



The Official E-Newsletter of the Caribbean Tourism Organization

Welcome

Welcome to the *CTO News*, the Caribbean Tourism Organization's e-newsletter. As a partner and stakeholder in Caribbean tourism, we've created this as a tool to help keep you up to date on issues, events and opportunities impacting the region. We welcome your participation and feedback. Please feel free to e-mail us at jjohnrose@caribtourism.com to express your views or offer suggestions for future content.

SPOTLIGHT ON

British Virgin Islands

CTO News celebrates one CTO member destination each month. This month, our spotlight is on the British Virgin Islands.

The British Virgin Islands are indeed Nature's Little Secrets and BVI is the perfect destination of choice. Explore our seas and visit our sister islands of Virgin Gorda, Anegada, Peter Island, Jost Van Dyke, Cooper Island, Salt Island, Marina Cay and many more. Visit our uninhabited sister islands where spending the afternoon in a hammock or on a deserted beach can reacquaint you with life's simple pleasures.

For more information visit: <http://www.bvitourism.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



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THE ALLIED CORNER

BOHAN Advertising.

After 20 years in business, BOHAN has matured into an agency known for its national headline-grabbing campaigns and for brand and business insights that have become marketing case studies for other industries. We have never tried to

to consumers and the travel trade.

For more information, please visit: www.OneCaribbean.org

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want to be the right thing for smart clients who want to work collaboratively with us to solve their problems in innovative ways.

HOT DATES

STC-12 (Bermuda)

3-6 April 2011

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

Sector shows signs of rebound



The Caribbean region can expect further growth in tourist arrivals in 2011, continuing a trend that began last year. However, income from visitor spending is not expected to match the rate of arrivals. According to the research division of the Caribbean Tourism Organization (CTO), arrivals are expected to grow about five per cent in 2011 when compared to 2010. "This continues the positive trend that we saw last year when tourist arrivals increased by over four per cent," said Winfield Griffith, the

director of research and information technology at the CTO. However, Mr. Griffith said that spending by visitors would lag the arrivals rate, with bargains and discounts dictating the overall intake. He estimated a three per cent rise in spending. Further details on the sector's performance will be revealed when CTO holds its annual State of the Industry news conference on 2 March, 2011.

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The Caribbean goes to Brussels

The Caribbean Tourism Organisation (CTO) in conjunction with the Caribbean Hotel and Tourism Association (CHTA) is organising the next Annual Caribbean Tourism Summit (ACTS) in Brussels next month. ACTS Brussels will serve to reinforce existing relationships and develop new ones with those individuals, institutions and organisations in Europe that have an interest in supporting Caribbean tourism development. It's also expected to provide a better understanding of how European institutions that relate to Caribbean tourism function and how the Caribbean tourism industry can better influence policy making and obtain multilateral, bilateral and agency funding.



The first European forum will take place in Brussels on March 14th in the European Parliament and at ACP House. There, the Region's tourism ministers and key industry representatives will have the opportunity to engage with the EU member states, the European Commission and the European Parliament and other relevant bodies based in Brussels and Europe . Participants will also include multilateral funding agencies and invitations will be sent to others from Governments and agencies across Europe.

The Brussels programme will provide the opportunity for an open discussion about development issues; how the tourism industry might work more closely with donor agencies and countries to achieve their development goals and explore how it might access aid for trade programmes which the UK, Spain, Germany, France, Finland and others are committing money to; and to learn more about the role of other European institutions in developing and supporting new approaches to tourism. The forum will serve to encourage partnerships between the CTO and its members with organisations and institutions in the EU that are able to provide technical and other assistance.

Last November, a delegation of Caribbean Tourism ministers led by CTO Chairman Hon. Ricky Skerrit, visited Scotland where they met with members of the Scottish parliament. The two sides discussed strengthening relationships between the Caribbean and Scotland, as well as the impact of the UK's Air Passenger Duty (APD) on the Caribbean tourism industry. They also discussed how Scotland and the Caribbean might deepen exchanges on tourism policy and foster closer engagement between Scotland, the UK and the Caribbean; challenges facing the tourism industry in Scotland and the Caribbean alongside opportunities for investment and collaboration, and the possible exploration of the many cultural and historical links between Scotland and the Caribbean.

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30 per cent off fares for STC-12

Delegates attending STC-12 in Bermuda will get a massive discount on air fares on American Airlines. AA has agreed to sponsor the region's premier conference on sustainable tourism by offering 30 per cent off available published fares. This offer is available from 1-9 April. STC-12 will be held from 3-6 April. Using Star File "**CTO Bermuda Conference**", please call 1-866 269-5008 from the US and 1-868 821-6029 from within the Caribbean to book flights.

