



The Official E-Newsletter of the Caribbean Tourism Organization

Welcome

Welcome to *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.

VIRTUAL CARIBBEAN

What's on OneCaribbean

Download the latest statistical review of how the Caribbean tourism industry performed in 2010 and see what the projections are for 2011 – it's on OneCaribbean.org

[Link](#)

SPOTLIGHT ON

Cayman Islands

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

The defining moment of your Cayman Islands vacation could well be that moment in time when you realise you can do as much ... or as little ...as you choose. From beach, to forest reserve, to surf park...from historic building, to bird sanctuary, to submarine there is an incredible array of attractions. Some you would expect to find in an idyllic Caribbean island and some you would not. Here, there really is something for everyone: for every age, for every physical ability and for every interest. Perfect for the solo adventurer, for the romantic get-a-way or for the "togethering" family...the Cayman Islands has your kind of adventure. Now all you have to do is choose what it will be

For more information visit www.caymanislands.ky/



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INSIDER SCOOP

Special Marketing and Media

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 to consumers and the travel trade.

[Link](#)

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Opportunities

Article Headline Goes Here HOT DEALS

Do you have a "Hot Deal" on offer?
Find out how to place this on the
home page of
www.CaribbeanTravel.com : email
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 Johnson
JohnRose to subscribe:
jjohnrose@caribtourism.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
[http://www.onecaribbean.org/
marketingintelligence](http://www.onecaribbean.org/marketingintelligence).
Contact Annette Stowe at
Annette@caribtourism.com if you
would like to be added to the email
distribution list.

THE ALLIED CORNER

Each month CTO News recognizes a
CTO Allied Member for its ongoing
efforts in creating awareness and
promoting tourism to the Caribbean
region. This month, we're highlighting
BCF.

There are more than 76,000
advertising agencies in the United
States. We're not one of them.
We are BCF. A marketing
communications firm that specializes
in developing emotionally charged,
generationally informed travel
brands.

For more information visit
www.boomyourbrand.com/

HOT DATES

Sustainable Tourism Conference (STC-12)

April 3-6, 2011

Caribbean Goes South

April 25-28, 2011

CTO Meet the Media (London)

May 17, 2011

Caribbean Week in New York

June 4-11, 2011

Gov'ts of the Caribbean State Ball

June 10, 2011

Caribbean Ball (London)

June 16, 2011

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

Improve your bottom line through Sustainable Tourism

We're into the final stretch of preparations for what is expected to be an exceptionally useful and highly rewarding 12th Annual Sustainable Tourism Conference (STC-12) in Bermuda where it's easy to "Feel the Love."



The programme has been finalised (www.caribbeanstc.com) featuring sessions where experienced presenters and facilitators will share everything from strategies for sustainable success to how to improve your bottom line through green tourism. You'll feel the love through some fascinating study tours to some of the most remarkable sites on the island.

The April 3-6 conference, organised by the Caribbean Tourism Organization (CTO,) in collaboration with the Bermuda Department of Tourism, will take you beyond the numbers and into areas of discussion on how to identify and capitalise on future trends in tourism, how to be globally competitive and how sustainable tourism can be beneficial and profitable.

Both American Airlines and British Airways are offering special fares to Bermuda for STC-12. If you have not yet registered, now is the time.

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Opportunities await you at Caribbean Week in New York

A number of great opportunities await the CTO membership at Caribbean Week in New York (www.caribbeanweekny.com) 2011, which is organised and coordinated by the CTO's marketing office in the Big



Apple. The planning committee, comprising government and private sector members and CTO staff and volunteers, has been busy putting together a programme that will deliver on CTO's mandate to engage the trade, media, consumers and the Caribbean Diaspora; to create opportunities for positive media coverage and for the sale of Caribbean holidays. Among the activities on the calendar this year is the return of the popular Caribbean Travel & Cultural Fair, where everything that's attractive about the Caribbean is on display in teasing portions. As has become the tradition, a Caribbean wedding - a highly anticipated event that draws scores of curious onlookers - will take place at the fair. There will also be an auction and a "Vacation Mart" featuring special deals for attendees wishing to purchase a Caribbean holiday.

