade shows, product launches and sales calls were not normally held.

CTO Reporting on Chapter News

CTO has been working on a variety of new programs for CTO Chapters in 2009. The goal is to improve the efficiency and productivity of the CTO Chapter system.

IN THIS ISSUE

- Hugh Riley Appointed CTO Secretary General
- Hot PR Topics for Fall 2009
- Criticism Grows of UK Travel Tax Measure
- The Sights, Sounds and Flavor of the Caribbean Head North This Fall for the Third Annual Caribbean Week in Canada
- Calling All Canadian Media and Travel Agents for Caribbean Week in Canada's Awards Program
- Caribbean Goes North Heads to Vancouver in 2009
- CTO Reporting on Chapter News
- CTO Joins Forces with Travel Span to Develop Special Travel Packages Geared to Diaspora
- Curacao Hosts Regional Media Workshop
- CTO to Serve as NTO Clearing House

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 Susannah Gregory at Lou Hammond & Associates to

CTO Joins Forces with Travel Span to Develop Special Travel Packages Geared to Diaspora

In the continuing effort to engage the Caribbean Diaspora, the CTO is in preliminary discussion with Travel Span to develop travel packages designed to enable the Diaspora to re-connect with the Caribbean region at large. [READ MORE »](#)

Curacao Hosts Regional Media Workshop

The Curacao Tourist Board (CTB), along with Breezes Curacao Resort Spa & Casino, were excellent hosts of yet another training event conducted by the CTO. [READ MORE »](#)

CTO to Serve as NTO Clearing House

CTO will serve as a clearing house for all activities of the NTOs in the marketplace. [READ MORE »](#)

VIRTUAL CARIBBEAN

What's New on OneCaribbean.org?

In an effort to delve deeper into issues facing the Caribbean tourism industry, OneCaribbean.org, the Caribbean Tourism Organization's website, has launched a dedicated corner to address the UK's APD tax. The comprehensive new channel includes streaming video of interviews with destination spokespeople conducted by TravelMole.com. Interviews with Hugh Riley, Secretary General of the Caribbean Tourism Organization, Diane Abbot, UK MP and Edmund Bartlett, Minister of Tourism for Jamaica are featured.



This user-friendly section of the website also outlines the effect of the APD tax to travellers from the UK, instructions on how to lobby UK Members of Parliament and a downloadable template letter to do so. Click <http://www.onecaribbean.org/newsandmediacenter/apdtx/default.aspx> for more information.

SPOTLIGHT ON

ARUBA

CTO News has launched a new component to our monthly newsletter celebrating the accomplishments of one CTO member destination. This month, our spotlight is on Aruba!

Aruba, the island of 90,000 friends you haven't met yet, is an extraordinary experience for travellers. The destination has been lauded by many travel industry experts and publications, most recently by TripAdvisor® as among the "Top Ten Romantic Destinations for Couples." TripAdvisor, the world's largest travel community, bestowed the honor on Aruba from a recent survey on romantic travel with more than 1,800

subscribe:
susannahg@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.

SPECIAL OFFER TO EXHIBIT AT LUXURY TRAVEL EXPO

Luxury Travel Expo has partnered with the Caribbean Tourism Organization to offer additional exposure for its members to North American luxury travel advisors. Members can exhibit at the annual event, being held December 1-3, 2009 in Las Vegas. Please direct inquiries to Alicia Evanko at aevanko@questex.com or visit www.LuxuryTravelExpo.com.

THE ALLIED CORNER

Each month CTO News will recognize a CTO Allied Member for their ongoing efforts in creating awareness and promoting tourism to the Caribbean region. We're beginning this series with Adams Unlimited.

Adams Unlimited is a dynamic, boutique marketing communications agency specializing in Travel and Hospitality. Founded by Owner and President Candice Adams Kimmel, the agency represents properties and destinations throughout the Caribbean region including The Bonaire Government Tourist Office, St. Kitts Tourism Authority, Divi Aruba All Inclusive and Discover Dominica Tourism Authority, to name a few. The agency is a vital asset to CTO through their involvement with events and programs in addition to their shared goal of promoting the tourism industry through positive

respondents. For more information on travel to Aruba, please visit online at www.ARUBA.com or call (800)-TO-ARUBA.

Please continue to share your exciting news and accolades with us so we can celebrate your accomplishments in a future spotlight.

coverage.

