



The Official E-Newsletter of the Caribbean Tourism Organization

Welcome

Welcome to the April-May 2010 issue of the *CTO News*, the Caribbean Tourism Organization's e-newsletter. We welcome your participation and feedback.

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



IN THIS ISSUE

- All is set for another exciting Caribbean Week in New York
- The "ultimate guru of cool" to set the trend at Caribbean Marketing Conference
- It's on to Bermuda for STC-12
- CTO member countries to explore best practices in hurricane preparedness & recovery
- Puerto Rico to host IDE 2011
- The Caribbean Goes West a success
- CTO salutes Caribbean Week in New York Sponsors

FEATURES

All is set for another exciting Caribbean Week in New York

Plans for Caribbean Week in New York (6-11 June, 2010) have reached the home stretch, with the finalization of a dynamic programme of exciting events. [Read more>>](#)

The ultimate "guru of cool" to set the trend at Caribbean marketing Conference

International trends consultant, Daniel Levine, to unveil his ground-breaking revelations on how travel businesses can prosper by embracing ascendant social trends. [Read more>>](#)

It's on to Bermuda for STC-12

The date is being finalized, but one thing has already been decided - it's on to Bermuda for the 12th Annual Caribbean Conference on Sustainable Tourism Development (STC-12). [Read more>>](#)

CTO member countries to explore best practices in hurricane preparedness & recovery

A number of CTO member countries will get to see the latest science on extreme weather patterns during a two-and-a-half week programme organized by the Western Hemisphere Branch of the U.S Office of International Visitors. [Read more>>](#)

Puerto Rico to host IDE 2011

For the first time ever, a CTO member country will host the only industry event dedicated to destination training of travel agents - the International Destination Expo (IDE). [Read more>>](#)

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 homepage of www.CaribbeanTravel.com: email Annette Stowe at Annette@caribtourism.com

The Caribbean Goes West a success

A series of events to raise awareness of the Caribbean among travel agents and media on the U.S. west coast has been a success. [Read more>>](#)

.....

CTO salutes Caribbean Week in New York Sponsors

The Caribbean Tourism Organization is saying "thank you" to the sponsors who are supporting Caribbean Week in New York this year. [Read more>>](#)

VIRTUAL CARIBBEAN

OneCaribbean.org Update

CTO members - get the latest CTO Board reports for the June meetings on [OneCaribbean.org](http://www.onecaribbean.org). If you've misplaced your login, please email Sharon (scoward@caribtourism.com), or just click FORGOT PASSWORD on the homepage and it will be sent to you. Also, check out the various tourism scholarships available from different agencies and educational institutions on the site by <http://www.onecaribbean.org/resources/tourismeducation/nonctoscholarships.aspx>

SPOTLIGHT ON

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

BERMUDA

Splendidly secluded and utterly unique, yet just a short flight from the US, Bermuda offers a great depth of experiences. With no neon signs, limited cars and strict environmental laws, its ambiance has a purity rarely found anywhere in the world. But Bermuda is not just another pretty place. It is an island with a thriving culture, a rich history and an abundance of activities.



For more information on Bermuda, please visit: www.Bermudatourism.com.

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

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 Johnson JohnRose at CTO Headquarters to suscribe: jjohnrose@caribtourism.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 by visiting www.OneCaribbean.org/marketingintelligence. Contact Annette Stowe, at Annette@caribtourism.com, if you would like to be added to the email distribution list.

THE ALLIED CORNER

Each month *CTO News* recognises a CTO allied member for its ongoing efforts in creating awareness and promoting tourism to the Caribbean region. This month we are featuring **BCF**.

There are more than 76,000 advertising agencies in the United States. We're not one of them. **BCF** is a brand communications firm specializing in marketing destinations, travel experiences and products to the wealthiest, most powerful demographic in our nation's history - Baby Boomers. Come see ten things you really need to know at BoomYourBrand.com.

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

HOT DATES

Caribbean Week in New York

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

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

All is set for another exciting Caribbean Week in New York

Throughout the week, New Yorkers and visitors to the Big Apple will get to experience the diverse and appealing flavours of the Caribbean through events like the palate-teasing Run & Rhythm and the "Hecho en el Caribe" (Made in the Caribbean) Beach Party, which takes Caribbean beach-like fun to the East Village. Other activities include the influential Caribbean Marketing Conference at which the "ultimate guru of cool" Daniel Levine will feature; Media Marketplace and meetings among the Caribbean tourism policy-makers.

