



The Official E-Newsletter of the Caribbean Tourism Organization

Welcome

Welcome to the October-November 2010 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

OneCaribbean.org Update

The CTO and the Caribbean as continue to lobby against the APD which took effect 1st November, 2010. To get the latest developments on the details about the APD, the Caribbean's lobbying efforts and the CTO Report: "*The Impact of Air Passenger Duty and Possible Alternatives for the Caribbean*" please visit the News and Media Center on www.OneCaribbean.org or [click here](#).

SPOTLIGHT ON

Belize

CTO News celebrates the accomplishments of one CTO member destination each month. This month, our spotlight is on Belize!

Spectacular natural attractions and the excitement of discovering Mother Nature's Best Kept Secret draw travellers from around the globe, promising both relaxation and the richly rewarding authenticity they seek in a genuine Caribbean getaway. Nestled between Mexico and Guatemala on the Caribbean coast of Central America, Belize is one of the few remaining unspoiled places on earth.



For more information on travel to Belize, please visit : www.travelbelize.org

INSIDER SCOOP

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ABOUT THE CARIBBEAN TOURISM ORGANIZATION

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.

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

CONTACT US

Headquarters

One Financial Place
Collymore Rock, St. Michael,
Barbados
Tel: 246.427.5242
Fax: 246.429.3065
ctobarbados@caribtourism.com

New York

80 Broad Street Suite 3200
New York, NY 10004
Tel: 212.635.9530
Fax: 212.635.9511
ctoNY@caribtourism.com

London

22 The Quadrant
Richmond, Surrey TW9 1BP,
England
Tel: 011 44 208 948 0057
Fax: 011 44 208 948 0067
ctolondon@caribtourism.com

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 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 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 BarkleyREI.

BarkleyREI is a full service interactive marketing agency that specializes in tourism and travel, consumer and lifestyle brands, higher education and cultural and

digital branding, strategy and insight, user experience, creative design, web and application development, analytics, and online marketing services.

www.rippleeffectsinteractive.com

For more information on Allied Members including roles and responsibilities, visit www.OneCaribbean.org

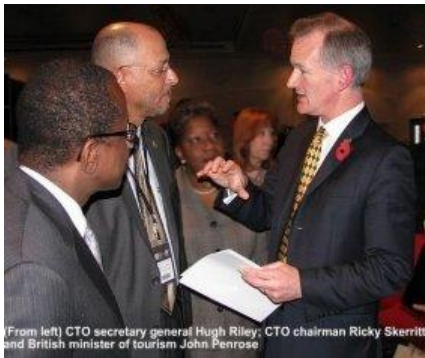
HOT DATES

STC-12 (Bermuda)

April 3-6, 2011

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

World Travel Market: Caribbean calls for new APD



British Ministers at that time to protest against the tax that has been described as “a disgrace” by BA chairman Willie Walsh.

A detailed analysis of how the controversial Air Passenger Duty (APD) tax is affecting Caribbean economies and recommendations for change has been presented to the British Government by the Chairman of the Caribbean Tourism Organisation (CTO), Senator the Hon Ricky Skerritt, the Minister of Tourism of St Kitts-Nevis.

The APD report, **The Impact of Air Passenger Duty and Possible Alternatives for the Caribbean** has been compiled by the CTO at the request of the British Treasury in follow up to a delegation of six Caribbean tourism ministers who visited London in September. Ministers from Antigua and Barbuda, Barbados, Grenada, Jamaica, St Kitts and Nevis and St Lucia met with

British Ministers at that time to protest against the tax that has been described as “a disgrace” by BA chairman Willie Walsh.

The report highlights the negative impact on Caribbean tourism and proposes a new approach to the banding structure that would divide the world into two zones, creating a more equitable relationship between the distance travelled and the taxation of emissions.

The Caribbean Tourism Organisation’s recommended alternative would be simple two-tier tax band with each band structured so that tax is charged in proportion to its Co2 impact. This would mean taxing short-haul flights in coach by an additional pound and in other classes by slightly more.

