



The Official E-Newsletter of the Caribbean Tourism Organization

Welcome

Welcome to the **October 2010: Special Conference 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 jjohnrose@caribtourism.com to express your views or offer suggestions for future content.

VIRTUAL CARIBBEAN

To get the latest statistics on the Caribbean tourism industry for 2009 and 2010, please visit the Statistics & Market Research section on www.OneCaribbean.org.

SPOTLIGHT ON

CTO News celebrates the accomplishments of one CTO member destination each month. This month our spotlight is on St. Kitts.

ST. KITTS

Welcome to the exotically beautiful island of St. Kitts. Like no other island in the Caribbean, St. Kitts seems to embody a kind of lush tropical paradise usually associated with the South Pacific.

Intoxicating natural beauty, sunny skies, warm waters, and white sandy beaches combine to make St. Kitts one of the most seductive spots in the Caribbean. St. Kitts remains uncrowded and unspoiled, famous around the world for excellent preservation of the ecosystems.

For more information on St. Kitts, visit: www.stkittstourism.com



ABOUT THE CARIBBEAN TOURISM ORGANIZATION



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INSIDER SCOOP

Special Marketing and Media Opportunities

HOT DEALS

Do you have a "Hot Deal" on offer? Find out how to place this on the home page of

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.
www.OneCaribbean.org

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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/marketingintelligence. Contact Annette Stowe at Annette@caribtourism.com if you would like to be added to the email distribution list.

THE ALLIED CORNER

The election for the Allied Members to the CTO Board of Directors was held October 10, 2010. The results returned with the 5 companies listed below:

- Afar Media - Barry Brown
- MarryCaribbean.com - Jacqueline Johnson
- May Hinds Consulting - May Hinds
- The Travel Foundation - Chris James
- Travelocity - Bryan Estep

HOT DATES

Caribbean Week in Canada
October 21-29 2010

Rum and Rhythm Toronto

October 29, 2010

Caribbean Tourism Day

November 2, 2010

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

Caribbean Tourism Organization elects St. Kitts and Nevis as new Chair



The Caribbean Tourism Organization (CTO), the Caribbean's official tourism development agency, has selected St. Kitts and Nevis for the chairmanship of the organization for the next two years.

Following a vote by the CTO's Council of Ministers, the Hon. Ricky Skerritt, Minister of Tourism and International Transport for St. Kitts and Nevis, succeeded the Hon. John Maginely of Antigua & Barbuda as the organisation's chairman.

"These are challenging times for tourism around the world, but no sector is more critical to our region's economic future," Sen. Skerritt said. "I believe that with the right leadership strategy I am confident that we can achieve our goal of establishing the Caribbean as the world's premier warm-weather travel destination, with genuinely caring people and world class products."

The vote took place on the eve of the CTO's first-ever Leadership Strategy Conference, which brings together delegates from more than 30 countries to hear from global tourism leaders and to discuss some of the key issues facing this critical sector. Sessions at the conference include security, taxes, new market development, aviation, destination branding and the growing use of social media to a tourism brand.

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Delegates urged to use CTO Leadership Strategy Conference as a "golden opportunity"

The Honourable Freundal Stuart, Acting Prime Minister of Barbados, set the tone for the CTO Leadership Strategy Conference highlighting the importance of international travel, improving aviation between the islands and the importance of emerging markets, like Brazil.

It was just one of the many thoughtful addresses by political leaders from the region. The Hon. Richard Sealy, MP, Minister of Tourism for Barbados and the Hon. Richard Skerritt, Minister of Tourism and International Transport, St. Kitts & Nevis and new Chair of CTO, offered a warm welcome to more than 300 delegates at the opening ceremony of the CTO's first-ever Leadership Strategy Conference in Barbados.



Both leaders challenged delegates to use this "golden opportunity" to reflect and chart a new course forward for the Caribbean tourism sector. With the backdrop of economic recession, they stressed the importance of addressing the key issues shaping the future of tourism: from aviation and international transport to evolving consumer expectations.

This "new normal" demands that the CTO's more than 30 member nations collaborate and take full advantage of new tourism opportunities.

Offering a warm welcome to British Airways CEO Willie Walsh, both Minister Sealy and Senator Skerritt stressed the many opportunities to collaborate over the two-day conference and take full advantage of this rich roster of speakers and sessions.

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British Airways to invest in leaders of the future



British Airways today announced the International Leaders for Business - a two year scheme to get involved in British Airways' management scheme globally. Richard Tam is an example of such a scheme.

The airline will recruit a student from the University of the West Indies, and "this will be a fantastic opportunity for a graduate," according to Willie Walsh, CEO of British Airways, and demonstrates their will to invest in leaders of the

future. "We want to create a pool of international young leaders who can return to their communities with this global expertise."

