



The Official E-Newsletter of the Caribbean Tourism Organization



Welcome

Welcome to the **June 2009** 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 ctofeedback@lhammond.com to express your views or offer suggestions for future content.

FEATURES

Caribbean Week New York Ready to Blast Off!

The finishing touches are being put in place for the highly anticipated return of Caribbean Week to New York City, June 8 – 12.

15th Annual Caribbean Marketing Conference to Address Key Issues

The 15th Annual Caribbean Marketing Conference will take place during Caribbean Week in New York on Friday, June 12, 2009 at 9:00 a.m.

Marketing Efforts Surrounding Caribbean Week Producing Results

A full-court press in marketing Caribbean Week in New York has garnered excitable buzz for the event.



New Yorkers in for Real Caribbean Treat

Midtown Manhattan will become Caribbean North during two of the most prominent public events of Caribbean Week.

New Yorkers and visitors to "the city that never sleeps" will wake up in the morning to the Caribbean Travel & Cultural Fair...

Workshops to Offer Opportunities for Diaspora and Travel Agent Communities

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VIRTUAL CARIBBEAN

Traffic to CaribbeanTravel.com totaled 131,920 for April 2009. Search engines generated 30,689 visitors in April 2009 and there were 103,991 unique visitors to the site during the month.

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

CARIBBEAN IN THE NEWS

May 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 86,654,181 for the month of May. For a snapshot of publicity secured on behalf of the Caribbean, please visit <http://www.onecaribbean.org/newsandmediacenter/inthenews/default.aspx>.

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 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.

HOT DATES

Human Resources Conference
May 27 - 29, 2009

Caribbean Week in New York
June 8 - 12, 2009

Annual Caribbean Tourism Summit (ACTS)
June 9 - 10, 2009

Caribbean Week Toronto
September

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

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Caribbean Week New York Ready to Blast Off!

The finishing touches are being put in place for the highly anticipated return of Caribbean Week to New York City, June 8 – 12. This high-profile event, one of the highlights on the annual Caribbean calendar, has attracted strong support from governments and Allied members, despite the challenges of the current global economy.

"We are pleased with the overall response to Caribbean Week's return, not only from our members but from the public itself," said Sylma Brown Bramble, acting director of marketing of the Caribbean Tourism Organization (CTO) and acting co-director for the Caribbean Tourism Development Company (CTDC). "It's clear that people are ready to welcome Caribbean Week back to New York after a one-year hiatus and we're excited to have a strong group of representatives participating to help showcase the region."

Caribbean Week in New York serves to provide a taste of the Caribbean to inspire travel and showcase the Region's diversity to thousands of attendees who participate in a number of targeted events hosted throughout the week. Go to www.onecaribbean.org for more information on Caribbean Week activities.

15th Annual Caribbean Marketing Conference to Address Key Issues

The 15th Annual Caribbean Marketing Conference will take place during Caribbean Week in New York on Friday, June 12, 2009 at 9:00 a.m. at the New Yorker Hotel. Bringing both the public and private sectors together, the purpose of this event is to achieve a better understanding of the current position and future of the travel and tourism industry of the Caribbean region.

Hosted by the Caribbean Tourism Organization (CTO) Allied Members in collaboration with the Association of Travel Marketing Executives (ATME), the 15th Annual Caribbean Marketing Conference will feature Philip Wolf, president and chief executive officer of PhoCusWright, as the keynote speaker.

PhoCusWright, founded by Wolf in 1994, is the travel industry research authority on how travelers, suppliers and intermediaries connect. Independent, rigorous and unbiased, PhoCusWright fosters smart



strategic planning and tactical decision-making. Wolf will address current and future trends impacting the travel, tourism and hospitality industry within the Caribbean. With more than two decades of analyzing, scrutinizing and opining on strategic change and market trends, Wolf is a leading industry voice.

A panel discussion will follow Wolf's address and will focus on the mindset of today's vacation traveler and how to maximize travel opportunities in a down economy. The renowned panel will include Scott Lawrence, vice president, network planning for JetBlue Airways Corporation; Paul Gilberto, executive vice president, chief brand development officer of Fitzgerald & Company; and Lourdes Hainlin, director of Starwood Caribbean Collection, Leisure Sales, and Starwood Hotels & Resorts Worldwide, Inc.

"This conference is an essential and highly-anticipated part of Caribbean Week, and we're thrilled to have assembled such a talented group," said Hugh Riley, interim secretary general of the Caribbean Tourism Organization (CTO) and co-chief executive officer for the Caribbean Tourism Development Company (CTDC). "Bringing together a panel of such aptitude was vital this year, as we chart a course for the Caribbean tourism industry through this time of global economic change."

