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## Theme Announced for State of the Industry Conference



**STATE OF THE INDUSTRY CONFERENCE**  
SEPTEMBER 15 – 17, 2011  
CTO BUSINESS MEETINGS  
SEPTEMBER 14 – 15, 2011  
ST. MARTIN — THE FRIENDLY ISLAND  
[www.OneCaribbean.org](http://www.OneCaribbean.org)

Policymakers, executives and other practitioners in the tourism industry will explore ways to beat the global recession, when they meet in St. Martin in September for the first ever State of the Industry Conference.

The Caribbean Tourism Organization (CTO) – which organizes the conference in collaboration with the Government of St. Martin – has announced that discussion on this issue will revolve around a theme that demonstrates the Caribbean’s determination to overcome the current challenges and to develop solutions to some of the

### **JULY 2011 ISSUE:**

#### Today's Highlights:

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[-Seven get CTO Scholarships](#)

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[- Caribbean at Taste of London](#)

[-CTO runs for life](#)

### **CTO TV**

Since 1989 the CTO Foundation has granted over US\$750,000 in scholarships and study grants to more than 175 Caribbean nationals pursuing

most urgent issues facing the tourism industry in CTO member-countries.

The CTO has chosen as the conference theme: How to Win in a Competitive Environment.

For two full days - 16 & 17 September – tourism officials from the public and private sectors- led by a variety of experts - will tackle a number of critical issues, including overcoming the hurdles to intra-regional travel, how to use limited resources to the greatest advantage and being truly competitive. The new CEO of British Airways will also present a world view of the state of the industry.

The general conference sessions will be preceded by a series of meetings involving ministers, commissioners and directors of tourism, as well as other stakeholders, on 14 & 15 September. The conference headquarters hotel is Le Domaine on French St. Martin.

## CTO Foundation awards over US\$45,000 in scholarships and grants for 2011

A dozen Caribbean nationals from six CTO member countries have been awarded scholarships and grants totalling over US\$45,000 by the CTO Foundation – the scholarship programme of the Caribbean Tourism Organization.



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.

*Click below to view: Jacqueline Johnson on CTO Foundation scholarships*



Come next April, Guyana will host the 13<sup>th</sup> annual Caribbean Tourism Organization (CTO) Sustainable Tourism Conference (STC 13). Here's a taste of what you can look forward to in Guyana.

*Click below to view: Sustainable Tourism Conference in 2012*



Momma Cherri, a regular celebrity chef on ITV's This Morning, will also be cooking up a storm in the kitchen

Seven students from Barbados, Curacao, Dominica and Jamaica pursuing Masters degrees in marketing, environment and development, and tourism and hospitality management, receive scholarships of US\$5000 each, while four other nationals pursuing studies in other disciplines, including culinary management, will receive grants ranging from US\$2000 to US\$2500. These students are from Barbados, Grenada and Trinidad & Tobago. One person – from Dominica – has been awarded the Arley Sobers Memorial Scholarship for studies in principles of marketing research.

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## Rum & Rhythm goes “by the sea” in the UK

CTO takes Rum and Rhythm “by the sea” in UK, next month. The third installment of this very popular consumer event takes place at The Thistle Hotel in Brighton.



During the four hour spectacular, visitors will have the chance to sample a wide selection of Caribbean rums plus a range of local gastronomic specialties from all over the Caribbean, provided by the exhibiting Caribbean tourist boards and hotel groups. Visitors will be able to explore the culinary culture of the Caribbean with demonstrations, tasting sessions and exhibitions from Brugal Rum, Caymanas Rum Cake, Hotel Chocolat and The Rum Experience, as well as live

and preparing some delicious Caribbean soul food for visitors to try at Rum & Rhythm by the Sea on Sunday 6 August. Here’s Momma Cherri’s feature on ‘This Morning’:

[Click below to view: Momma Cherri on 'This Morning'](#)



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:

Shauna

Yearwood



“Winning this scholarship has been a very humbling experience. It has provided the opportunity to fulfill a dream to go to the next level in honing my skills. Having won this scholarship is a validation. It is saying to me ‘you

music from Caribbean band, Tropical Elements.

Momma Cherri, a regular celebrity chef on ITV's *This Morning*, will also be cooking up a storm in the kitchen and preparing some delicious Caribbean soul food for visitors to try.

British Airways, the headline sponsor of Rum & Rhythm by the Sea, will run a competition for patrons to win one of seven flight simulator experiences worth £150 each. BA is providing a multi-million pound, full motion Boeing flight simulator normally reserved for the exclusive training use for professional pilots. First the visitor will be given a pre-flight briefing including flight deck instruments, controls and systems. Once this training is complete the person will be at the controls from take-off to touchdown, including start-up and shut down. All of this under the instruction of a British Airways pilot.

Rum & Rhythm by the Sea takes place from 4:00 pm to 8:00 pm on Saturday 6 August.