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Destination branding: be distinctive, tell a story and understand customers



"People want sanity. They want to be switched off. And they want to be challenged," said brand strategist, Tom Buncle of Yellow Railroad as he addressed the future of destination branding at the CTO Leadership Strategy Conference on Sunday, October 10th.

The world is a big place and an effective brand can define a country's personality and help support tourism and regional economic development. But you can't manufacture a country's brand, Buncle warned. Strong country brands must focus on core values, pay attention to customer perceptions and get residents' buy-in. "it's simple. It's not rocket science," he stressed.

Buncle listed the trends that will influence the future of Caribbean travel:

- Authenticity - The desire for travellers to meet the people, experience architecture, and discover nature;
- Culture - This is about sharing it. Not showing it;
- Nature - Seeking the space and silence of the natural environment;
- Relaxation & de-stress;

- Recreation & activities;
- High standards of accommodations & cuisine;
- Personal safety.

He encouraged delegates to be ruthlessly distinctive, focus on telling a story and understand how customers feel. In the end, he added, "you must live the brand and trust yourself."

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Numbers and partnership are key to airline route choices

A senior panel of airline executives gathered today at the Caribbean Tourism Organization Leadership Strategy Conference including Colm Lacy, head of networking for British Airways, Zeina Gordon president and CEO of Air Canada Vacations, and Jose Montero director of planning for Copa Airlines.



When asked what each airline judges when considering which destinations to work with, the common theme was partnership, data and understanding. Major problems described by the airlines when dealing with destinations is when destinations don't understand the airline's position, restrictions and strategy. "Learn your product" is key to airline negotiations.

Airlines are also cutting destination marketing activity and proactive support alongside airline alongside airlines was called for by the senior executives.

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Attracting the affluent Chinese market to the Caribbean



Luxury shopping, showing off and eating Chinese food. These are just some of the characteristics of the affluent Chinese traveller.

Pierre Gervois, CEO of China Elite Focus Limited delivered an entertaining and compelling presentation on targeting the modern, high-net-worth Chinese traveller. "If you have the key to unlock what is the mind of the Chinese traveller, you will win," said Gervois. "But you can't do this by using the same techniques that you would in the US or Europe."

Last year more than 50 million Chinese people travelled abroad and the rate of outbound travel is growing by 20% every year. By 2020, China will be the number one country for outbound travel with more than 100 million travellers. And today, few of these travellers have ever heard of the Caribbean.

To tap into the high-network Chinese market, Caribbean tourism leaders must offer luxury shopping and VIP experiences, including exclusive golf and gambling. Affluent

Chinese travellers like to show off: "They travel the world to be seen with other Western people. They want to meet other exclusive tourists. They don't like Western food and are intensely proud of the Chinese culture and language," said Gervois.

To appeal to the Chinese people and to create an allure for the Caribbean brand, it is important for marketers to understand the psychology of the Chinese people. And if you are successful in positioning the Caribbean as a super-premium destination for the discerning traveller, you will win wealth for the economy and people of the Caribbean.

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Destination Briefings

BERMUDA

Billy Griffith Bermuda director of tourism and Cherie-lynn Whitter permanent secretary, Bermuda ministry of tourism and transport confirmed tourism is expected to be flat overall but there has been a 30% increase in cruise visitors. On October 21st they will be announcing details of a Park Hyatt which will be on a former Club Med site. November to March in Bermuda has been designated golf and spa season under the banner "compliments of Bermuda". They are also launching a "feel the love" campaign to encourage locals to be brand ambassadors and gain a \$50 thank you for encouraging each visitor.

ST. KITTS

The Hon Richard Skeritt provided an update from St Kitts said he saw "light at the end of the tunnel" and statistics show that people are booking again from source markets. Visitors are returning with a different mind set and demanding more value at the end of their tourism experience. We have to do more with less and provide authentic cultural experiences and expectation of service and hospitality is essential. St Kitts has improved airlift significantly in past five years ahead of the curve of this airlift consolidation. Additionally, they have focused on improving the cruise spend in the island and - in the past two years has seen spending double and St Kitts rank first in a FCCA study out of 19 Caribbean islands for shopping experiences, and equal fourth for per person spend.

It was confirmed that a private air terminal at the island's Robert L Bradshaw International Airport will open in February 2011. New resorts in St Kitts will include Kittian Hill and Cockleshell Bay, and the iconic Four Seasons will be reopening.

ST. LUCIA

The government confirmed that its work to develop strategic airline partnerships and focus intensely on ten key source markets and key travellers has borne fruit. The island has a 38% increase in arrivals from the US and expects an overall increase of more than 20% by the end of 2010. Further initiatives which have generated business include a travel agency specialist programme following an industry tour of 20 USA cities and the launch of Go Bannanas aimed at families.

St Lucia is now doing quarterly consumer surveys to understand the fast-changing consumer mind-set and will be launching new programmes in the next few months under the Live The Legend brand.