



The Official E-Newsletter of the Caribbean
Tourism Organization

CTO NEWS

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

FEATURES

Second Annual Caribbean Tourism Summit Puts the Region Front-and-Center for U.S. Influencers

Leaders from the Caribbean tourism industry engaged members of the U.S. Congress and other key influencers during the Second Annual Caribbean Tourism Summit (ACTS) held in Washington, DC from June 8-10.

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Special Marketing and Media Opportunities

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www.CaribbeanTravel.com:

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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 subscribe:

susannahg@lhammond.com.

STAY IN THE KNOW

The Tourism Executive Brief is your source for invaluable industry intelligence provided by the CTO to



VIRTUAL CARIBBEAN

Web Traffic for CaribbeanTravel.com

Consumers continue to utilize www.CaribbeanTravel.com as resource for Caribbean tourism.

- May 2009 Total Traffic: 131,121

- Search Engines generated 33,251 visitors – a 39% increase from May 2008

For more information on utilizing CaribbeanTravel.com as a marketing tool, please contact Ronald Allen at allen@caribtourism.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 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

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.

HOT DATES

Caribbean Week in Canada

October

"Rum & Rhythm" Celebration in Boston

November

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

CARIBBEAN IN THE NEWS

June 2009 PR Highlights

PR efforts on behalf of the Caribbean Tourism Development Company generated print and online media coverage in a wide array of trade and consumer outlets with a total reach of 87,084,014 for the month of June. For a snapshot of publicity secured on behalf of the Caribbean, please visit <http://www.onecaribbean.org/newsandmediacenter/inthenews/default.aspx>.

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Second Annual Caribbean Tourism Summit Puts the Region Front-and-Center for U.S. Influencers

Leaders from the Caribbean tourism industry engaged members of the U.S. Congress and other key influencers during the Second Annual Caribbean Tourism Summit (ACTS) held in Washington, DC from June 8–10.

Among the Congressional leaders who engaged the Caribbean delegation included Congressman William Lacy Clay of Missouri, Congresswoman Marcia Fudge of Ohio, Representative Mel Watt of North Carolina and Congresswoman Yvette Clarke of New York. Congresswoman Donna Christensen of the U.S. Virgin Islands was especially instrumental in the attention paid to the Caribbean delegation.

According to CTO Chairman, Hon. John Maginley, Minister of Tourism for Antigua & Barbuda, the Caribbean made important strides in further strengthening the relationship with the U.S.

“We sense a strong willingness from the new administration to work with the Caribbean,” said Maginley. “Congressional leaders were extremely supportive of the region as well. This truly was a very productive and important group of meetings.”

Representatives of the Caribbean, including ministers of tourism and private sector partners, participated in a high-level tourism “think tank” session on Monday, June 8th at the Hyatt Regency Washington on Capitol Hill prior to the kick-off of the Summit. Designed to be a strategic brainstorm session, the think tank was part of the overall goal of ACTS to provide innovative and creative approaches to the current challenges facing tourism.

The think tank was moderated by Adam Sacks, principal of Tourism Economics, a top industry consulting company that provides in-depth analysis of the tourism industry. Participants in the session include Ministers of Tourism, representatives of the hotel and airline industries, U.S. publishing partners and financial services members, tourism industry partners and senior representatives of the Caribbean Tourism Organization (CTO).

According to Hugh Riley, interim secretary general of the CTO, the session touched on a number of important issues including, trends in the economy, attention to research on consumer behavior the importance of Web marketing and airlift to the region.

“This was a great roll-up-your-sleeves session,” said Riley. “It was a great exchange of ideas and we're looking forward at taking the next steps in follow-up to apply the learning.”



Caribbean Week in New York 2009 Hailed as a Success

The highly-anticipated return of Caribbean Week in New York was met with great success, achieving its goal of raising awareness of the Region as a prime vacation destination for tri-state area travel. The week-long affair, held at the Manhattan Center and The New Yorker Hotel from June 8-12, was filled with consumer-friendly events such as celebrity chef demonstrations, a Caribbean Travel & Cultural Fair featuring vacations for sale and, for the first time in New York, Caribbean Treats: Food, Rum & Rhythm.

The celebration of Caribbean culture and heritage also featured sessions with keynote speakers from the travel and hospitality industries, as well as informational seminars and workshops for the important Diaspora market and travel trade. In addition, a series of award ceremonies recognized members of the U.S. and Caribbean media alongside some of the most prominent names in the Caribbean community who were honored for their efforts in representing the best of the region.

