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## Powerful line up of speakers for State of the Industry Conference



A powerful lineup of influential speakers has been secured for the inaugural State of the Industry conference in St. Martin next month. Among those who will be discussing the future of the Caribbean tourism industry are airline executives, communications experts, tourism marketers, policy makers and researchers, including Keith Williams, the CEO of British Airways, who

**AUGUST 2011 ISSUE:**

Today's Highlights:

-Powerful SOI confab line-up

-6th HR conference in November

-Rum & Rhythm a hit in Brighton

-CTO manuals in Grenadian schools

-Diaspora specials

-Caribbean tourism "Assured"

-Caribbean Journalism Awards

includes: Keith Williams, CEO, British Airways Brian Challenger, CEO, Liat Ian Burns, CEO, RedJet Vijay Bathija, senior Director of Network Planning, Air Canada Chad Meyerson, Director of Global Sales, JetBlue Edmond Rose, Director Commercial & Revenue Planning, Virgin Atlantic Prof. Avinash Persaud, Executive Chairman, Intelligence Capital Limited Jacinthe Paré, Partner and Account Group Director, Virginia Tourism Corporation Coleen Deverteuil, Member, Marine Industries Association of South Florida Nigel Mayes, Vice President, ROUTES Rafael Cardozo, President, Tambourine Creative Miranda Joyce, CEO, Sugarfly Marketing Ryan Manville, Vice President of Corporate Research + Insights, American Express Esther Buchsbaum, Managing Partner of energi Public Relations Dan Tisch, President, Argyle Communications The conference will kick off with a no-holds-barred session that will question the very underpinnings of today's aviation industry in the Caribbean, including the cost of travel within the region and how to overcome the hurdles. It will be a free-form discussion, with input from the attendees and moderated by well-known Caribbean journalist, Tony Fraser. Other hard-biting sessions will focus on new markets, successful strategies for public-private sector partnerships and attracting the affluent traveller.

[announced](#)

[-Courses for the Caribbean](#)

[-5th annual gold day](#)

### **CTO TV**

The CTO, with support from the region's private sector and the Caribbean Diaspora in the UK, including Caribbean ambassadors, has been lobbying against the rise in the UK's Air Passenger Duty (APD). The regional tourism development agency, which represents over 30 countries and myriad private sector entities, is keeping up the pressure on the British government to have the APD reduced, removed or to place the Caribbean in a band that does not put it at a disadvantage when compared to the US.

Here's a short film on the APD, entitled *A Tax Too Far...?*

*[\*\*Click below to view: A Tax Too Far\*\*](#)*



# 6th Tourism HR Conference set for November



The Caribbean Tourism Organization (CTO) will host the 6<sup>th</sup> Tourism Human Resources Conference from 2-4 November in Barbados. The three day conference will have as its theme: *Enhancing Caribbean Human Resources through Partnerships & Innovation*. It is being organized in collaboration with the University of the West Indies and the Barbados Community College Hospitality Institute. Topics to be covered include Diversity for Competitiveness; Effective Leadership and Employee Engagement; Collaboration and Leveraging Resources Across Boundaries and Recognizing and Nurturing Leadership at all Levels of the Organization. Workshops will focus on Waking up the Tourism Workplace and Customer Experience Management. The 6<sup>th</sup> Tourism Human Resources conference will be held at the Cave Hill campus of the University of the West Indies. For more information, please contact Mrs. Bonita Morgan (bmorgan@caribtourism.com) or Mrs. Marvella Sealy (msealy@caribtourism.com).



## CTO Foundation

Since 1989 the CTO Foundation has granted over US\$750,000 in scholarships and study grants to more than 175 Caribbean nationals pursuing tourism related studies. Jacqueline Johnson, CEO of the Bridal Media Group, is the Foundation's chairperson. Here, she explains why anyone doing business in the Caribbean should support the Foundation.

This year, the CTO Foundation awarded scholarships to seven Caribbean nationals pursuing Masters degrees in tourism related studies. Here's what some of them have to say about receiving the scholarships:

Jamie Lashley



"The support and assistance that I have received from the CTO has given me a giant leap towards the fulfillment of my goals. Their financial aid will help me to

# Rum & Rhythm By The Sea an overwhelming success



A dreary Saturday afternoon in the southern British city of Brighton was transformed into a lively celebration of Caribbean spirit - and spirits - as the CTO took Rum and Rhythm “by the sea”.