The CTO report, which has been sent to the ministries of tourism, the treasury and transportation, highlights that if HMRC Jan –March 2010 figures are used as a sample, if all economy destinations from bands C to D were moved into band B, the lost revenue would be £11.44 million, using 1 November APD

rates. However by increasing the APD economy rate for band A by just £1 the increased revenue for band A economy short haul travellers would be £14.22 million.

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Experts paint optimistic picture of British market at CTO European Marketing Forum

Three experts on tourism trends in the UK and Europe have painted an optimistic picture of the British market for the Caribbean tourism sector in 2011. A panel of media and industry practitioners concluded that the worst is over for the global economy and that the Caribbean region can look forward to an improved performance next year despite the impact of the British Air Passenger Duty (APD).

"The global recovery has begun," John Taker, the purchasing director for Virgin Holidays told dozens of Caribbean tourism ministers, directors and private and public sector officials gathered for the Caribbean Tourism Organization (CTO) European Marketing Forum.

While admitting that the APD "is a punishment that the Caribbean will have to live with for a very long time," Graham Boynton, the Daily Telegraph's travel editor, said there was hope for the region.

"While ultra long-haul is still suffering from the effects of the recession, medium long-haul is seeing recovery (and) the Caribbean is doing relatively well when compared to (other regions). The Caribbean is doing better than Australia...it is doing better than South Africa," Boynton told delegates.

However, he advised, there was a need for Caribbean destinations, individually and collectively, to communicate the realities of the region in a more dynamic manner.

Meanwhile, Daniel Pearce, editor of the travel trade magazine, TTG, unveiled exclusive research that two out three agents felt the reputation of the Caribbean had increased in the past year, and half the travel agents surveyed said they expected sales to the Caribbean to increase in 2011.

The Forum had as its theme: "2011, A Year of Opportunity or Threat?"

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CTO and ATA sign partnership agreement

The Caribbean Tourism Organization (CTO), the premier source of Caribbean tourism statistics, research and news, and the Africa Travel Association (ATA), the leading travel industry trade association promoting tourism to Africa, have signed a partnership agreement that will support both organizations' endeavors to promote tourism to their respective regions.

Through the Memorandum of Understanding, the two regions have also pledged to have each other increase business opportunities and develop sustainable tourism.

"The CTO and the ATA share many common tourism interests and challenges, including the British Air Passenger Duty, and this partnership agreement paves the way for us to support each other's ideals," said Hugh Riley, the CTO's secretary general.



Under the new partnership agreement, CTO and ATA will share reciprocal membership, offer discounted services and products, and consider a joint tourism research project. The two associations will also encourage their members to travel to and promote each other's regions as travel destinations and to participate in each other's major events, including conferences, trade shows, and congresses.

"CTO and ATA both understand the value in building a strong link between the African Diaspora and both the Caribbean and Africa and the role tourism promotion and investment can play in this process," said Edward Bergman, ATA Executive Director. "ATA is excited to partner with CTO and to learn from the association's vast experience in turning the Caribbean into one of the world's most popular destinations under the banner of the "Caribbean."

Caribbean Tourism Day: celebrating and strengthening the unifying brand



The Caribbean Tourism Organization and its member countries celebrated the annual Caribbean Tourism Day on Tuesday 2nd November. The theme "One Sea, One Voice, One Caribbean," focused on the strength of the Caribbean brand.

"The Caribbean brand is a unifying force. It celebrates the diversity of the four language groups and our range of cultural influences, while highlighting the elements that unite us. That's what we mean when we speak of One Sea, One Voice, One Caribbean," said Hugh

Riley, secretary general of the CTO.

"We want the brand to transmit the excitement of this region and to represent the elements that make the Caribbean the world's most desirable destination," added Mr. Riley.

This year, in observance of Caribbean Tourism Day, the Caribbean Media Corporation (CMC), in collaboration with CTO, aired a series of programmes on its cable channel, Carib Vision, which included a panel discussion on current issues in the industry. A number of member countries also independently engaged in the celebrations including messages from ministers of tourism, as well as various activities.

Caribbean Tourism Day is observed on the first Tuesday in November each year to raise awareness of the benefits of tourism to CTO member countries, and the region as a whole. Key objectives include raising awareness among Caribbean people of the importance of tourism in the Caribbean; enhancing the profile of the Caribbean tourism sector in the marketplace; and reflecting on the invaluable impact of tourism on the economic, social and cultural wellbeing in the Caribbean.

