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Instant results from State of the Industry Conference



One member country of the Caribbean Tourism Organization realised instant results from the recent CTO State of the Industry Conference held in collaboration with the St. Martin Tourist Office. The conference acted as a catalyst for a deal between St. Maarten and the regional carrier, LIAT, to promote the CTO Member Country as a major Eastern Caribbean shopping destination. Representatives from the St. Maarten Government - including the minister for tourism, economic affairs

Sept/Oct 2011 ISSUE:

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traffic and telecommunications, Hon. Franklin Meyers and the director of tourism, May-Ling Chun - met with LIAT CEO Brian Challenger and his team soon after the conference and agreed to develop a travel and shopping incentive package aimed at lowering the cost of shopping in St. Maarten for regional travellers. The incentives include reduced air fares and discounted shopping on the island.

"The initiative flowed from the CTO State of the Industry conference In St Maarten which had identified the need for promoting inter-regional travel and the importance of forging strategic partnerships in this regard," Mr. Challenger was quoted as saying in a release from the airline.

Overcoming hurdles to intra-regional travel was one of the critical issues debated at the conference. The LIAT CEO was among the panellists discussing this issue.

Presentations and photographs from the State of the Industry Conference can be found at www.onecaribbean.org.

CTO pre-WTM forum to focus on helping find customers



The Caribbean Tourism Organization (CTO) will again help prepare Caribbean tourism ministers, commissioners, directors and top public and private sector leaders for

[- WTM travel agents day](#)

[- CTO welcomes new minister](#)

CTO TV

Grenada joins the rest of the CTO membership in observing Caribbean Tourism Month in November. A series of activities has been planned, including engagement of the public on the new tourism strategy. Grenada is also pushing ahead with its tourism education programme. Here, the minister of tourism, Hon. Peter David explains some of the plans.

Click below to view: Peter David on Caribbean Tourism Month activities and tourism education in Grenada.



15 journalists from seven CTO member countries - including five from Grenada- ended a weeklong course in Basic Journalism in St. George's on 21 October. The course, jointly hosted by the Grenada Board of Tourism, the CTO and LIAT, was conducted by

anticipated European Marketing Forum. This year's much sought after pre-WTM event will focus on helping the Caribbean find customers in 2012 and beyond.

A panel of renowned industry experts has been confirmed to help Caribbean nations and brands steer tourism forward, take advantage of available opportunities now, and prepare to harness upturns and future prospects as Europe emerges from recession.

Managing director of the leading marketing and communications agency, Four bgb, Debbie Hindle, gets the show started with an explanation of how British holidaymakers are buying their trips and how they are being influenced to choose them. She will also present an introduction to recent UK industry and online trends. David Jessop, the managing director of the Caribbean Council, will provide an overview of the latest developments with the UK's Air Passenger Duty, aviation's inclusion in the EU Emissions Trading System and the growing tendency towards aviation taxation; and David Stevenson, columnist for the Financial Times will describe what is happening to the UK economy and what is happening to consumers' disposable income in 2012. Attendees will also hear from Dominic Harrison, the head of global trends at nVision Global who will present insightful consumer research on what is happening to disposable income, attitudes and spending power, and what is needed to communicate to potential travellers in 2012, while destination branding expert Tom Buncle, the managing director of Yellow Railroad, will share how other countries are presenting themselves to reach long-haul travellers next year.

The European Marketing Forum is free to all CTO members, CHTA members and visiting Caribbean delegations to WTM. It will be held on Sunday 6

CTO's communications specialist, Johnson JohnRose. Here's what some of the participants said of the workshop.

[Click below to view: Basic Journalism Course participants](#)



Patrons of Rum & Rhythm by the Sea in Brighton, UK in August certainly had a fine time, and sponsors, British Airways, were in the middle of the infectious Caribbean fun. Here are some highlights.

[Click below to view: Highlights of Rum & Rhythm by the Sea](#)



The World Travel & Tourism Council (WTTC) has announced that the CTO's sustainable tourism product specialist, Gail Henry, will be among 12 judges to decide its

Group in London and is sponsored by Virgin Holidays.