An excellent diverse audience flocked into the Thistle Hotel for this very popular consumer event which celebrates the sights, sounds, colours, culture, cuisine, spirits and unique holiday experiences of the Caribbean. They sampled some of the region's finest rums and most delicious foods, provided by the exhibiting Caribbean tourist boards, hotel groups and holiday companies, while enjoying



unbelievable entertainment by the Caribbean band, Tropical Element. The Cuban salsa dancers, created a buzz with a thrilling and

knowledge and practical exposure that I need to launch my hospitality and tourism training centre, first in Jamaica and by extension in the Caribbean. Upon completion of my studies, I see myself playing an integral role in the development of the quality of our human resources in the Tourism Industry as well as with Tourism Product Development and Destination Marketing, so that the Caribbean will remain the premier destination for travellers around the world.”

**Kimberly Bourne**



"Being granted this scholarship means the world to me. It demonstrates that CTO not only believes in my ability to excel but also recognizes that through these studies I can make a difference in the Caribbean and what it has to offer as a tourism product. I believe the Caribbean can be - through education, commitment and consensus from residence and

talked about long after the event had ended.

One English man with his family loves rum and recently celebrated his 96th birthday. He couldn't manage the dancing, but kept the Rum Ambassador, Ian Burrell, very busy! A number of patrons also won holidays to the Caribbean.

Participating countries and partners included Barbados, Bermuda, Caymanas, Dominican Republic, Hotel Chocolat, Jamaica, Sandals & Beaches Resorts, St. Kitts, Saint Lucia, St. Vincent & The Grenadines, Virgin Atlantic, Brugal Rum, El Dorado Rum, Benjies Caribbean Kitchen, Cummin Up Caribbean Caterers

amongst others, with British Airways as sponsors. By the end of the event, the weather had improved as the



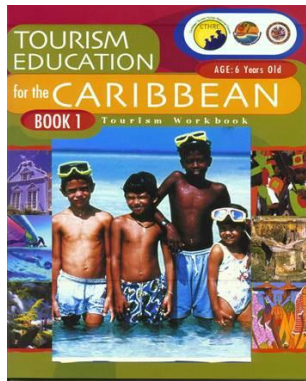
sun came out, reflecting the mood of everyone who experienced Rum & Rhythm by the Sea.

See next month's issue of CTO News for video from Rum & Rhythm By the Sea.

local Governments and effective marketing – transformed to the true and authentic Green Isles of the world. Taking into account in their development and management of the islands the three pillars of sustainability-environment, community, and economy -is absolutely critical and need to be factored into every aspect of the product. Through this effective management and development the true beauty, personality and unique qualities of the Caribbean islands will be promoted and displayed in a way that will preserve and not degrade their fine, irreplaceable characteristics. On completion of my studies I plan to be a chief player in this magnificent transformation and work with a team who are as passionate about the Caribbean and its sustainable tourism product as I am. I plan to enhance all the characteristics of the Caribbean so each island's potential and strengths are amplified to their highest".

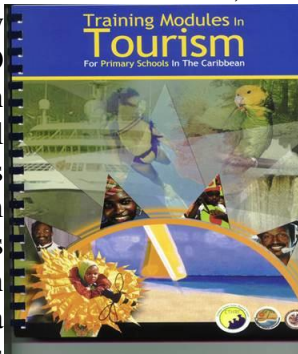
**CTO** **Andre Church**

# welcomes tourism education in Grenada



Grenada has announced that it will use CTO-produced books to teach tourism in schools across the country, a decision welcomed by the region's tourism development agency. The Grenada minister of education, Hon. Franka Bernadine, has

said that her ministry will adopt the CTO tourism books to teach students in all Grenadian schools about the tourism industry. The CTO's director of human resources, Bonita Morgan said CTO was



delighted with the decision. "The CTO is very pleased that the Minister of Education, has decided to adopt the CTO's tourism education manuals and workbooks to teach tourism in the schools in Grenada. It is important that our population, young and old, throughout the Caribbean, develop an understanding of and appreciation for the critical importance of this



"I am very grateful for the scholarship that I have received from CTO. This scholarship means a lot to me because it will help me in completing my studies and achieving my goal of becoming a professional executive chef.

