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## Chapter Member Highlight



Every issue we highlight one of our chapter member hotels or hotel groups. This issue we are delighted to be looking at Marketing & Reservations International.

Marketing & Reservations International (MRI) is the sales and marketing function of rex resorts, a chain of seven stunning beachfront properties in the Caribbean. With offices in both London and Miami, MRI offices process all reservation requests for the hotels, liaises regularly with tour operator and travel agent partners, regarding promotions and offers.

MRI also manages the rex resorts website, [www.rexresorts.com](http://www.rexresorts.com), Facebook and Twitter pages, for the properties - popular avenues for discussion amongst the high number of repeat guests, rex resorts enjoys.

Regularly attending training events or calling in to train staff on the properties; running agent incentive programmes; as well as, a comprehensive online training facility at [www.rexpertsonline.com](http://www.rexpertsonline.com) are also part of the service MRI provides for rex resorts.

If you would like to hear more about rex resorts in the Caribbean, situated on the islands of Antigua, Barbados, Grenada, St Lucia and Tobago, please contact us on 020 8741 5333 or via [www.rexresorts.com](http://www.rexresorts.com)



## Incentives & Special Offers

**Have a ball with the Dominican Republic!** The Dominican Republic Tourist Board are holding a competition for agents to join them at the Travel Weekly Northern Ball in Bolton, 15th September 2011. Agents interested in obtaining a free place on the Dominican Tourist Board table for the Ball should send details of bookings made for January to the end of August 2011 to [pr.uk@dominicanrepublic.com](mailto:pr.uk@dominicanrepublic.com). To learn more about the Dominican Republic, please visit [www.domreps.co.uk](http://www.domreps.co.uk)

Stay 7 nights for the price of 5 and receive 5 days of complimentary Yoga at **East Winds Inn, Saint Lucia** during the following dates: 5-9 September, 12-16 September and 19-23 September 2011. Yoga classes take place in the garden Yoga pavilion, which is perfectly positioned to allow a free flow of gentle warm breezes for keeping muscles flexible. Also available is the use of the hotel's fitness track. Jill Hagar, Yoga instructor, has studied Iyengar Yoga for more than 16 years. Iyengar Yoga encompasses a broad spectrum of Asanas (poses) and Pranayamic (breathing) techniques including recuperative-therapeutic poses. Please contact Caribbean Expressions for more details on 01752 878 000.

**Young Island, St Vincent & The Grenadines** are offering free night winter offers on Lovers & Sailaway packages. Please contact Essential Detail for more information on 0208 977 6099.

## News from...

In another great victory for **Dreams Palm Beach Punta Cana, Dominican Republic**; the resort has earned an enviable rating of **Four Diamonds from AAA!**

In order to be eligible for the prestigious classification of Four Diamonds, the establishment must be deemed "upscale" in all areas. Accommodations are refined and stylish, and the physical attributes reflect an obvious enhanced level of quality throughout. The fundamental hallmarks include an extensive array of amenities combined with a high degree of hospitality, service, and attention to detail. There is no doubt that Dreams Palm Beach continues to meet and exceed these standards on a regular basis, so it's no surprise that they maintained this Four Diamond rating.



## Airline News

**Virgin Atlantic** will add a second weekly flight from Gatwick to **Grenada** from Monday 31 October 2011, bringing the total number of flights from the UK to Grenada each week to five: British Airways on Sunday and Tuesday; Monarch Airlines on Wednesday and Virgin Atlantic on Thursday and Monday.

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## Why join the Caribbean Training Programme?

*Leighton Glover, Sales Manager, Blue Bay Travel Ltd.  
Caribbean Training Programme Agent*

I joined Blue Bay travel in 2006 having previously worked as a manager for a large supermarket chain. Over the past few years I have been very fortunate to have visited a few Caribbean Islands.

Our company prides itself on its passion for customer service and knowledge of the properties we feature... 'We inspire people to journey beyond their expectations.'

Two years ago I enrolled in the Caribbean Training Programme (CTP) and I'm very glad that I did. Previously I thought that I had a good understanding of the Caribbean Islands; let me tell you, the CTP has opened my eyes as the Caribbean is such a diverse region with many different cultures including British, French, Dutch and Spanish influences.

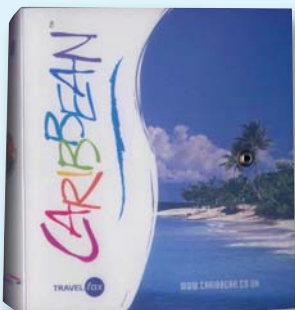
The training programme has helped me so much and I have gained confidence in my abilities in finding the right Caribbean Island for my clients; plus I'm always on hand to help my team and pass on my knowledge of certain Islands.