CTO Chairman to address WTM Forum

The Caribbean Tourism Organization (CTO) chairman, Hon. Richard "Ricky" Skerritt, will address a World Travel Market (WTM) forum on responsible tourism next month.



Mr. Skerritt will speak on the role of government in making tourism more sustainable. The panel, which forms part of the WTM programme for World Responsible Tourism Day, will also comprise representatives from the South African central government and the government of the Indian state of Kerala, as well as a representative from the United Nations Environment Programme (UNEP).

Sustainable tourism development was engrained in CTO's mission when the statement was crafted over two decades ago. The organization's mission statement is "to provide to and through its members, the services and information necessary for the development of sustainable tourism, for the social and economic benefit of the people of the Caribbean."

In addition, CTO has a clear sustainable tourism strategy that recognises the delicate balance between economic benefit and the preservation of assets, including natural assets. This strategy defines sustainable tourism development as "the optimal use of natural, cultural, social and financial resources for national development on an equitable and self-

2012 Tourism for Tomorrow Awards. The chief judge is Costas Christ who was the keynote speaker at CTO's Sustainable Tourism Conference in Bermuda in April. The remaining judges come from Australia, the United States of America, Mexico, Kenya, the UK, New Zealand, Kenya, India, Mongolia and the United Arab Emirates.



Gail Henry

An event flyer for the "Directors of Tourism European Meeting at WTM 2011". The flyer features the CTO logo at the top, followed by the event title and location: "South Gallery Room 11 @ Excel London, Wednesday 9 November 2011; 10:00am - 12:00pm". Below this, a list of speakers and their affiliations is provided. At the bottom, there is an agenda section with a time schedule from 9:30am to 12:00pm, and a contact email: "RSVP to abrooks@caribtourism.com by Friday 4 November 2011".

CARIBBEAN
Directors of Tourism
European Meeting at WTM 2011
South Gallery Room 11 @ Excel London
Wednesday 9 November 2011; 10:00am - 12:00pm

All Directors of Tourism, Marketing and Public Relations are invited to join CTO for an update of the European market, and meet CTO's representatives from the UK, France, Italy, Holland, Germany and Barbados. Hear potential marketing opportunities within the UK from BrandKiss, one of UK's largest marketing agencies that specialises in matching destinations with consumer brands, and Lonely Planet, the global market leader in travel guidebooks.

- > Carol Hay, CTO Director of Marketing UK & Europe
- > Richard Rigby, Four BCB (CTOPR UK)
- > Rolf Nalander, INEX Communications GmbH (CTOPR Germany)
- > Blaise Borozze and Serena Valle, Interface Tourism (CTOPR Marketing - France and Italy)
- > Harry Betist, Aviareps Tourism (CTO Holland)
- > Johnson Johnrose, CTO Communication Specialist (CTO Barbados)
- > Kirsty Trowers, Lonely Planet
- > Susanna Branchley, brandKiss

AGENDA

9:30am	Registration
10:00am	Opening Remarks from Hugh Riley - CTO Secretary General & CEO
10:10am	2011 Highlights and Plans for 2012 - Carol Hay, CTO Director UK & Europe
10:20am	Presentations by CTO Representatives
11:00am	Presentation by Lonely Planet
11:15am	Presentation by BrandKiss
11:30am	Q&A
12:00pm	Close

RSVP to abrooks@caribtourism.com by Friday 4 November 2011

experience and an improved quality of life through partnerships among governments, the private sector and communities."

The hour-long discussion will take place on Tuesday November 8th at the Excel Exhibition Centre in London, the home of World Travel Market.

CTO & IDB ink deal to launch Tourism Satellite Accounts

CTO is pressing ahead with a programme to accurately measure the impact of tourism on member countries' economies. The regional tourism development agency has signed an agreement with the Inter-American Development Bank (IDB) under which the Washington-based lending agency will fund the establishment of Tourism Satellite Accounts (TSA) in four CTO member countries. TSAs employ internationally accepted frameworks to determine the true value of tourism to countries' economies. The agreement was signed recently by the CTO secretary general Hugh Riley and the IDB's modernization of the state senior specialist, Mariko Russell.