I am already seeing myself touring the Caribbean region learning and appreciating new cuisines and cultures in order to better myself and to become more marketable as a professional chef. I will do my utmost to improve the Caribbean cuisines on a professional level, enabling it to become a favorite tourism product for the Caribbean and the rest of the world."

## Tourism Youth Congress

**The State of the Industry Conference in St. Martin will see the return of the CTO Tourism Youth Congress. On Saturday 17 September, top secondary school students from participating CTO member countries will debate critical**

our Caribbean economies, and can relate to how they can benefit and contribute, in a positive way, to its overall sustained development,” Mrs. Morgan said. “The tourism education manuals were developed to support Caribbean countries in their own national efforts to educate the youth about the industry and we salute Minister Bernadine’s determination to have tourism education in the schools in Grenada.”

**tourism issues in a stimulating session that is sure to excite, educate and entertain. Meet some of the "Junior Ministers of Tourism" who will share their ideas and vision with respect to future directions for Caribbean tourism.**

**Kitwanie Carbon- Dominica**



## **Bay Gardens hotels help Diaspora Rediscover Home**



St. Lucia’s Bay Gardens hotel group is the first entity to come on board CTO’s **Redis**

**cover Home** programme by offering exclusive savings to the Caribbean Diaspora.

The three-hotel group has acceded to the CTO’s request to extend its **St. Lucians Abroad Package** programme to the wider Caribbean Diaspora.

The hotel group will offer special rates to members of the Caribbean Diaspora who stay at any of its properties - Bay Gardens Inn, Bay Gardens Hotel and Bay Gardens Resort & Spa – between now and 19 December.

For details, including how to book, click on the “Re-Discover Home” tab at [www.onecaribbeandiaspora.com](http://www.onecaribbeandiaspora.com).

Born on January 22<sup>nd</sup> 1996 to Swanston and Corinthia Carbon, Kitwanie Carbon attended the Convent Preparatory School, then the Convent High School. She is presently a fifth form student who plans to obtain ones at the CXC Caribbean Secondary Education (CSEC) examinations in 2012, namely in Biology, Geography, History and Physics being her most preferred. Kitwanie believes these subjects among others will pave the way to achieving her future aspirations of becoming a forensic anthropologist and archaeologist. In addition she is a student of the Purple Dragon Don Jitsu Ryu System, Dominica branch as well as a grade four

## Caribbean tourism "Assured" of success



as word of its value spread across the Caribbean.

Over the past year, 46 tourism/hospitality companies in eight Caribbean countries have participated *Hospitality Assured*, a programme designed to allow tourism/hospitality businesses to be more responsive to the needs of their customers, create greater customer satisfaction and loyalty and improve their overall business performance and profitability. Any organisation that receives the *Hospitality Assured* certification is perceived as being among the 'best of the best' and a leader in its field, as the certification recognises excellence in the service environment from companies that consistently meet the expectations of a range of customers.

"We now have a footprint in eight countries and the programme is really growing as its reputation spreads," said Bonita Morgan, the CTO Director of Human Resources who has direct responsibility for the programme. "We even have enquiries from countries, outside of the pilot countries, which are keen to come on board as they recognize the long term value that the Hospitality Assured certification brings

Hospitality Assured, the certification programme that recognizes service excellence in the tourism/hospitality sector, continues to grow in popularity

Music Studio. Kitwanie embraces every opportunity to partake in adventure and exploring. She especially enjoys hiking, swimming and hopes someday to take on other exciting endeavours such as skydiving and mountain climbing. Kitwanie considers herself an innovative thinker and believes that the best results are obtained when people work together to achieve them with determination and endurance. It is for this reason her life's motto is a quote by William Shakespeare - "The heights of great men reached and kept were not attained by sudden flight, but they whilst their companions slept kept toiling upwards in the night".