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

ABOUT THE CARIBBEAN TOURISM ORGANIZATION

The Caribbean Tourism Organization (CTO), with headquarters in Barbados and marketing operations in New York, London and Toronto, is the Caribbean's tourism development agency and comprises membership of over 30 member governments and 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 Goes North in Vancouver

September 13 – 17

Caribbean Week in Canada

October 23 – November 1

Rum & Rhythm in Boston

November 2009

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

CONTACT US

Headquarters

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

New York

80 Broad Street Suite 3200
New York, NY 10004
Tel: 212.635.9530
Fax: 212.635.9511
ctoNY@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

London

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



Hugh Riley Appointed CTO Secretary General

The Caribbean Tourism Organization (CTO) has confirmed Hugh Riley as its new Secretary General. Mr. Riley has been interim Secretary General since August 2008, was chosen after a thorough and extensive search, the CTO Chairman, Hon. John Maginley said.

Minister Maginley who is Minister of Tourism for Antigua & Barbuda, described Mr. Riley as an experienced Caribbean tourism professional with a clear vision of how to move the tourism sector forward. "I am pleased to announce that after an extensive search and a thorough selection process, the CTO Council of Ministers has offered Mr. Riley the position of Secretary General and he has accepted," Minister Maginley said.

"Mr. Riley has an intimate knowledge of the tourism industry and a sound strategic vision for what the Region's tourism sector needs in order to remain competitive and to thrive, particularly in these trying times. We are confident that he is up to the challenge," Chairman Maginley added.

[« Back to Top](#)

Hot PR Topics for Fall 2009

Fall is fast-approaching and with the new season comes fresh PR initiatives for the latter part of the year. In order to effectively utilize CTO's PR effort, we have outlined upcoming PR activities for late summer and fall.

Interviews: To keep the CTO and the Caribbean top-of-mind with media, we will continue to secure interviews with key CTO spokespeople to act as brand advocates for the Region. This initiative has proven positive in the past as a way to provide a unified voice on hot topic issues such as the recent APD tax in the UK, the economy's effect on tourism and more.



Events: A major focus of the PR outreach for fall will be Caribbean Week in Toronto, taking place from October 23 – November 1, 2009. In order to leverage all of the angles we have from the Region, we ask that you keep us apprised of your destination's involvement in the highly anticipated annual event. One of our primary areas of interest is in spokesperson participation including Ministers and Directors of Tourism, culinary personalities, entertainers and cultural performers.

Trends and Newsworthy Information: We applaud partners for regularly providing updates from their individual destinations when it comes to trends and newsworthy information. All of this is used in press releases that are distributed to targeted media interested in the Caribbean, most recently in our round-up of Fall Value Packages. Please continue to send information regarding new and expanded flight service, trends in weddings and niche travel, awards and accolades that your destination has received and anything you deem to have high news value. We're also eager to promote your news through dedicated social media channels such as Twitter and Facebook.

Television Opportunities: CTO is consistently vetting national and regional broadcast opportunities to share with the Region. On the heels of successful Caribbean-themed programming most recently with Good Morning America, CBS Early Show and WPIX-TV's "PIX Morning News" in New York City, the broadcast effort is in high gear. Other avenues are being pursued with the Food Network, Travel Channel and reality programs such as "The Amazing Race" and "The Bachelor/Bachelorette."

Please send all pertinent information to Susannah Gregory, Lou Hammond & Associates at susannahg@lhammond.com. We look forward to hearing from you!



Criticism Grows of UK Travel Tax Measure

Governments and institutions continue to criticize the UK Government's decision to pass into law on **July 21** changes to Air Passenger Duty (APD). These changes will result in travellers to the Caribbean from the UK paying more in tax than those going to the United States.

The Government says the APD is a tax on aviation's carbon emissions. However, environmental groups and the travel industry have criticised the

proposed measure. Originally a flat rate tax on all passengers departing UK airports, it will from November 2009, be increased and levied on the basis of distance from the UK. Because Washington is marginally closer than any Caribbean capital the measure has the effect of discriminating against the Caribbean in favour of flights to the US including those to the US West coast or even Hawaii.

Caribbean Governments say the new tax is damaging to regional economies, particularly at a time when the global recession is driving down visitor numbers. The Caribbean Diaspora in the United Kingdom who frequently visit family and friends living in the region, as well as visitors from newer markets who transit London, will also be hit hard by the new measure.