The project entitled "Regional Tourism Satellite Account Implementation Initiative" will support work currently being done in The Bahamas, Barbados, Jamaica and Trinidad and Tobago. It aims to establish and strengthen a sustainable TSA framework in the four countries designed for extended use and modification for use in across the

~HOT DATES~

European Marketing Forum -
Telegraph Media Group, London -6
Nov. 2011

Meet & Reward the Media -
Caribbean Scene Restaurant,
London - Mon 7 Nov. 2011

Caribbean Street Party - ExCel,
London - Wed 9 Nov, 2011

Caribbean Week Toronto - 4th to
9th Dec, 2011

Rum & Rhythm Toronto - Thurs 8
Dec, 2011



Other News:

The two-and-a-half year programme will be coordinated by the CTO's division of research and information technology, and is valued at US\$860,000, with counterpart contribution from participating countries.

Hospitality Assured provides concrete benefits to tourism businesses



The Caribbean Tourism Organization's pilot certification programme in the Caribbean, HOSPITALITY ASSURED, has been deemed a resounding success by participating tourism businesses and plans are to spread the benefits across the wider Caribbean.

The pilot phase of the programme saw 48 tourism businesses from seven countries: Barbados, Bahamas, Dominica, Grenada, Tobago, Jamaica and Antigua, take advantage of the funding available from the European Union/PRO€INVEST project and the Organisation of American States and become involved in Hospitality Assured, which helped them improve their business systems and processes,

- [BVI another Caribbean gem](#)

- [BVI - A unique identity](#)

- [Caribbean update](#)

- [ABTA spotlight on the Caribbean](#)

- [See what member countries are doing for Caribbean Tourism Month](#)

Quick Links:

- [Latest Tourism Statistics](#)

- [Join CTO](#)

About CTO...

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..](#)

international business arena. Recently, key stakeholders involved in the programme met in Barbados to discuss its value and impact. Attendees at the meeting included representatives from each of the participating countries' Hotel Associations, Ministries of Tourism or Tourist Boards, as well as assessors and business advisors. There were also a number of tourism business operators who gave presentations on how the programme had positively impacted their business' operations.

At the meeting Roseanne Myers, General Manager at Atlantis Submarines (Barbados) Inc., spoke emphatically on how the process of becoming Hospitality Assured had a positive effect on staff morale across the board. The company chose to get involved with Hospitality Assured because the certification supported their business mission and offered a structured process for evaluating service excellence, from customer research, to service delivery, and it created a road map for identifying and addressing service gaps. Myers stated "at this time, in the midst of a recession, it provided a focus on service excellence that engaged and excited the staff and focused and motivated the team on a positive set of outcomes". With the complete buy-in from front line staff to senior management, Atlantis Submarines have impressively accelerated its assessment in just two months.

Also at the review session was Patrick Dankou, General Manager at YES Tourism Ltd, Tobago. YES Tourism Ltd. is one of two tourism organisations currently involved in Hospitality Assured in Tobago, and it was quite clear that the services of the Business Advisor that had been utilised during this pilot phase were invaluable. "Even though we were doing a good job with our customers, by implementing a few simple strategies and measures that we learnt from our advisor, the customer satisfaction went up in a very short time, and it helped me to open a

first one, so that saved me a lot of money” said Dankou. He also emphasised that it really is not about the certificate you get at the end, but the process a business goes through to achieve it and the “benefits that I received in a very short space of time outweighed what I invested, there is no doubt about that”.

The Hospitality Assured certification programme continues to grow from strength to strength with more and more businesses becoming interested and seeking to get involved. All service-oriented businesses, not only tourism, are able to use the Hospitality Assured service quality framework as a business enhancement tool. For example, in the Bahamas, the Chamber of Commerce has been heavily involved in supporting non-tourism businesses to engage in the programme. In Barbados, the signing of the Memorandum of Understanding (MOU) in April has seen the National Initiative for Service Excellence (NISE) support the programme together with the Barbados Hotel and Tourism Association (BHTA), which is leading by example and actually going through the process of becoming Hospitality Assured. Sue Springer, Executive Vice-President, BHTA, believed that it was important for the BHTA to also become certified, since it not only added value to the BHTA, but it also allowed the association to have first-hand experience of the programme that they are encouraging tourism businesses to join.