The culmination of the week's festivities was the 36th Annual Governments of the Caribbean State Ball at The Plaza Hotel, an elegant black-tie gala featuring the finest in Caribbean food and entertainment. The event, emceed by the Today Show's Jenna Wolfe, was held under the auspices of the CTO Foundation, a non-profit charitable organization that provides scholarships and study grants to Caribbean nationals and industry personnel wishing to pursue studies in tourism, hospitality and language training. Attended by high-ranking CTO and Tourism Officials, in addition to leading members of the Caribbean Diaspora, the Ball honored some of the most notable names in the Caribbean community with three distinguished awards. These included Dr. Denzil Douglas, recipient of this year's Lifetime Achievement Award; Rosemary Parkinson, recipient of the Special Recognition Award; and Karl and Faye Rodney of *NY Carib News*, recipients of the Excellence Award.

To cap-off the week, the world-famous Empire State Building was specially lit for three days in Caribbean colors of yellow, green and blue to serve as a fitting finale.

Partners for this year's Caribbean Week in New York included **Jamaica, Brides, The New York Times, Google, Modern Bride, Empire State Building, Travelocity, Caribbean American Chamber of Commerce and Industry, and Black Meetings and Tourism.**

"We are so pleased with the incredible response we received, not only from consumers who enjoyed all the festivities, but from the level of participation of our partners," said Sylma Brown, acting marketing director for CTO. "We had outstanding attendance numbers with more than 1,500 consumers participating in the Caribbean Travel & Cultural Fair and a crowd of 500 plus at Caribbean Treats. In addition, the Media Marketplace was attended by more than 100 print, online and broadcast journalists so it's obvious that interest in the region is very high."

The overall **publicity effort resulted in a reach of more than 55 million and an advertising equivalency of \$475 thousand** in a mix of consumer and trade print, radio and broadcast media. Highlights of the public relations effort included an audience takeover segment on the CBS Early Show on Monday morning, June 8 as well as six segments on PIX Morning News featuring various destinations throughout the Caribbean. Pre-event radio interviews were also secured for CTO spokespeople and celebrity chefs in town to participate in the week's festivities. To view publicity from Caribbean Week in New York 2009, please visit www.OneCaribbean.org.



Caribbean Tourism Organization Looks to 2010 for Caribbean Tourism Conference

CTO has confirmed that the 31st Annual Caribbean Tourism Conference (CTC) will be postponed until 2010.

According to Chairman John Maginley, given the current state of the global economy, CTO finds it best to defer the conference allowing the organization to execute the event to its fullest in 2010.

“CTO remains confident that the event will return in 2010, allowing our member countries and delegates to dedicate more resources to the conference,” stated Maginley. “There has also been a great amount of interest shown by various islands in hosting the event next year.”

CTO Foundation Grants Scholarships for 2009

The Caribbean Tourism Organization (CTO) Foundation, Inc., the scholarship program of the CTO, is providing a total of US\$36,375 in 2009 to Caribbean Nationals pursuing further studies in the tourism and hospitality industry.

The Foundation has awarded five scholarships of US\$4,500 each to Kirzell Bailey of St. Lucia (Masters in Hospitality Management at Florida International University); Carol Lue of Jamaica (MSc. in Planning & Collaborative Environmental Studies, University of Toronto); Kennedy Pemberton of St. Kitts and Candace Villaroel of Trinidad (MSc. in Tourism Development, University of Surrey); and Rennay Wilson of Jamaica (MSc. in Tourism & Hospitality Management, University of the West Indies).



In addition, Monique Jacob-Ducler of Dominica has become the first recipient of the Arley Sobers Memorial Scholarship for Caribbean nationals seeking to enhance their skills in tourism research and/or statistics. Ms. Jacob-Ducler is pursuing a course in Principles of Marketing Research at the University of Georgia. Arley Sobers was the CTO's Interim Secretary General and Director of Information Management and Research, when he died suddenly last August, while on an overseas mission for the organization.

Six Caribbean nationals will also receive study grants totaling US\$12,500 for various courses – Hospitality Management, Modern Plated Desserts, Techniques in Health Cooking. The institutions of study include the UWI, FIU and Monroe College.

Since the CTO Foundation was established in 1997 it has granted 51 scholarships and 96 study grants to the tune of US\$600,000.

Major CTO Foundation sponsors include American Express, American Airlines, Interval International, Universal Media, the CTO chapters worldwide and numerous CTO allied members. The annual **Arley Sobers Memorial Scholarship** was established with a US\$10,000 contribution from the Florida Caribbean Cruise Association (FCCA) and support from Interval International and CTO Member Countries.