Under the new banding system anyone travelling in economy/coach from the UK will pay 25 percent more in tax from 1 November 2009 and 87 percent more in tax from 1 November 2010 with higher rates of tax applying in other classes of travel.

Major airlines such as Virgin Atlantic and British Airways have also spoken out against APD. Sir Richard Branson, President of Virgin Atlantic, has warned that it will hurt passengers, the aviation industry and developing regions such as the Caribbean and Africa.

Jamaica's Minister of Foreign Affairs, Dr. Kenneth Baugh, has also expressed concern. Speaking to the Jamaican Parliament on July 29 he described APD as an "unreasonable assault" on Caribbean tourism.

He noted that the APD presents serious difficulties for the Diaspora with a family of four travelling to a Caribbean destination having to pay £300 in APD from November 1, 2010.

Other concerns have been expressed by the World Travel & Tourism Council (WTTC), which says that **the revised UK Airport Departure Tax will discourage long-haul travel, reducing UK spending in emerging markets, and thereby undermine the UK government's support of the Millennium Development Goals.**

Although the UK Finance Bill has now become law and APD banding will come into force in November, Caribbean Governments are now waiting to learn of the outcome of a promise made by the British Treasury Minister, in a debate in the House of Commons on July 9, to instruct her officials to look further at the issue of the banding disparity between the US and the Caribbean.

The Sights, Sounds and Flavor of the Caribbean Head North This Fall for the Third Annual Caribbean Week in Canada

The Caribbean Tourism Organization (CTO) is proud to announce that the Third Annual Caribbean Week in Canada will take place again this fall from October 23 – November 1, 2009. This popular event brings a taste of the Region's lifestyle, culture and flair to Canada and serves to inspire travel to the Caribbean while showcasing its diversity. Caribbean Week in Canada unites the most influential policy makers, financial leaders, marketing professionals and tourism industry officials to interact and discuss both tourism and investment opportunities in the Region.



A series of festivities will occur throughout the week in Montreal and Toronto including the SITV Show, Caribbean Media Marketplace and Awards Luncheon, Rum & Rhythm and Zoomer Show. A preliminary schedule is included below:

SITV Show, Montreal; October 23-25

Held at the Place Bonaventure and known as the largest consumer travel show in Canada attracting more than 35,000 visitors in 2008, SITV will feature a dedicated Caribbean Pavilion.

Caribbean Media Marketplace and Awards Luncheon, Toronto; October 30

The Caribbean Media Marketplace offers media one-on-one interactions with tourism officials, hotels, tour operators and airline representatives to learn the latest news from destinations throughout the Region. Immediately following, the Caribbean Awards Luncheon will recognize media and a member of the travel agent community who have made outstanding contributions to the Region.

Rum & Rhythm, Toronto; October 30

In celebration of the Caribbean region's award-winning rums, this ticketed event will include a sampling of premium Caribbean rums and rum cocktails showcased by master distillers, celebrity chefs and mixologists. Traditional Caribbean hospitality, musical performances and a silent auction including "one of a kind" vacations to the Caribbean will also be part of the evening's festivities.

Zoomer Show, Toronto - October 31 to November 1

The Zoomer Show is Toronto's first consumer show dedicated to ZOOMERS, the demographic traditionally known as the 50 Plus. A Caribbean Pavillion will be designed as part of the show, in which over 200 exhibitors will be on-site to offer advice on new products and services.

For more information on Caribbean Week Canada 2009, please call 416-935-0707 to speak to a representative from the Caribbean Tourism Organization.



Calling All Canadian Media and Travel Agents for Caribbean Week in Canada's Awards Program

The Caribbean Tourism Organization (CTO) is looking to celebrate excellence in media reporting on the Caribbean and notable travel agents during the Caribbean Awards Luncheon scheduled to take place Friday, October 30, 2009 in Toronto.

CTO is seeking nominations for the annual Caribbean Media Awards to honour the best feature print, online and broadcast placements and photography from Canadian media that best

capture the essence of the Caribbean.

Both English and French language entries are welcome with a maximum of two entries per person, per award category. The deadline for these submissions is **Friday, September 25, 2009 at 5:00 p.m. EST.** There is no fee for submissions, so continue the support of excellent coverage that keeps the Caribbean top of mind! Submissions can be sent to the attention of Korin Lamourt at cwtsubmissions@lhammond.com.