Participating CTO member countries and partners include Barbados, Bermuda, Caymanas Rum Cakes, Cummin Up - Caribbean Caterers, Benjies Caribbean Kitchen, Dominican Republic & Brugal Rum, Grace Foods, Hotel Chocolat, Jamaica, Promoting our Heritage Bookshop, Saint Lucia, Sandals & Beaches Resorts, St. Kitts & Nevis, St. Vincent & the Grenadines, Trinidad & Tobago, The Rum Experience and Virgin Holidays.

## CTO SG meets stakeholders inDominica

have the capacity to do it and we believe in you'. I see it as an investment in me and the tourism industry as a whole.

On completion of this training I see myself sharing what I have been taught, bringing a new perspective and adding value to the tourism product."

**Tricia-Ann**

**Springer**



"Gaining a scholarship from the Caribbean Tourism Organization has been a great achievement for me. When I applied to pursue Tourism Marketing at the University of Surrey, I had no idea how I was going to fund my studies but the CTO gave me hope that I would be able to meet my goals. When I return from the UK with my Master's Degree, I hope to be able to put all that I have learned into practice. My ideal course of action would be to join either the staff at the Ministry of Tourism, the Barbados Tourism Authority or the Caribbean Tourism Organization in helping to promote Barbados or the Caribbean as a whole as the ideal tourist destination in the world. I hope to promote awareness of Sustainable Tourism within the region because if we, as tourism officials, are not careful, we will lose the authenticity of our tourism product."

CTO secretary general, Hugh Riley, has been highlighting to stakeholders in Dominica, the opportunities available through partnership with the organization. Mr. Riley met recently with representatives of



Dominica's Ministry of Tourism, the Discover Dominica Authority (DDA), the Dominica Hotel & Tourism Association (DHTA), and the Ministry of Trade. During the presentation, appropriately titled "What Happens To Your Money", Mr Riley outlined some benefits available to CTO members through marketing, human resource development and training, and advocacy representation, among others.

Both sectors showed great interest in the various CTO programmes, with the private sector representatives particularly interested in the Caribbean Hotel Energy Efficiency Action Programme (CHENACT), a two year programme meant to drive the Caribbean hotels to implement energy efficient practices.

## Meeting the Media

CTO UK hosted its July "Meet the Media" in the Orangery of the Georgian townhouse on Cavendish Square in London. Over 100 members of the CTO UK Chapter and the British Media attended this "can't miss"

opportunity to discuss news and updates relating to the Caribbean and Caribbean products. The event was attended by National Tourist Offices, airlines, tour operators and hotels with a wide



**Ledrah**

**Statie**



"I am really happy and grateful to be considered for the CTO scholarship. I see this as a great opportunity to develop myself in order to be ready to contribute to tourism within the Caribbean."

**~HOT**

**DATES~**

[Rum & Rhythm on the beach in the UK- August 6, 2011](#)

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

range of high-calibre media, ranging from national newspaper travel and feature correspondents and editors and glossy magazine writers to newspaper supplements and online editors, plus key freelancers.

Highlights of the evening also included a prize draw for the attending media. Prizes included books, rum and Caribbean sauces supplied by the Saint Lucia Tourist Office, Chocolate and bath goodies supplied by the Grenada Board of Tourism, and a box of spa goodies supplied by Cara Hotel and Marketing. In addition the artist, Shane Aquart, a Caymanian national, and creator of Dreadyworld and Dreadart, generously donated two of his splendid and unique prints as prizes.

## Grenada to host second CTO/Liat media workshop

Grenada to host the second of two summer training workshops for Caribbean journalists, sponsored by CTO, the intra-



regional carrier, Liat and the Grenada Board of Tourism. This workshop will be conducted by the CTO's communications specialist, Johnson Johnrose at a date to be decided. Invitations for applications from interested journalists will be extended as soon as a date is agreed.

A similar workshop, supported by the British Virgin Islands Tourist Board, was held in Tortola, BVI from 11-15 July. Eleven journalists from CTO member countries and within the LIAT

**CARIBBEAN**

### Rum and Rhythm By the Sea!

Sponsored by British Airways  
Saturday 6 August 2011, 4.00pm - 8.00pm  
The Thistle Brighton Hotel, King's Road, Brighton BN1 2GS

Sample Caribbean rums and treats courtesy of  
Barbados, Bermuda, Caymanas, Dominican Republic, Hotel Chocolat, Jamaica,  
Sandals & Beaches Resorts, St. Kitts, Saint Lucia, St. Vincent & The Grenadines,  
Virgin Holidays and many more...

Dance to pulsating Caribbean rhythms!  
Music by Tropical Elements  
Meet Celebrity Chef "Momma Cheri"  
Meet Rum Ambassador, Ian Burrell

Tickets: £25 in advance and £28 at the door. £10 for 10-17 year olds on  
proof of age at the door. Children under 10 free of charge

Win Caribbean holiday prizes!  
Great deals to the Caribbean on offer!