Another important event is the Diaspora Forum where Caribbean tourism ministers and senior tourism officials exchange ideas with the Diaspora on how the Diaspora can be effective "unofficial marketers" of the Caribbean. In addition, Caribbean tourism leaders will have opportunities, both in the weeks leading up to Caribbean Week and during the week, to generate extensive media exposure for their destinations by interacting with, and engaging the media. One such opportunity comes at Media Marketplace from 3:30 to 5:30 pm on Thursday 9 June at the Marriott New York Marquis. Watch this space for additional Caribbean Week opportunities.

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Caribbean pro-ACTS-tive in Brussels



Caribbean tourism leaders are planning the next steps following the conclusion of the Annual Caribbean Tourism Summit (ACTS) in Brussels this month. As a direct result of the summit, the CTO is already preparing to participate in a seminar in May. The "EU Funding at Your Fingertips" programme is being put on by the European Training Institute and focuses on how to access funding from the EU. One of the conclusions of the 14-15 March summit was that there are various types of funding available in the EU and the Economic Partnership Agreement to support tourism-related initiatives and that there was a need to establish modalities to work together to ensure that such funding was channelled towards priority areas.

The Summit also concluded that the EPA contained specific commitments to the sustainable development of tourism and that both CARIFORUM and the EU had some distance to go before those provisions could be finalised.

The CTO Chairman, Hon. Richard "Ricky" Skerritt led a delegation of tourism leaders, including ministers from five other Caribbean countries, to Brussels to stress to the EU the importance of a policy agenda towards tourism. Meetings were held at the European Parliament and at the ACP headquarters and the two sides discussed a number of key issues, including aviation and taxation, tourism and climate change, sources of funding and how Caribbean tourism can benefit from the EPA. The CARICOM secretariat, the Caribbean Hotel and Tourism Association, as well as directors of tourism and Caribbean ambassadors in Brussels also formed part of the Caribbean delegation.

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APD announcement a "small but important victory" for Caribbean



It is seen as a small win for tourism, an important victory for the Caribbean. And the CTO has welcomed the announcement by the British Chancellor of the Exchequer that Britain would freeze the controversial Air Passenger Duty, (APD), calling the announcement "a small but important victory" for the Caribbean.

"In our various meetings with the British Government CTO opposed the idea of a Per Plane Tax for economic reasons. We asked that the existing banding system be reviewed; for no more increase in the APD and for it to be revised downwards in a new, fairer system. The Chancellor's speech gives us positive results on all three points," said the CTO Chairman, Hon. Richard "Ricky" Skerritt.

The Chairman said CTO was pleased that we have been officially invited to continue to participate in further APD consultation and that the regional tourism development agency would continue to argue that the current banding system places the Caribbean at a disadvantage.

"We will persist in our efforts to obtain a fairer system of aviation taxation that does not cripple travel to our heavily tourism-dependent region," he said. "Our advocacy on the APD is not over. All Caribbean tourism interests must continue to fight for APD reform in a manner that further removes any competitive disadvantage, and does not hamper our efforts to achieve sustainable growth in tourism, for the benefit of the people of the Caribbean."

Click on the following link to see a report on the APD. <http://www.youtube.com/watch?v=bRE-a-5o3Bk>

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CTO engages the Diaspora



The Caribbean Diaspora will play a central role in Caribbean Week in New York, both in the planning and execution stages. The CTO is working with members of the Diaspora to finalise a programme for the Week, at which the exciting holiday attributes of the Caribbean are highlighted. Members of the Diaspora sit on the planning committee and a sub-committee organising the Diaspora Forum is comprised almost exclusively of Caribbean nationals living in New York.

In addition, there are three major events that are being organised and managed by CTO partners in the Diaspora. For years, Jacqueline Johnson, CTC, the president and CEO of Global Bridal Group, has organised the Caribbean wedding at the CTO cultural fair. This year Ms. Johnson, originally from Jamaica, will again manage the event for CTO.

A new addition to the programme this year is a venture capital private equity power breakfast, where investors will hear first hand from ministers and directors of tourism and the Caribbean private sector, of the investment opportunities in the Caribbean tourism sector. This event is being organised by Felicia Persaud, the vice president of marketing and new business for Hard Beat Communications, and a prominent member of the Guyanese community in New York.