For more information or to contribute to the CTO Foundation, visit www.OneCaribbean.org or call 246-427-5242 in Barbados, 212-635-9530 in New York or 44-208-948-0057 in London.

CTO UK Chapter Celebrates Its Annual Caribbean Ball



On June 18, CTO's UK Chapter hosted its popular Annual Caribbean Summer Ball at the five-star Dorchester Hotel. Over 350 guests, including ministers and directors of tourism, CTO and CHTA representatives, council members, media and beyond, toasted champagne at a reception with a steel band and carnival dancers and enjoyed a three-course meal of Caribbean-influenced cuisine. Immediately after dinner, guests danced to a mixture of soca, reggae and salsa by *Choice FM's DJ Martin Jay* and the *Tropical Elements*, headed by Patrick Augustus.

Primary sponsors of the Ball included *Travel Weekly*, British Airways and the St. Kitts Tourism Authority. Each was awarded with a certificate of appreciation during the event.

"We are thoroughly delighted to have been able to welcome all our guests, industry partners and so many VIP guests and supporters on the night, to celebrate this diverse and exciting region," said Carol Hay, director of marketing, CTO UK and Europe. "The ball continues to be seen as one of the highlights of the travel industry calendar and our thanks and appreciation go to our generous sponsors of this year's event. We also extend our gratitude and thanks to our members for their support with ticket sales. The CTO is delighted to have raised a significant sum for such important Caribbean causes, and our recognition goes to all who so generously donated prizes."

The raffle generated £3,500 during the evening, with proceeds benefiting The CTO Foundation and The Caribbean Red Cross.

CTO Fights Airline Passenger Duty Tax (APD) as Detrimental for Caribbean Tourism Industry

Hugh Riley, acting secretary general of the CTO, recently returned from London where he served as an advocate against the proposed Airline Passenger Duty (APD), which will add significant increases to the cost of tickets to the Caribbean. Beginning November 2009, the British Government will introduce a four-tier banding system, whereby destinations are banded and duty levied according to the distance between London and the destination's capital city. Charges will rise on November 1, 2009 and by November of next year, the duty on tickets for flights to the Caribbean will rise by up to 94 percent over the current duty.

The acting CTO boss held a number of meetings with CTO officials and key media, including the *Daily Telegraph*, *Daily Express*, BBC Caribbean Service, *Daily Mail* and Ben TV to discuss the potential effects on the Caribbean region from the proposed tax.

"The Caribbean has always enjoyed a close connection with Britain and, over the decades, growing numbers of British holidaymakers and friends and relatives of Caribbean nationals have improved links between our two parts of the world as travel went from being the preserve of the wealthy to a right for ordinary people," stated Riley.

The Caribbean, which is among the most tourism-dependent destinations in the world, largely credits British visitors for the region's success with the thriving tourism industry. Last year, the Caribbean received more than a million British visitors, even during an economic downturn, which shows the strong remaining relationship between the two regions. Sadly, some airlines have reported that operations for certain premium cabins will be discontinued. Significant concern is also placed on the



impact of this tax to Britain's immense Caribbean Diaspora.

Caribbean Human Resources Conference Challenges Professionals to Adopt New Approach

The 5th Annual Caribbean Human Resources Conference, held in Willemstad, Curaçao from May 27-29, 2009 achieved its goal of encouraging tourism leaders from across the region to value the importance of human resources in the sector, resulting in a more hospitable experience for visitors.

The theme of the conference was, *Best Practices for Creating a Motivated and Productive Tourism Workforce*. CTO's Human Resources Director, Bonita Morgan said the theme was critical for the tourism sector, especially given the current economic environment.

Professor Nigel Hemmington of the Auckland University of Technology (AUT) led a presentation entitled: *From Service to Experience: The New Hospitable Experience Paradigm*, and spoke on the fact that the new approach to human resources must take the emphasis away from service delivery to the delivery of experience that are personal and memorable. The Commissioner of Tourism for Curaçao, Hon. Eugene Rhuggenaath stressed the importance of investing in staff training to remain competitive throughout the tourism sector. He also stated that by 2011, Curaçao's hotel room stock would double from the current four thousand to over eight thousand, which would provide challenges for tourism leaders in the area of human resources.

The conference was held at Breezes Curaçao Resort, Spa & Casino and was organized by the CTO in collaboration with the Curaçao Tourism Board (CTB). Ms. Morgan complimented the CTB for a job well done in helping to ensure the conference was a success. Presentations from the conference are available at www.OneCaribbean.org.