### Jacob Phillips –Jamaica



Jacob Phillips, "Junior Minister of Tourism" for Jamaica is a proud student and prefect of the Munro College, a prominent and only boarding school for boys in Jamaica. In 2010, Jacob sat the Caribbean Secondary Education Certificate (CSEC) exams and passed all subjects with distinctions. He graduated top of

the country as a whole.” The *Hospitality Assured* certification is owned by the Institute of Hospitality in the U.K. and managed by the CTO, with support from regional organizations like the University of the West Indies and the Caricom Regional Organisation for Standards and Quality (CROSQ). The standard is widely recognized in the U.K. and benchmarked against the European Foundation for Quality Management Excellence model. It is being promoted as the standard for service and business excellence for tourism/hospitality businesses in the Caribbean region.

The true benefits of the *Hospitality Assured* programme lie in a framework which helps organisations to review their key processes and procedures in the areas of The Customer Promise, Business Planning, Operational Planning, Standards of Performance, Resources, Training & Development, Service Delivery, Service Recovery, Customer Satisfaction Improvement and Customer Research, looking at them from the perspective of the Organization, the Customer and the Employees. The European Union/PRO€INVEST project is providing funding for the implementation phase of Hospitality Assured and the Organization of American States is also providing funding support for small and medium-sized tourism operators. Caribbean companies are encouraged to take advantage of subsidized costs for the assessment before the project comes to an end on September 30<sup>th</sup> 2011.

**CTO announces UK  
Travel Journalism**

his fifth form class and was proud valedictorian. He then matriculated to sixth form where he is pursuing the subjects History, Literature and Spanish in his pursuit to become a lawyer.

As part of his extracurricular activities, Jacob is a member of the Tourism Action Club at Munro College where he holds the position of secretary on the Executive Body. The Tourism Action Club is managed by the Jamaica Tourist Board and seeks to educate students on tourism. Jacob joined the club as he wanted to be more exposed to this vibrant and diversified industry and feels the experience will certainly widen his perspective on travel and the global village. Outside of the club, Jacob enjoys playing tennis which he plays competitively, public speaking / debating, socializing and listening to music. Jacob accredits his success to being organized, maintaining a positive attitude and the support of friends and family.

### **Boykin Smith - The Bahamas**



A descendant of Long Island, Cat Island and Acklins, Boykin Smith



## Awards

2011

Following last year's success, the CTO is

delighted to announce **The UK Caribbean Travel Journalism Awards 2011**, repeating 2010's popular pan-Caribbean media awards event, which will this year take place on 7 November in London, UK. The awards will include a photojournalism category, which seeks to highlight the best editorial imagery showcasing the Caribbean. Carol Hay, the CTO's director of marketing for the UK and Europe, commented: "We are delighted to confirm that we will be holding the awards again this year, given the success and popularity of the past few years' Caribbean Travel Journalism Awards. The awards will enable us to continue acknowledging the first-rate journalism, which is consistently produced about the Caribbean region. "Support from our friends in the media is fundamental in maintaining the colourful and charismatic reputation that the Caribbean region enjoys in the UK and with so many inspirational editorial pieces written and produced each year, we are keen to highlight and reward the best." The *Caribbean Travel Journalism Awards* will include seven categories:

1. Best travel trade feature;
2. Best national newspaper feature;
3. Best regional newspaper feature;
4. Best consumer feature;
5. Best broadcast, TV and radio feature;
6. Best online feature;

was born on New Providence on July 22, 1995. He is the third child of loving parents, Barry and Christine Smith.

Boykin is a member of Christ Church Cathedral Anglican and was always taught that excellence is the way to go. At age 5, he was enrolled at St. Anne's School and is currently 12<sup>th</sup> grader at that institution. He aspires to attend university to study Maritime Law, with the objective to become a Maritime Attorney, establishing his own firm. He also hopes to create or contribute to a foundation that assists young Bahamians. He considers achieving the title of Junior Minister of Tourism of The Bahamas his greatest accomplishment to date. He has also been nominated for Most Distinguished Officer and Most Distinguished Achiever in the Junior Achievement program, and the Good Character award at St. Anne's School. Boykin's life also involves interacting with youth groups and organizations to improve networking and socializing skills. His hobbies include public speaking and researching.

**~HOT DATES~**

[State of the Industry Conference-  
St. Martin Sept. 15-17, 2011](#)

[Caribbean Month \(UK\) -](#)

Entries for the awards will be welcomed from editors and journalists, as well as Caribbean tourist boards, tour operators, hotels and other industry partners.