CTO will also present an evening of Caribbean couture with an elegant Caribbean fashion show on Wednesday 8 June. Designers from several CTO member countries are expected to show off some of their best designs at this event. It is being put together by Glenda Lugay, the CEO of the Beverly Hills, California-based PR

company, Top Job PR, and a native of Dominica.
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The Caribbean meets the world at ITB



The Caribbean Village village coordinated by CTO's UK office continues to be a highlight at tourism trade shows around Europe, the latest being ITB Berlin. The Caribbean Village, brightly coloured stands designed like chattel houses which surround a central area where participants come together to discuss and do business, ensures that maximum awareness is created throughout the show to increase trade awareness of the Caribbean region as a whole. CTO negotiates the rates for the booth spaces for member countries, which means they are able to get cheaper rates than if they were to deal with the event organisers themselves. In addition, the Caribbean Village acts as the focal point for a host of activities.

"I endorse it. I think it's always good for the region to be able to show strength," said Colin Piper, Dominica's director of tourism and one of the exhibitors in the Caribbean Village at ITB. "I think that the Caribbean attracts people and as a result they get to understand that there are many different and unique islands that make up the Caribbean. Dominica benefits (from it) and, as a whole, I think all the other islands do, so I continue to endorse the concept."

The "village" concept also has the support of Suriname, which, for the first time in many years, exhibited at ITB as part of the Caribbean Village.

"We want to improve the image of Suriname as a country and we want the Germans to know we are part of the Caribbean," said Karen Tjon Pian Gi, the Suriname Tourism Foundation's marketing and promotion manager. "Suriname is not well known on the German market but most people do know where the Caribbean is located and that helps us a lot."



Similar sentiments were shared by several other CTO member countries that exhibited at ITB. And, the CTO secretary general, Hugh Riley believes the concept makes sense to the membership.

"We think it's moving more and more in that direction, not just in terms of ITB but also the number of big shows that we are doing around the world. It's getting to the point where people are accepting that the Caribbean brand is bigger and stronger and better known than an individual country brand and so to come to a Caribbean Village and do business within that

context is symbolic of everything that we are trying to promote: getting people to come to a space called the Caribbean and once there you make decision about individual countries." Mr. Riley said.

This year, the number of Caribbean exhibitors was down, from 25 last year to 20 this year. But the secretary general said it did not mean the region was losing interest in the German market.

"ITB continues to be an extremely important event for the Caribbean to participate in. It brings our Caribbean countries and it brings our product in touch with buyers in Europe," he said. "The number of Caribbean exhibitors was down but it does not indicate the lessening of the importance of the European market of the show itself. It means our member countries are having to place more emphasis on what CTO does in representing their interest in places where they cannot be and ITB is one of those."

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CTO announces German media awards winners

They have worked closely with our representatives, helping tell the Caribbean's story. And at ITB Berlin it was



time to recognise their outstanding efforts at the German CTO Media Award 2010. Awards were given to the best writers and producers in four categories, including online, which was being recognised for the first time.

The first prize in the "print-newspapers" category went to Christian Eichler for his article on St. Lucia in Frankfurter Allgemeine Sonntagszeitung. Best entry in the "print-magazines" category was Elisabeth Semrad's publication about the Barbados Jazz Festival in Ärztliches Journal. Dietmar Schumann won for "Best TV & Broadcast Feature" for his ZDF contribution about life behind the tourism industry in the "dream destination", the Caribbean. The winner for best article in an online publication was Martin Cyris, who impressed the judges with his article on Dominica, published on

spiegelonline.de.

This year's winners received prize trips to the Caribbean with the compliments of TUI, airberlin and Sol Meliã. The annual CTO Media Awards at ITB rewards contributions about the Caribbean that feature current information, entertainment and journalistic quality.

To view a short video of entertainment at the media awards presentation, click on the following link:

<http://www.nosteve.com/component/jomtube/video/1281.html>

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Spotlight on German Market



The German economy has been recovering significantly with a growth of 3.4 per cent in 2010. For this year experts are expecting a moderate increase, thanks to good business and consumer climate stimulating general demand.

Tourism industry has been benefiting from this upswing as well. The number of guests travelling with German tour operators increased by 5 per cent up to 40.5 million. Unfortunately turnover developed less dynamically with a growth of 2.5 per cent to 21.3 billion euro.

"Looking at the Caribbean, 2010 figures show a slight increase by something more than 2 per cent, representing 480,000 Germans travelling to the Caribbean", Rolf Nieländer, head of CTO's German PR representative, INEX, said at ITB in Berlin.