CTO is also accepting submissions for the "Andrew R. Parris Award," an award bestowed upon a notable individual in the Resort/Recreation/Business Travel industry that has skillfully promoted the Caribbean to the Canadian market within the past year. Nominations for this award are open to all IATA, CLIA and ACTS appointed travel agents in Canada only. The agent must have been responsible for developing the concept, making the booking and/or executing the program and travel must have taken place to the Caribbean.

There is no fee for entering and no purchase is necessary. The deadline for submissions is **Friday,**

September 25, 2009 at 5:00 p.m. EST. Submissions can be sent to CTO@VOXTM.CA or via fax at (416) 935-0939 to the attention of "Andrew R. Parris Award."

Caribbean Goes North Heads to Vancouver in 2009

Caribbean Goes North continues its success in its sixth year! The event was originally intended to reach travel agents in communities where industry activities such as trade shows, product launches and sales calls were not normally held. This fall, Caribbean Goes North is heading to Vancouver and various points of the Lower Mainland from September 13 – 17. Host cities include Edmonton, Grande Prairie, Calgary, Lethbridge and Medicine Hat.



Caribbean Goes North's success is a direct result of the commitment shown by various Caribbean tourist boards, hotel partners and cruise lines who have come together to support this project initiated and organized by Air Canada Vacations. This event started in British Columbia five years ago, and through these years, it has reached all corners of British Columbia – Interior, North, Vancouver Island and now the Lower Mainland.

Caribbean Goes North has effectively recognized the great potential to grow Caribbean business in all areas of the country, and stimulate the agents with current, fresh and "from the source" knowledge. It gives these agents the support and tools they need to sell the Caribbean effectively and confidently. For more information, please contact Gerlinde Perera at gperera@voxtm.ca.

CTO Reporting on Chapter News



CTO has been working on a variety of new programs for CTO Chapters in 2009. The goal is to improve the efficiency and productivity of the CTO Chapter system, strengthen the existing Chapters and provide opportunities for the establishment of Chapters in markets where they do not currently exist.

One such new program involves a partnership with Questex, parent company of *Travel Agent Magazine*. Components of this program include an e-learning module for travel agents to complement their knowledge of the Region; the creation of a media library and resource center from which travel agents will be able to send videos, images, brochures and deals to their clients; a festival and events online calendar; a rewards program to honor top producing agents; an agent community for social networking across the United States, Canadian and Caribbean travel agent database; an improved chapter agent database system; and a feedback mechanism to learn from travel agents and to continually improved services offered by CTO.

To find out more information on upcoming initiatives for CTO Chapters, please visit www.onecaribbean.org.

CTO Joins Forces with Travel Span to Develop Special Travel Packages Geared to Diaspora



In the continuing effort to engage the Caribbean Diaspora, the CTO is in preliminary discussion with Travel Span to develop travel packages designed to enable the Diaspora to re-connect with the Caribbean region at large. This follows on the heels of a successful Diaspora Workshop which the Caribbean America Chamber of Commerce and Industry was instrumental in producing with the Caribbean Tourism Organization during Caribbean Week. The CTO has made it a top priority to engage this group of influencers who wish to not only visit the destination of their birth and heritage, but other Caribbean destinations so they, too, may become destination collectors.

More information on this program will be available soon. Travel Span is a leading tour operator and producer of passengers to the Region.

Curacao Hosts Regional Media Workshop



The Curacao Tourist Board (CTB), along with Breezes Curacao Resort Spa & Casino, were excellent hosts of yet another training event conducted by the CTO.

The CTB hosted the first of two regional media training workshops at Breezes on July 25 and 26. Five young journalists from Antigua & Barbuda, St. Kitts, St. Lucia, St. Vincent & the Grenadines and Trinidad, participated in the training program.

The workshop, which was organized in collaboration with the regional carrier, Liat, was conducted by the CTO's communications officer, Johnson JohnRose. As part of the program, the CTB organized a field trip for the journalists, which included a visit to the ostrich farm. The second workshop is scheduled for later this month.

CTO to Serve as NTO Clearing House

CTO will serve as a clearing house for all activities of the NTOs in the marketplace. CTO is asking that all NTOs submit calendars of activities including trade shows, workshops, breakfasts and other activities. This information will be compiled and hosted on www.onecaribbean.org. All organizations will be able to reference this calendar in order to avoid scheduling conflicts moving forward. Stay tuned for further information in next month's newsletter.