Plans for Caribbean Week in New York (6-11 June, 2010) have reached the home stretch, with the finalization of a dynamic programme of exciting events. The week begins with a vibrant Interfaith Celebration at St. George's Episcopal Church in Brooklyn where Caribbean nationals and friends of the Caribbean will celebrate the blessings of the Region and pray for a steady return to a robust tourism industry. Leaders of various religious faiths will participate in the celebration themed - Renewal, Recovery, Rejuvenation. The service runs from 5:00 to 7:00 p.m. on Sunday 6 June.

Caribbean Week in New York ends with what is possibly the most highly anticipated event on the programme, the 37th Annual Governments of the Caribbean State Ball, hosted for the second straight year, by Jenna Wolfe, the Jamaica-born, Haiti-raised co-anchor of NBC's Weekend Today. A highlight of the night is the presentation of awards, including the Lifetime Achievement Award to Dame Yvonne Maginley of Antigua & Barbuda.



[<<Back to Top](#)

The "ultimate guru of cool" to set the trend at Caribbean Marketing Conference



Caribbean travel industry leaders looking to cash in on the "Next Big Thing" will discover powerful answers at the Caribbean Tourism Organization (CTO)'s Caribbean Marketing Conference, when international trends consultant Daniel Levine unveils his ground-breaking revelations on how travel businesses can prosper by embracing ascendant social trends.

Named the "ultimate guru of cool" by CNN, Levine is the Executive Director of The Avant-Guide Institute (www.avantguide.com), the New York-based trends consultancy for travel and consumer marketing, where he leads a team of over 8,000 international "trend hunters" who track the latest ideas and experiences from around the globe.

Based on thoughtful new research from his forthcoming book, Daniel Levine will reveal how Caribbean tourism will not just survive, but thrive, by turning major trends into profitable opportunities.

"One of the most powerful things a travel business can do to raise profits and awareness is to get in sync with major social developments and respond to them in innovative new ways," said Levine. "Trends are cravings for very specific types of products and services. Travel professionals can benefit enormously by satisfying these cravings with creative marketing and offerings."

Indeed, social trends motivate people to purchase products and services as well as make all kinds of lifestyle decisions. They are some of the greatest socioeconomic drivers. However, most businesspeople still seem mystified by them, the trends consultant observed.

The 16th Annual Caribbean Marketing Conference will be held Friday, June 11, 2010 at the Helmsley Hotel in New York City.

[<<Back to Top](#)

It's on to Bermuda for STC-12

The date is being finalized, the programme will follow, but one thing has already been decided – it's on to Bermuda for the 12th Annual Caribbean Conference on Sustainable Tourism Development (STC-12).



At the end of a successful STC-11 in Barbados, Bermuda's Junior Tourism Minister Marc Bean received the CTO Sustainable Tourism Mahogany Scroll from the Permanent Secretary in the Barbados Ministry of Tourism, Andrew Cox, signaling the passing of the conference from Barbados to Bermuda.

"We are honoured to host STC-12 in Bermuda. We look forward to an action-based programme that builds on the recommendations coming out of STC-11," said Sen. Bean.

An announcement of the date for STC-12 is expected to be made at Caribbean Week in New York.

CTO thanks the Government of Barbados and the Barbados Ministry of Tourism for hosting STC-11.

[<<Back to Top](#)

CTO member countries to explore best practices in hurricane preparedness & recovery



A number of CTO member countries will get to see up close, the latest science on extreme weather patterns, during a two-and-a-half week programme that will take them to three U.S. states, as well as Washington D.C.

Ten participants from eight CTO member states – Antigua & Barbuda, the Bahamas, Barbados, the Dominican Republic, Grenada, Haiti, Jamaica and Trinidad & Tobago – will take part in the International Visitor Leadership Programme on hurricane preparedness and recovery, organized by the Western Hemisphere

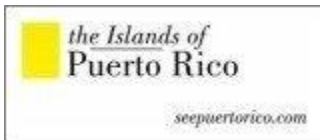
Branch of the US Office of International Visitors. The CTO's sustainable tourism product specialist, Gail Henry will participate in the 31 May to 18 June programme, which takes participants to Washington D.C., New Orleans, Louisiana, Texas and Galveston, Texas and Miami, Florida.