Editorial entries can be either news stories, travel features and photography, but all must have been published in the previous 12 months (from 30<sup>th</sup> May 2010 to 30<sup>th</sup> May 2011) and present the Caribbean in a positive light, encouraging travel to the region.

Results of the *Caribbean Travel Journalism Awards 2011* will be announced at the Caribbean Meet the Media event on Monday 7 November 2011. For further information contact Nina Derham, Richard Rigby or Helen Coop at Four bgb at [cto@fourbgb.com](mailto:cto@fourbgb.com)

## Call for entries for Media Awards - Canada

CTO has announced the 2011 Caribbean Media Awards, which honour the best feature print and broadcast



placements and photography from Canadian-based media that have captured the essence of the Caribbean in

their storytelling. Submissions will be accepted from CTO

[6th Tourism HR Conference - Barbados - 2-4 November, 2011](#)

[Caribbean Tourism Month - November 2011](#)



### Other News:

[-CTO entices with summer offers](#)

[-Invest Caribbean comes to the region](#)

[- Sylma Says](#)

partners and members of the news media. The awards will be presented in Montreal on Thursday, 20 October, 2011 for Quebec-based publications and all French-language winners, and in Toronto on Thursday 8 December for English-language winners. Awards will be presented in the following categories:

1. Best Feature Article in a Consumer Newspaper
2. Best Feature Article in a Consumer Magazine
3. Best Feature Article in a Trade Publication
4. Best Photograph in Conjunction with a Feature Article
5. Best Feature Broadcast
6. Best Online Article
7. Best of Show

For details, contact Taryn Wismer at [TWismer@argylecommunications.com](mailto:TWismer@argylecommunications.com)

## Courses for the Caribbean



The CTO UK Office recently hosted a 'Courses for the Caribbean' Roadshow for travel agents in St. Albans, Hertfordshire. There was a great turn out of enthusiastic travel agents eager to enhance their product knowledge on the Caribbean

## Quick

## Links:

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## About CTO...

The Caribbean Tourism Organization's exists to increase significantly the inclusion of the Caribbean region in the set of destinations being considered by travellers. CTO's envisions the global recognition of the Caribbean as a growing set of places and experiences that people feel compelled to enjoy in their lifetime.

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a number of Caribbean destinations including Anguilla, Dominican Republic, Grenada, Jamaica and Turks & Caicos Islands, as well as private sector hotel representatives for a number of properties - including Calabash Hotel, Grenada; Half Moon, Jamaica; Nisbet Plantation, Nevis; Coconut Bay Resort, Saint Lucia - and British Airways. The event was a hit among participants. "The quality of agents was superb and some great new leads made," said Claire Green of Essential Details. "Just wanted to say a big thank you for last night's event, I was very impressed with the quality and quantity of trade that turned out and paid great attention to our presentations," added Sharon Bernstein of the Grenada Board of Tourism. And Sophie Taylor of Group Promotions said: "Thank you for inviting us to attend the CTO evening last night, there was a fantastic group of agents there and, for us, I think the evening was a great success."

## CTO 5<sup>th</sup> Annual Golf Day 2011



The CTO UK Chapter held its 5<sup>th</sup> annual Golf Event at the Silvermere Golf & Leisure Club last

month. With 40 players attending, the day consisted of 18 holes for the more advanced players and tuition and a

intermediate and beginners. The day ended with a BBQ and prizes! Virgin Atlantic sponsored the on-course refreshments and the post-play drinks in the Club House as well as supplying a PGA Golf professional on the day, who assisted with the day's play and activities. The winners for the day included Sandals and Beaches Resorts (18 Hole Team) and Bermuda Department of Tourism (Texas Scramble Team). Individual winners included Robert Groves of Travel Bulletin, John Taker of Virgin Holidays and Steve Weltman of Virgin Atlantic Flying Club.



## The Allied Corner

**AFAR is a multi-platform brand for experiential travelers who have the desire and the means to immerse themselves in other cultures, to engage with local people, and to enrich their own lives. AFAR Media will take its audience to the real experience of travel..**



AFAR Media informs, inspires, and supports experiential travelers of all kinds, from those seeking cultural and educational experiences to those after adventure and geo-tourism. See a preview of AFAR Magazine, AFAR online, and our other products and platforms. Read about our mission, values and goals. More at [www.afar.com](http://www.afar.com).

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