Book your tickets now at the Thistle Brighton Hotel  
on 01273 763 244

For further information contact the Caribbean Tourism Organisation: Tel: 0206 946 0057.  
Email: ctolondon@caribtourism.com; www.caribbean.co.uk

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## Other News:

[-CTO, NTA Ink Partnership Pact](#)

[-Caribbean Diaspora urged to "Rediscover Home"](#)

[-CTO & FCCA discuss future of Caribbean Summer Cruising](#)

[-Airline asks UK government for shift in tax burden](#)

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network have completed the one-week workshop, which focused on several aspects of journalism, including ethics and covering crime and disasters.

“The workshop was very informative. I can confidently say that I’ve learned a lot,” said Kristin John of SVG TV, one of the participants.

“This workshop was greatly appreciated. This was an eye opener for me and will allow me to be a greater asset to the radio station. I loved the session on crime and disaster reporting as it pointed out some mistakes that I’ve made in my news,” stated Felicia Hennis of Radio Anguilla.

“The four days training exercise was indeed informative and refreshing. More of this sort of training should be adopted for the benefit of young journalists and the Caribbean newsroom. As a participant I benefited tremendously as the sessions opened my journalistic skills to a new approach in making my work easier and more accurate,” added Kishawn Thomas of GBN, Grenada.

And, according to Deanzer Roberts of <http://www.whatsupcaribbean.com> : “I am very happy that I attended this workshop. Even if I have been in the field for the past sixteen/seventeen years I learned so much. Your style of teaching was good, different (and) you added humour. I cannot say more than this but to say to you, keep it up and to LIAT (and CTO), thank you.”

The BVI were perfect hosts and left a lasting impression on the participants, who have promised to return on holiday to the islands.

The 11 journalists were from Radio Anguilla; Crusader Radio in Antigua; Starcom Network and What’s Up Caribbean in Barbados; the BVI Beacon Newspaper and Virgin Islands News Online in the British Virgin Islands; Kairi FM and

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.

[READ MORE..](#)

the Chronicle Newspaper in Dominica; the Grenada Broadcasting Network; SVG Broadcasting in St. Vincent; and CL Communications in Trinidad.

In 2009 LIAT, through its Corporate Communications Department, began a strategic relationship with the CTO to provide training for media practitioners in the Caribbean. That year, two workshops were conducted in Curacao during which 15 journalists from nine countries in the LIAT network were trained. In 2010 one workshop which benefitted 12 journalists was held in St. Maarten.

## The Caribbean brings sunshine to Taste of London

Despite the English weather the Caribbean was a ray of sunshine at Taste of London at Regents Park last month. Annabelle Marshall from the Bermuda Tourist Office reported “even during the rain, people visiting the Caribbean area were in good spirits, particularly with the tastings, the music and the ever smiling exhibitors. People loved to retell their experiences of their holiday in the Caribbean. The food, drink and music all brought back memories of the Caribbean and many said they wished they were there now, in the sunshine”.

CTO organized the first ever Caribbean Pavilion at Taste of London to showcase the destinations and products through food, rum, rhythm and entertainment. The CTO continues to emphasize the many linkages between rum and the Caribbean tourism product with Ian Burrell, UK Rum Ambassador who provided rum sampling from the CTO stand.

The Caribbean Pavilion hosted the CTO together with five Caribbean countries; British Virgin Islands, Cayman Islands, St. Kitts/Nevis, St. Vincent & the Grenadines and Trinidad & Tobago, where they entertained the visitors with rum tastings, rum cake samplings, chocolate and Caribbean desert tastings and dancing Carnival girls with Steelpan music.

Secretary General Hugh Riley visited the show where he met with Ian Burrell, the UK Rum Ambassador, Annabelle Marshall, Bermuda Dept of Tourism and Caribbean Celebrity Chef, Hasan DeFour.



Rex Resorts, Jamaica and St. Lucia and Barbados also exhibited at the show on their own stands close to the Caribbean Pavilion area.

## CTO UK race s for life

The CTO UK Staff and over 20 participants from the CTO



membership took part in the 'Race for Life' for Cancer Research, which was held in Hyde Park, London, on Sunday 17 July.

Participants had to run, jog or walk a 5km (3 ½ mile) route around the park. After the race, the CTO team had a picnic in the park. Tourist boards, hotel representation companies, tour operators, public relations companies, friends and family all joined together to participate in this race

and raise money for Cancer Research.

## The Allied Corner

**Caribbean Financial Services Corporation (CFSC) is a limited liability company incorporated in 1984 by a special Act of Parliament in Barbados.**



CFSC is located in and operates out of Barbados and provides the English speaking countries in Caricom with developmental finance in the form of medium and long term loans, accompanied where appropriate by equity investments for start-ups and expansions. As a financial intermediary, the Corporation sources funds from local and international institutions and acts as a catalyst in attracting funding from other institutions through co-financing arrangements.

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