I have not long returned from Saint Lucia where I was lucky enough to be invited on a Luxury Fam Trip with the Saint Lucia Tourist Board; a huge thank you to them!

### A little bit about my trip to Saint Lucia...

Saint Lucia is part of the Windward Islands and bursting with the romantic energy from the majestic twin peaks of the Piton mountains, which dominate the south and overlook the rugged coastline. The island is lush and green and boasts an array of different beaches, exotic wild flowers and tropical birds. The capital, Castries, overlooks a grand natural harbour; the market is vibrant and there is a smell of warm spices and colourful fabrics. This island caters for families, groups and couples wanting a romantic break. There is great night life at Rodney Bay where you will find the most mouth watering selections of restaurants and bars. Plus if you fancy dancing the night away go to Gros Islet for Jump Up which is held every Friday, where locals and visitors dance until the early hours of the morning; the best street party I have been to. Saint Lucia is a breathtaking island showcasing stunning resorts. Whether you prefer to relax and indulge your senses in the spa or if you wish to partake in exhilarating activities with the friendly and welcoming locals, Saint Lucia offers something for everyone.

## Recommend a Friend



Recommend a friend or colleague to sign up for the Caribbean Training Programme (CTP). Don't hold back share the secret! For every referral you make to the CTP your name will be entered for a prize draw to win £50 worth of vouchers! Registration for the Caribbean Training Programme is FREE. Click here to register.

## Training Update

Register NOW with **AM Resorts** on AMRagents.com to receive exclusive news, latest promotions, brochures, special offers, webinars and more! Take their online education programme to become a 'Master Agent' and receive exclusive benefits and rewards all year long!

The **Bermuda Department of Tourism** will continue to train travel agents nationwide. Please contact [annabelle.marshall@bermutatourism.com](mailto:annabelle.marshall@bermutatourism.com) if you would like to request training or assistance with a consumer event.

**Nassau Paradise Island Promotion Board Bahamas** has launched a new online game to play with a chance to win a holiday to the Bahamas – please see:- <http://www.onlinetraveltraining.co.uk/nassauparadiseisland/game.aspx>

**The Crane, Barbados** has launched its new online training academy for Travel Agents with Travel Weekly. The academy is packed with resort information and an online training course to become a Crane expert. Please visit [www.thecraneacademy.co.uk](http://www.thecraneacademy.co.uk)

## Training Programmes

Air Europa	<a href="http://www.aireuropaexperts.com">www.aireuropaexperts.com</a>
Almond Resorts	<a href="http://www.almondtraining.com">www.almondtraining.com</a>
Barbados Tourism Authority	<a href="http://www.bajanclub.org">www.bajanclub.org</a>
Couples Resorts	<a href="http://www.gptrainingacademy.com">www.gptrainingacademy.com</a>
AMResorts	<a href="http://www.amragents.com">www.amragents.com</a>
Elite Island Resorts	<a href="http://www.agentelitetraining.com">www.agentelitetraining.com</a>
Fred. Olsen Cruise Lines	<a href="http://www.focusonfredolsen.com">www.focusonfredolsen.com</a>
Grand Pineapple Beach Resorts	<a href="http://www.grandpineappletraining.com">www.grandpineappletraining.com</a>
Grenada Board of Tourism	<a href="http://www.onlinetraveltraining.co.uk/grenada.aspx">www.onlinetraveltraining.co.uk/grenada.aspx</a>
Group Promotions Training Academy	<a href="http://www.gptrainingacademy.com">www.gptrainingacademy.com</a>
Occidental Hotels & Resorts	<a href="http://www.occidentalexpert.com">www.occidentalexpert.com</a>
Puerto Rico Tourism Company	<a href="http://www.puertoricotravelexpert.co.uk">www.puertoricotravelexpert.co.uk</a>
Rex Resorts	<a href="http://www.rexperonline.com">www.rexperonline.com</a>
Sandals and Beaches Resorts	<a href="http://www.sellingsandals.co.uk">www.sellingsandals.co.uk</a>
Sunset Resorts	<a href="http://www.gptrainingacademy.com">www.gptrainingacademy.com</a>
Saint Lucia Tourist Board	<a href="http://www.saintluciaexpert.com">www.saintluciaexpert.com</a>
St. Vincent & The Grenadines	<a href="http://www.svgacademy.com">www.svgacademy.com</a>
The Crane Barbados	<a href="http://www.thecraneacademy.co.uk">www.thecraneacademy.co.uk</a>
Trinidad & Tobago Tourist Office	<a href="http://www.learnTNT.com">www.learnTNT.com</a>
Turks & Caicos Tourist Board	<a href="http://www.turksandcaicosexpert.co.uk">www.turksandcaicosexpert.co.uk</a>