"We are particularly delighted to have the CEO of PhoCusWright, Philip Wolf deliver the keynote address as well as our talented group of panelists," stated Jacqueline Johnson, CTO Allied representative and owner and president of www.MarryCaribbean.com. "The range of speakers provides cutting edge information and participation that we believe will be important in the destiny of the Caribbean, particularly in this environment."

A luncheon and awards presentation will immediately follow the panel discussion where top industry officials will be honored. The prestigious awards to be presented will include the Marcia Vickery Wallace Travel Journalist Award, Marcella Martinez Award, CTO Allied Award and the "Jerry" Award, an award that recognizes contributions to the Caribbean region by individuals and organizations from the private and public sectors.



Marketing Efforts Surrounding Caribbean Week Producing Results

A full-court press in marketing Caribbean Week in New York has garnered excitable buzz for the event. Multiple press briefings have resulted in coverage in Caribbean Diaspora outlets as well as the important travel trade.

The CTO has taken to the airwaves to promote the week's events with pre-Caribbean Week interviews with top radio shows including interviews with Interim Secretary General Hugh Riley on WABC Radio NY's "Travel Show with Erik Hastings" and "Travel with Kal" on Connecticut's WLIS/WMRD radio. Several Caribbean chefs who will be cooking during Caribbean Week appeared on WOR Radio's "Food Talk with Michael Colameco" to spread the word, while these and other top regional chefs will be appearing at Macy's and Bloomingdales stores in Manhattan to demonstrate their craft and provide a taste of the region's cuisine.

The CTDC has also partnered with *Modern Bride* magazine and PIX Morning News (WPIX-TV) in New York City to create a week-long Caribbean promotion to build awareness for Caribbean Week in New York. Caribbean cultural segments with live performers, dancers, cooking demonstrations and more will air from Monday, June 1 through Friday, June 5 on PIX Morning News.

Live radio remotes and other guerrilla marketing efforts will take place throughout Caribbean Week and the iconic Empire State Building will be lit with Caribbean colors on Friday, June 12 in celebration of Caribbean Week and the Governments of the Caribbean State Ball. All in all, Caribbean Week will be very hard to miss!

New Yorkers in for Real Caribbean Treat



Midtown Manhattan will become Caribbean North during two of the most prominent public events of Caribbean Week. New Yorkers and visitors to “the city that never sleeps” will wake up in the morning to the Caribbean Travel & Cultural Fair, and dance the night away at Caribbean Treats: Food, Rum & Rhythm. Both events take place on Thursday, June 11 at the Manhattan Center at 34th Street and 8th Avenue, and each offers fantastic opportunities to create a higher level of awareness for the region in New York City.

“We can think of no better way to kick off Caribbean Week than with the Caribbean Fair,” said Sylma Brown Bramble.

“We will have more than 35 exhibitors at the Manhattan Center showing off the region and attendees will have the opportunity to book their vacation right on site. Later that evening we’re offering the Caribbean Treats event for the first time in New York and are excited to bring the distinctive flavors of our rum and food, as well as our music, to New York City.”

The Caribbean Travel & Cultural Fair will be held from 10:00 a.m. – 4:30 p.m. and is a consumer event, free and open to the public. The Fair showcases infectious Caribbean music, the rhyme, rhythm and cadence of Caribbean dance, arts & crafts, celebrity chef demonstrations with tastings, a Caribbean Vacation Mart and a Caribbean Wedding sponsored by MarryCaribbean.com. Caribbean Treats: Food, Rum & Rhythm will kick-off at 6:30 p.m. and feature a selection of the Region's award-winning rums along with chef demonstrations, live music and more. Tickets for Caribbean Treats are \$45 and may be purchased online at: <http://caribbeanweektreats.eventbrite.com/>. Go to www.onecaribbean.org for more information.



Workshops to Offer Opportunities for Diaspora and Travel Agent Communities

Concurrent workshops held on Thursday, June 11 at 4:30 p.m. in the New Yorker Hotel during

Caribbean Week will offer outstanding educational opportunities for both the Caribbean Diaspora and travel agents selling the region.

The Caribbean Diaspora is invited to participate in a workshop focusing on mobilizing the Diaspora to contribute to the growth of the Caribbean tourism industry. Organized by the CTO and the Caribbean American Chamber of Commerce and Industry, Inc. (CACCI), this workshop will take place on Thursday, June 11 at 4:30 p.m.

The workshop will present a clear indication of the perceived role of the Diaspora as ambassadors for the Caribbean, as well as the steps that are being taken to encourage their involvement over the long term. There will also be opportunities for dialogue that will inform the tourism industry of the elements that are necessary to successfully utilize the energy of this dynamic group for the benefit of the Caribbean.