SG Hugh Riley's Caribbean Tourism Day Message



It is with one voice that we celebrate today all that bind us together as one Caribbean and everything that makes our region the world's most desirable tourist destination. It is as one Caribbean tourism family that we take pleasure in our diversity, and savor the near perfect blend of vibrant cultures that make for a unique holiday experience. It is as One Sea, One Voice, One Caribbean that we observe Caribbean Tourism Day today, focusing on the strength of the Caribbean brand.

The Caribbean brand is a unifying force. It celebrates the diversity of the four language groups and our range of cultural influences, while highlighting the elements that unite us. That's what we mean when we speak of One Sea, One Voice, One Caribbean.

As the global voice of 33 countries, the Caribbean Tourism Organization will continue to lead the charge to ensure that the brand transmits the excitement of this region and that it remains strong.

It is the strength of the brand that keeps the Caribbean on the minds of potential travellers during tough economic times. It's the power of the brand that attracts visitors back to our shores as they begin to travel again. This year, after a difficult 2009, we are beginning to see some upward movement in arrivals. And we predict a four to six per cent rise in visitor arrivals

As we celebrate Caribbean Tourism Day, together with our partners in the public and private sectors, we take pride in our identity as One Sea, One Voice, One Caribbean.

CTO expands use of social media to inform stakeholders

The Caribbean Tourism Organization (CTO) is taking a bold step to expand its use of new social media tools to reach, inform and educate stakeholder audiences – from members to travellers, to the news media.



A key theme at the recent Leadership Strategy Conference, the CTO facilitated discussions about social media as a cost-effective way to reach audiences. And the region's tourism development agency practiced what it promoted at the conference, contributing to that conversation on Twitter by "live tweeting" a stream of news, facts and insights during the event. CTO also engaged friends on Facebook by posting relevant news before, during and after the conference. As a direct result, the number of people who follow CTO on Twitter jumped 13 per cent.



Programmes on social media were well attended, including sessions on destination branding and the changing face of travel distribution.

Minister Ricky Skerritt, the new CTO Chairman, reaffirmed the organisation's commitment to social media during his closing remarks at the conference, pointing to the social media revolution as a way to "allow us to narrowcast our messages and build one-on-one relationships with our audiences – cost-effectively and measurably."

Over the coming months, CTO will expand upon our early success by using Twitter and Facebook to connect and engage – and in doing so, help bring friends of the Caribbean on our voyage as we launch new programmes, celebrate events and share news and information.

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World Travel Market: Travel writers and journalists honoured for stories promoting the Caribbean



The Caribbean Tourism Organization (CTO) honoured some of the best travel writers and journalists in the UK at World Travel Market (WTM) this week at its annual Caribbean Media Awards event. Awards were presented in seven categories to some of the leading journalists for their stories that help promote the Caribbean.

The award for Best Broadcast (TV and radio) Feature went to Amanda Hudson of The Travel Channel for a piece entitled *Essential Cayman Islands*. The Best Consumer Feature award was won by Jonathan Bastable of Condé Nast Traveller for a story on St. Barts entitled, **Do You Think I'm Sexy?** Bastable's colleague at Condé Nast Traveller won the Best Photojournalism Award for a photograph accompany the story. Nigel Tisdall of the Daily Telegraph copped the award for Best National Newspaper Feature for **Caribbean: A little slice of French paradise: St Barts and St Martin**; Chris Leadbeater of the Mail online took the Best Online Feature award for **The real Pirates Of The Caribbean: A postcard from Port Royal, Jamaica's 'Wickedest City on Earth**; while the Best regional newspaper feature award was won by Gabrielle Fagan of the Press Association for a piece on Antigua entitled, **Warm Glow of Wellbeing**. The final award, Best travel trade feature, was won by Joanna Booth of Travel Weekly for **Dancing in the Streets**, a piece that "really brought Trinidad carnival alive."

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Caribbean travel writing and reporting in Canada rewarded at Caribbean Media Awards

Canada's leading travel journalists were honoured by the Caribbean Tourism Organization (CTO) in two separate events, as part of recent Caribbean Week activities in Canada.