REGISTER NOW!
STC 12: April 3 - 6, 2011,
Fairmont Southampton,
Bermuda
"Keeping the Right Balance:
Rising Above the Numbers" -
www.caribbeanstc.com

Meantime, the programme for STC-12 at the Fairmont Southampton in Bermuda is coming together nicely, with some fascinating speakers confirmed. And, according to Gail Henry, the CTO's sustainable tourism product specialist, delegates can expect some compelling content and relevant and cutting edge

sessions as well. Heading the powerful list of interesting speakers confirmed is Costas Christ, the National Geographic Traveler editor at large who will deliver the keynote address. The address, entitled "**Global Sustainable Tourism Trends: How Sustainability is Transforming the World of Travel**" will look at the evolution of sustainable tourism and what it means today for destinations like the Caribbean.

A number of plenaries and workshops have been finalised, as well as several exciting study tours, that include a visit to the historic town of St. George. STC-12 is being organised by CTO in collaboration with the Bermuda Department of Tourism. Details of the programme, as well as how to register, can be found at www.caribbeanstc.com.

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Plans progressing for Caribbean Week in New York



The Caribbean returns to New York in June, full of spirit and life and everything Caribbean, from its tastes to its rhythms and sounds. From June 4-11, the Caribbean Tourism Organization takes the Caribbean to millions of residents and visitors to New York City during Caribbean Week in New York. A programme is being finalised, but CTO is promising a few exciting additions, including a Caribbean Fashion Show and a Power Breakfast Meeting for Ministers, Commissioners and Directors of Tourism. As always, the highly anticipated Governments of The Caribbean State Ball and Awards Presentation will be held at the end of the week. The event will be held at the Plaza. You should start thinking of possible nominees for the CTO Lifetime Achievement Award, the CTO Award of Excellence and the CTO Diaspora Award. Watch this space for developments on Caribbean Week in New York 2011.



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ACCRA Beach is first hospitality business to re-certify with Hospitality Assured/Caribbean



The Accra Beach and Spa hotel in Barbados is the first hospitality company in the Caribbean to be re-certified under the Hospitality Assured programme. Accra Beach and Spa is a 224 room, 4 star facility on the south coast of Barbados, with over 200 staff, and winner of the national hotel association's award for Hotel of the Year in 2002 and 2005. It was first Hospitality Assured certified in 2007 and presented itself for re-certification in 2010. The general manager, Jon Martineau, who is keen about the programme, stated: "Accra Beach Hotel & Spa is not a member of a chain of hotels. We are a stand along operation. We are cognizant that customers are very brand concious and thus associate certain standards to certain brands automatically when making choices. We continually strive to maintain certain standards, so any opportunity to achieve that goal, we readily welcome. This is the reason Accra has formed the partnership with Hospitality Assured. It affords the

opportunity to advertise our certification to our clientele and, from an internal standpoint, it keeps us on our toes as it relates to best practice on a daily basis."

Hospitality Assured is a certification programme promoting service and business excellence in tourism and hospitality companies. It is owned by the Institute and of Hospitality in the UK and managed by the Caribbean Tourism Organization (CTO). Both organizations applaud Mr. Martineau and his team for reaching this milestone with the Hospitality Assured programme in the Caribbean. Meantime, Dominica is getting on board with Hospitality Assured. The CTO's director of human resources, Bonita Morgan was in Dominica last month and visited several tourism/hospitality businesses certified by the local authorities. After a presentation to the Dominica Hotel and Tourism Association, the DHTA indicated that it was willing to endorse and promote the programme. At least two businesses have already signed up with another four expected to join soon. The local tourist board, Discover Dominica Authority, is CTO's main partner on the island and the contact is Ms. Kathleen Cuffy, head of product development at the DDA.

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Whispers from locals



There are quite a few well kept secrets about individual CTO member countries that the world doesn't know about. This is about to change in a whisper and the secrets will be out. The Caribbean Tourism Organisation is planning a new and exciting programme aimed at getting locals to share their country's best kept secrets. The programme, Whispers from Locals, is meant to embrace the local "secrets" in each CTO member country as told by the locals through user generated content and to inspire travellers to come to the Caribbean to seek out the secrets.

This concept focuses on the desire for travellers to discover insider information from locals that aren't widely spoken about on websites, or in brochures or news articles. All CTO members are encouraged to participate by sharing your destinations best kept secrets. For details, please contact Jeremy Viray at jviray@quinnandco.com.

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Happy 20th Pam



When Nedra "Pam" Thompson joined the CTO family, the world had not yet come to know movies on DVD, the Blackberry, Lithium rechargeable batteries or the Ipod. Yes, a lot has changed since Pam came into our lives at this organization, but in many ways she has stayed the same: loyal, hard working, committed, getting her work done quietly, behind the scenes. Last December, Pam observed 20 years as a member of the CTO staff and she loves it now as much as she loved it then. "I love working at CTO. It is a wonderful experience," she said. Congratulations, Pam and Happy 20th.

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Statement on passing of Bob Troni

The Caribbean Tourism Organization (CTO) is saddened by the recent passing of Bob Troni. Bob was a true friend to the region who made great contributions to marketing the Caribbean during his many years with American Airline. His loss will be felt by the entire Caribbean tourism family. The CTO extends sincerest condolences to his family and all who mourn his loss.