The Workshop for Travel Agents will offer niche market presentations on “Weddings and Honeymoons” to a select group of travel agents invited by CTO and its member countries, and will be conducted by by Jacqueline Johnson, owner of www.MarryCaribbean.com.

Caribbean Goes Formal (but still fun!) for Good Cause

While the Caribbean is often known for its laid-back atmosphere, friends and representatives of the region will don their black ties and elegant evening dresses for a good cause at the 36th Annual Governments of the Caribbean State Ball and Awards Presentation. The event, which is always the highly anticipated culmination of Caribbean Week New York, will take place on Friday, June 12 in the Grand Ballroom of the famed Plaza Hotel.



The Ball features the finest in Caribbean food and entertainment. Visiting celebrity chefs will participate in the preparation of menu items served at the Ball. Highlights of the event will be the presentation of Awards - the Lifetime Achievement Award, the Special Recognition Award and the Excellence Award. This event is held under the auspices of the CTO Foundation and the cost of participation is tax deductible to the full extent allowed by law.

The CTO Foundation supports Caribbean nationals interested in pursuing studies in the area of tourism, hospitality and language training, who demonstrate high levels of academic achievement and leadership and who express a strong interest in making a contribution to Caribbean tourism.

For more information on the Ball, The CTO Foundation or to purchase tickets, go to www.onecaribbean.org.

Honorees for Lifetime Achievement, Special Recognition and Excellence Awards Represent Best and Brightest of the Caribbean



The Caribbean will honor several of the most highly respected and accomplished members of its community during the gala Governments of the Caribbean State Ball and Awards Presentation. Always a highlight of Caribbean Week, this year's awards presentation celebrates a diverse group of individuals who have made significant contributions to the Caribbean community.

The Hon. Denzil L. Douglas, Prime Minister of the St. Kitts & Nevis has been chosen to receive the Lifetime Achievement Award for "his outstanding leadership and his tireless efforts to improve the quality of life for all Caribbean peoples."

Ms. Rosemary Parkinson, celebrated author of *Nyam Jamaica*, will be presented with the CTO's Special Recognition award for her contributions to the Caribbean's culinary heritage, wellness and rural tourism.

Mr. & Mrs. Karl and Faye Rodney are receiving the CTO's Award of Excellence for their long-time contributions to the region as well as the Caribbean Diaspora as editors/publishers of the highly regarded *New York Carib News*.

According to the CTO's Interim Secretary General Hugh Riley, "We are so proud to be able to honor such deserving individuals. Each of these persons have contributed so much to the Caribbean, our culture and our tourism industry and we are truly privileged to be able to reward them for their efforts."



**Annual
Caribbean
Tourism
Summit**

Caribbean Leaders to Participate in Tourism Think Tank Session Prior to Start of Annual Caribbean Tourism Summit

Leaders from the Caribbean tourism industry will participate 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 second Annual Caribbean Tourism Summit (ACTS) in Washington, D.C. Designed to be a strategic brainstorm session, the think tank is part of the overall goal of ACTS to provide innovative and creative approaches to the current challenges facing tourism.

The think tank will be moderated by Adam Sacks, principal of Tourism Economics, a top industry consulting company that provides in-depth analysis of the tourism industry. Expected 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 Caribbean Tourism Organization (CTO) and co-chief operating officer for the Caribbean Tourism Development Company (CTDC), the session has the potential to be one of the most important events on the Caribbean calendar this year.

“This event is absolutely crucial to our region's success,” said Riley. “It provides a rare opportunity to roll up our sleeves with some of the best and brightest of our industry and take a good, hard look at the challenges we face as we work to find the solutions that will help the Caribbean continue to be the crown jewel of worldwide tourism.”

ACTS itself is a business-focused summit organized by the CTO. It will include meetings on Capitol Hill as well as internal meetings between CTO officials attended by delegates from the Caribbean region. ACTS provides a major forum in which to focus on the economic future of the Caribbean by engaging political leaders, financial decision-makers and investors. One of its primary objectives is to bring the services industry in the Region, of which tourism is a part, to the forefront of development discussions.

“ACTS provides an excellent opportunity for our Region's Ministers and Commissioners of Tourism as well as senior diplomats to engage in dialogue with members of the United States Congress and Administration officials on tourism-related matters of mutual interest to the United States and the Caribbean,” said Riley. “In the recent past, such discussions have played an important role in facilitating a greater understanding of pivotal issues, including the Western Hemisphere Travel Initiative, as well as the overall impact of tourism on the economies of the United States and the Caribbean.”

For more information on the Annual Caribbean Tourism Summit, visit: www.onecaribbean.org or call 212.635.9530 to speak to a representative from the Caribbean Tourism Development Company.