Compared with other business tools such as ISO9000 and Green Globe, the general consensus from all stakeholders was that Hospitality Assured is exactly what businesses needed to continually improve and make them more competitive.

Hospitality Assured is owned by the Institute of Hospitality in the UK and managed by CTO in the Caribbean, with support from the Cave Hill campus

Regional Organization for Standards Quality (CROSQ).

CTO Live Mocha off to lively start

There has been a lot of excitement surrounding the CTO's introduction of the world's largest online language learning community to its members.



CTO's Livemocha got off to a great start, with some 230 people signing up since CTO free access to the community commenced a month ago.

"Please convey our thanks to the CTO team for such a timely, practical, relevant and exciting programme," said Sharille Pink of the Jamaica Tourist Board. "Much appreciated."

CTO teamed up with Livemocha to provide free access for a year to the language learning online community, to provide all CTO members with full access to language learning in 38 languages. Livemocha offers grammar instructions, reading comprehension exercises, interactive role playing and both live and delayed interaction with other native speakers within the Livemocha community. When learners submit coursework for peer review, native speakers in that language can provide feedback on how that learner is progressing. A key aspect of Livemocha's services is that all users are encouraged to aid others in learning the languages that they are proficient in by marking and commenting on short oral and written exercises.

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(msealy@caribtourism.com) at CTO.

Grenada hosts media training workshop

CTO and its member countries, working in collaboration with the regional carrier, LIAT, continue to provide training opportunities for Caribbean journalists.



The latest batch of 15 journalists from seven CTO member countries completed a week-long workshop at the Flamboyant Hotel in Grenada on 21 October. The journalists were hosted by the Grenada Board of Tourism.



The participants were: Azara Lavia (ABS Television) and Theresa Gordon (Crusader Radio) of Antigua; Anesta Henry of The Nation Newspaper in Barbados; Tyrella Alexander (DBS Radio) and Edona Jno Baptiste (Marpin TV) of Dominica; Rickisha St. Louis and Rose Fraser of Real FM; Tawfig Obst of Flow; Asha Andall of the Informer Newspaper and Betty Ann Lazarus of the Ministry of Tourism - all in Grenada; Handell Duncan (HBTV) and Travis Chase (Guyana News Agency) of Guyana; Sanny Ensing (The Daily Herald) of St.

Renuka Singh (Trinidad Express) of Trinidad and Tobago.

Over 100 journalists from CTO member countries have received training since the region's tourism development agency began teaming up with its member counties in this exercise. More than half this number have been trained in basic journalism under an initiative which began with LIAT in 2009. As part of this arrangement, LIAT transports the participants to the host country, the CTO provides the services of its communications specialist, Johnson JohnRose, as facilitator and the CTO member country covers the ground transportation, accommodation and meal costs.

As part of the workshop, participants conduct a series of workshops with senior local officials, including tourism stakeholders, and use the information gathered in their stories. (See the "Other News" section for stories that came out of our previous workshop in the British Virgin Islands in July and hear what the participants had to say about the Grenada workshop in the CTO TV segment in the right column of this newsletter).

Courses for the Caribbean



CTO UK hosted its third Courses in the Caribbean Familiarisation Trip recently, in conjunction with British Airways, St. Kitts Tourism Authority, Nevis Tourism Authority, Anguilla Tourist Office and Antigua & Barbuda Tourist Board.

exploring the Islands of St. Kitts, Nevis, Anguilla and Antigua & Barbuda. The trip was a success and incorporated exciting excursions and site inspections, as well as networking events, where agents had the opportunity to meet with local operators and hoteliers.

All agents completed a Courses in the Caribbean Workbook, throughout the duration of the trip and the final evening included a grand finale, where agents were presented with a Certificate of Participation.



Meantime, CTO UK recently participated in one of the leading Italian Tradeshows – TTG Incontri, which took place in Rimini from 06-08 October. The show

attracted over 48,500 visitors (a 14% increase on the 2010 show) and 2,400 exhibitors participated, representing over 100 countries.