This programme, for government officials, emergency relief personnel, and NGO representatives, will explore best practices in preparation for and recovery from hurricanes and similar weather-related disasters. Participants will examine the latest science on extreme weather patterns, including the range of possible projections based on various climate change scenarios. They will also explore the methods used by U.S. planners to incorporate lessons learned from previous hurricane seasons in order to mitigate future damage and improve recovery strategies.

The programme will focus considerable attention on coordination efforts between government and non-governmental organizations, and between the U.S. and affected countries.

[<<Back to Top](#)

Puerto Rico to host IDE 2011



For the first time ever, a CTO member country will host the only industry event dedicated to destination training of travel agents, the International Destination Expo (IDE), organized by the American Society of Travel Agents (ASTA). And the CTO has pledged its support to Puerto Rico, which will host the event from April 14-17, 2011.

"The people of the Caribbean feel delighted and overjoyed with the election of Puerto Rico as the host of the International Destination Expo in 2011, one of the most recognized and sought after events in of the tourism industry around the world," said Daphne Barbeito, ASTA chapter president for Puerto Rico and the USVI. "This is a great opportunity for Puerto Rico and the Caribbean to position themselves as one of the primary destination in the Americas. It also gives us a chance to come together as an industry and as people to show our visitors the best our region and has to offer."

Puerto Rico was chosen for its accessibility to U.S. travellers and its rich history and culture, ASTA said. Efforts to bring IDE to Puerto Rico began in 2008 and CTO was involved in these efforts.

[<<Back to Top](#)

The Caribbean Goes West a success

A series of events to raise awareness of the Caribbean among travel agents and media on the U.S. west coast has been a success. A CTO team - including Member Countries, some of the major tour operators

and hotel representatives – visited four cities in three west coast states and held a number of round table presentations, a trade show and face to face meetings with top producing travel agents.

“I wanted to take a moment to extend my gratitude to CTO and the marketing team on a successful Caribbean Goes West Week. It is really important for the Caribbean as a region to continue targeting potential markets in the US such the ones that we visited in the CTO West Week. My congratulations are in place for taking the initiative of targeting additional opportunities in the West Coast markets for the Caribbean. Each city was a success,” said Yolanda Figueroa of the Puerto Rico Tourism Company.



Twelve CTO Member Countries – Anguilla, Aruba, Barbados, Cayman Islands, Dominican Republic, Grenada, Islands of Puerto Rico, Saint Lucia, St. Maarten, St. Martin, Trinidad & Tobago and the United States Virgin Islands –participated in the trade shows, and met with an exclusive group of travel agents who they brought up to date with what’s new in each country and helped develop sales leads. The trade show also featured the tour operators, Apple Vacations, Classic Vacations, Delta Vacations, Funjet Vacations, GoGo Worldwide Vacations, MLT Vacations, Pleasant Holidays, Travel Impressions and TravelSpan, as well as hotel representatives for The Landings, Saint Lucia and Balcones de Atlantico, Dominican Republic.

[<<Back to Top](#)

CTO salute Caribbean Week in New York Sponsors



The Caribbean Tourism Organization is saying “thank you” to the sponsors who are supporting Caribbean Week in New York this year.

“We are aware that these are very difficult times, therefore, we are extremely grateful to all our sponsors who show extraordinary commitment to the Caribbean,” said Sylma Brown, the CTO’s acting director of marketing for the Americas. “We are always thankful to all our sponsors who are with us in good times and in bad times, and we are even more appreciative of those who make the sacrifice to stand behind us this year.”

The sponsors for Caribbean Week in New York are: Anguilla; Antigua & Barbuda; the Association of Travel Marketing Executives (ATME); the Bahamas; Café Bustelo; the Cayman Islands; Caribbean Airlines; Churches United to Save & Heal (C.U.S.H); Club Cala de Palmas; the Dominican Republic; Empire State Building; H 7 M; I Like Cake; NTD TV; Palace Resorts; Puerto Rico; St. Vincent & the Grenadines; The New York Times; TravelSpan; Trinidad & Tobago; the United States Virgin Islands; and Wyndham Crystal Resort & Palace Casino.