For the current year, tour operators are confident, estimating further growth as consumers are showing increasing interest, especially in the smaller islands.

The new Air Passenger Duty of 45 euro or US\$60 is a challenge as flights to the Caribbean are getting more expensive.

"Nevertheless we are confident that these additional costs won't have a decelerating impact on the current upswing", Mr. Nieländer stated. "Other than other hand," he said, "the lack of direct flight connections would affect sustainable growth out of the German market."

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Stunning response to Caribbean related German website

INEX Communications, CTO's PR representative for the German speaking markets reported a stunning response to its Caribbean related web and social media activities. The German **website** (www.Karibik-Info.de) continues to improve. Two years after the launch, growth rates have been impressive, currently tracking about five thousand visits per month.



Additional traffic has been generated as INEX activated respective domains for Austria and Switzerland (www.Karibik-Info.at and www.Karibik-Info.ch), with the number of visitors to these sites doubling in recent months. "With its numerous additional features and special content we implemented, CTO's German website has become the most comprehensive internet portal regarding holidays in the Caribbean", INEX Managing Director Rolf Nieländer stated.

The agency expanded CTO's German internet presence by different online and social media tools to create an increasing community. The monthly **consumer newsletter** with nearly

3,000 subscribers (up 55 per cent within one year) is highly appreciated as the opening rate is constantly over 50 per cent. The monthly **media newsletter** reaches 900 journalists in Germany, Austria and Switzerland, offering a wide range of customized and up to date news as well as profound background information. The number of people following the German CTO **twitter** account (KARIBIKINFO) increased by more than 40 per cent, up to over 720.

The special Youtube-Channel, "Karibikinfo", launched last year, features 51 videos of Caribbean destinations. It has recorded 38, 200 unique viewers who have watched 53,000 single videos within the last 12 months. On **facebook** the German CTO PR representation is strongly committed, feeding two Caribbean related sites. <<[Back to Top](#)

Caribbean takes over NY Times travel show



The Caribbean brought the recent New York Times travel show to life with a dazzling display of the rich diversity of the region. The Caribbean section of the show was the largest and most exciting area on the show floor as consumers, as well as trade and media, engaged exhibitors for updates on what is new in the region.

Not only did visitors get a sense of, and feel for, the Caribbean, those who sell holidays to the region - the travel agents - got even more to work with as two members of the CTO staff made presentations at the seminars. Fernando Abreu, the deputy director of marketing delivered a presentation to travel agents on The Diversity of the

Caribbean Tourism Product and Sylma Brown Bramble, director of marketing for the Americas, spoke on Trends in Caribbean Tourism. Meanwhile, the CTO New York office has been involved in a number of other activities to increase awareness of the region to its various constituencies. CTO also participated in the Toronto Ultimate Travel Show, Boston Globe Travel Show, Philadelphia Inquirer Travel Show, and the Travel & Adventure Shows in Chicago, Washington, DC and Los Angeles. CTO works with these shows to get special rates for our government members to participate. <<[Back to Top](#)

Accra Beach receive HA plaque

Having become the first Caribbean property to be Hospitality Assured re-certified, the Accra Beach Hotel & Spa was presented with the HA plaque recently, officially confirming the hotel has satisfied the conditions. The plaque was presented to Jason Evelyne, Accra Beach Hotel's food and beverage manager and Treisha Joseph, the executive housekeeper, by CTO's director of human resources, Bonita Morgan. As positive word of the programme spreads, new businesses in other Caribbean countries, including Antigua & Barbuda, The Bahamas, Dominica and Jamaica,



are coming on board and reaping the benefits of Hospitality Assured certification.

Of course, the certification process does not come without a cost. However, in order to support businesses that would like to become certified, the CTO has secured funding from the EU/PRO€INVEST programme and the Organization of American States to support 50 per cent of the costs for certification and provide business advisor services. Businesses are urged to capitalise upon this funding support which comes to an end by September 2011.

For more information on Hospitality Assured contact Bonita Morgan (bmorgan@caribtourism.com) at CTO headquarters in Barbados. <<[Back to Top](#)

And the scroll goes to....

Who will receive the Sustainable Tourism Scroll from Bermuda as host of STC-13 in 2012? Be the first to find out by attending STC-12 in Bermuda, Details at www.caribbeanstc.com