The CTO had a strong presence with a Caribbean Pavilion at the show, on which they were joined by Cocos Hotel, Antigua; Jolly Beach Resort, Antigua, Press Tours (a leading Italian Tour Operator), Turks & Caicos Islands Tourist Board and SuperClubs Breezes Resorts & Spas. The Caribbean was also represented and showcased by the following member countries– Anguilla, Aruba, Cuba, Dominican Republic, Guadeloupe, Jamaica, Martinique & the US Virgin Islands. This show allowed the CTO and it's participating members to interact and network with the Italian Market, whilst building new business relationships.

November is Caribbean

Tourism Month

The Caribbean will celebrate its vibrancy, diversity and unique holiday attributes by observing Caribbean Tourism Month in



November. CTO member countries have organised activities to bring attention to the importance of tourism to the Caribbean and to showcase the region's vibrant culture and rich heritage.

St. Kitts and Nevis, for example, which over the past six years celebrated Tourism Awareness Month in October, has moved its celebration to November to coincide with Caribbean Tourism Month. Grenada, which also observed Tourism Awareness Month in October, has shifted the celebrations to November as well. Grenada's tourism minister, Hon. Peter David, talks about the programme, as well as tourism education in schools, on CTO TV in the right column of this newsletter. Tobago's "diverse menu of activities for both residents and visitors" include a formal opening at the ANR Robinson International Airport on 31 October, Heritage Trail and "Know your Coast" tours, a secondary schools talent competition, a tourism caravan travelling across the island to highlight the impact of tourism on communities and a "Tourism's Got Talent" show among staff of the division of tourism. In addition, every Wednesday during Caribbean Tourism Month, passengers arriving at the ANR International Airport will be greeted with cultural presentations. CTO will launch the Month with a live television programme discussing the importance of tourism to the Caribbean, as well as tourism education and Total Visitor Satisfaction. This programme will air on the Caribbean Media Corporation (CMC's) cable

Time (check local cable company for listing). The CMC will also broadcast a series of other programmes, produced by CTO, during the month.

As part of the Caribbean Tourism Month programme, CTO also mounted a five-day campaign in the Daily Mirror and the Sunday Mirror newspapers in the UK. £25,000 in prizes were offered during the campaign, with support from British Airways - which provided a pair of tickets each day - Rex Resorts, Almond Resorts, the Dominican Republic Tourist Board, LaSource Grenada and Harlequin Hotels and Resorts.

The main objectives of Caribbean Tourism Month are to raise awareness among the people of the Caribbean as to the importance of tourism to the development of the region; to generate media coverage of the Caribbean and local tourism products and to celebrate the diversity of the Caribbean tourism product. The theme is One Sea, One Sun, One Caribbean, however, member countries also incorporate their own local themes into the celebration.

Travel agents to explore the Caribbean at CTO

WTM

Training

Day

UK-based travel agents will get an opportunity to discover and explore the Caribbean during a training day planned by CTO at World Travel Market. And they'll have an opportunity to win an iPad too.



9 November to include presentations about the region and interactions with key Caribbean industry partners to assist agents in selling the Caribbean, as effectively as possible in 2012. The programme also includes opportunities for the agents to network with, and learn from, a range of representatives from national tourist offices, airlines, hoteliers, ground handlers and celebrities from the Caribbean.

The day also includes a Caribbean Treasure Hunt around the Caribbean Village at ExCel, allowing agents to network with key Caribbean specialists, whilst gaining more knowledge on the region and sourcing "treasure" along the way. There will also be a prize draw where agents will stand the chance of winning a raft of prizes, including an iPad.

The training day will be followed by the CTO's three-hour Caribbean Street Party, sponsored by the Trinidad and Tobago Tourist Office, and includes the perennially popular Caribbean combination of colourful music, dancing, food and rum.

Yes, Minister

The Caribbean Tourism Organization welcomes the newest member of the CTO family.



Hon. Stephanie Balmir-Villedrouin has been appointed as Haiti's new minister of tourism. This

CTO Council of Ministers and Commissioners of Tourism. There's a strong bond between Haiti and the CTO, with Port au Prince being one of the original signatories to the agreement which established the organization.

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