"There is a special relationship between Canadians and the Caribbean – and this is reflected in the quality of writing and photography that we see from Canada's travel media," says Sylma Brown Bramble, the CTO's director of marketing for the Americas. "The Caribbean travel media awards reflect the important role journalists play in telling Canadians about the unique and varied experiences that make the Caribbean the world's most desirable tourism destination. This includes everything from uncovering hidden gems, to discovering new cuisines and discovering the dream honeymoon."

In Montreal, the Best Travel Feature Article for a Publication or Television in English went to Michele Peterson for an article in in Air Canada OnAir/Envol entitled, **On the Caribbean Rum Trail**, while H Magazine's Frédéric Savard won Best Travel Feature Article for a Publication or Television in French award for **Cap aux Antilles, avec une grenade et un magot...** A special Martinique Award went to Éric Clément of Presse for an article entitled, **Randonnée au cœur des cultures créoles de la Martinique**.

In Toronto, Sean Mallen of The National Post was the Best on Show with an article on Grenada entitled **Taking a tyke to the tropics can be educational**. This article also copped the award for Best Feature Article in a Consumer Newspaper. The Best Feature Article in a Trade Publication award went to Josephine Matyas' **Island I Dos – Weddings & Honeymoons on Antigua** which appeared in Dreamscapes. Ms. Matyas also won the award for Best Feature Article in a Consumer Magazine with her article, **Hidden Travel Gems Antigua and Barbuda**, which appeared in Canadian Traveller. Her photograph accompanying the article won the Best Photograph in Conjunction with a Feature Article award. The Best Online Article award went to Michael DeFreitas for **A Feast For The Soul** in Travelwatch.ca, which looked at Jamaican cuisine.

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Canada feels the spirit of the Caribbean

Caribbean Week in Canada began on 21st October, in Montreal with a Caribbean Media Marketplace and Travel Media Awards Luncheon at Place d'Armes. The Caribbean Media Market provides CTO Member Governments, Caribbean hotels and private sector exhibitors with the opportunity to interact with writers from the consumer, travel trade and Caribbean press.

The week wrapped-up on Friday October 29th at the Centre for Hospitality and Culinary Arts at George Brown College in Toronto with a media marketplace and media awards luncheon, followed by the finale event – Rum and Rhythm at Andrew Richard Designs. The Rum and Rhythm Festival was a celebration of the sights, sounds, colours, culture and unique vacation experiences of the Caribbean. It capped-off the week with special guests Hon. Margaret Best, Ontario Minister of Health Promotion and Sport, and Hon. Jean Augustine, Fairness Commission for Ontario along with Hon. Glynis Roberts, Minister of Tourism of Grenada and other dignitaries from the Caribbean. The event attended by over 300 guests, featured food, drink and entertainment from across the Caribbean.

Other Caribbean Week events included: Our Future, Our Youth: The Caribbean Diaspora, an event designed to educate youth about Caribbean culture; Caribbean author readings led by Itah Sadu; and a Travel Agent Day and webinar series about Experiential Travel, Group and Incentive Travel, and Romance and Destination Weddings.



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Five million and counting



The Caribbean has been exposed to five million Canadians thanks to media coverage of Caribbean Week activities in Montreal and Toronto. And there's more to come with more stories to be published.

Some of the leading media in the two markets featured the Caribbean, as well as individual CTO member countries based on interviews conducted and leads gathered during the event. Over 30 media outlets from the Greater Montreal area and more than 50 outlets, reporters and freelance writers from Toronto - all keen to experience the Caribbean in Canada and learn more about the sights, sounds and unique travel experiences of the participating CTO member countries – attended events like Media Marketplace, news conferences and Rum & Rhythm.

While it will be a while yet before the final numbers are in, there's been a variety of stories and photos published. Highlights include a Caribbean Week promotion and feature with Mixologist Trevor Burnett on Toronto's Breakfast Television; a special section dedicated to the Caribbean in Toronto Star's travel section; excerpts from the CTO Secretary General Hugh Riley's press conference and an event wrap-up in Travel Hot News, and numerous features on the week's festivities, feature destinations and key people in Travel Courier, Travel Week, OpenJaw and Travel Video News.

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