**Travel Uni** [www.traveluni.com](http://www.traveluni.com)

Antigua & Barbuda Tourism Authority  
Aruba Tourism Authority  
Bermuda Dept of Tourism  
Cayman Islands Dept of Tourism  
Dominican Republic Tourist Board  
Jamaica Tourist Board  
Jolly Beach Resort & Spa

# Product Update

Get a closer look at **Aruba's** lesser-known gem. Not many people know that for years Aruba used to be the largest exporter of aloe vera in the world – but now visitors to the island can find out more about it thanks to new free tours at the **Aruba Aloe Museum and Factory**.

**The Aruba Aloe Museum and Factory** tour gives you the opportunity to get an inside look into the production process of the Aruba Aloe products and learn all about the 160-year old history of aloe on the island. The modern facilities stand in the same fields that were already in use 160 years ago, where farmers had carefully planted the first aloe vera plants back in the 19th century.

Unlike other brands, where the substance has a smaller concentration, all Aruba Aloe products contain 100% pure aloe vera gel, which is freshly harvested and processed to give a unique moisturizing effect. Aloe also soothes and softens the skin and helps the natural healing process of damaged skin.

Aruba Aloe products are exported all over the world and they are used extensively by a number of spas across the island, including signature treatments at the Okeanos Spa at Renaissance Aruba Resort, the Larimar Spa at Radisson Aruba and the Intermezzo Day Spa at The Westin.

A short drive from Oranjestad, the capital of the island, the **Aruba Aloe Museum** is open from Monday to Friday from 8:30am to 4pm and on Saturdays from 9am to 12 noon. The tour duration is about 25 minutes and is suitable for all ages. No reservation is needed unless you are part of a large group. There is no entrance fee.

For more information on the **Aruba Aloe Museum and Factory** and its product range please go to [www.arubaaloe.com](http://www.arubaaloe.com). For more information on visiting Aruba please go to [www.aruba.com](http://www.aruba.com).

**Cap Maison, Saint Lucia** has built a deck extension for the Cliff at Cap restaurant increasing the capacity by 16 dramatic seats. They have also introduced the 'Bento on the Beach' which is a new lunch concept using designer bento boxes and a great choice of food on the hotel's Smugglers Cove beach. For more information please contact Essential Detail on 0208 977 6099.

**Cobblers Cove, Barbados** has a new contemporary look at their main bar with granite and coral stone and gorgeous new Vincent Sheppard furniture. Marble tops have been added to tables in all their suites and new soft furnishings now appear in 50% of the suites as part of a continuous upgrading programme. For more information please contact Essential Detail on 0208 977 6099.

**Curtain Bluff, Antigua** have completed the new updated look for their Junior Suites with beautiful furnishings and drapes. They have added new pool furniture with gorgeous double and single chaise lounges and there is a larger lounging area under the pool pergola. For more information please contact Essential Detail on 0208 977 6099.

October 2011 marks the 50th anniversary of the sinking of the cruise liner Bianca C in Grenadian waters. The wreck is an advanced dive site and the jewel in the crown that makes **Grenada** the Dive Capital of the Eastern Caribbean. Other marine highlights include the world's first Underwater Sculpture Park and reef and wreck dive sites close to the shore allowing two dives daily. Details of commemorative activity will soon be available at [www.grenadagrenadines.com](http://www.grenadagrenadines.com).

**Sandals Resorts International (SRI)** has underlined their sustainability credentials by launching a new environmental management programme. Sandals Earthguard powered by EarthCheck has been designed to reduce the company's environmental footprint, improve bottom line efficiencies, and increase the benefits host communities receive as a result of sustainable tourism. Sandals Resorts, in conjunction with The Sandals Foundation, the philanthropic arm of Sandals Resorts International, has launched **Reading Road Trip**, the resort company's first official voluntourism programme. Reading Road Trip is a volunteer literacy programme aimed at improving listening, reading and

comprehension skills of local children between the ages of 5 and 7 and expands on programming developed by the Sandals Foundation through their school adoption policy. Available to all guests of Sandals Resorts, Beaches Resorts and Grand Pineapple Beach Resorts aged 8 and above, Reading Road Trip is a two-hour programme that takes guests into the community to one of the Foundation's participating adopted basic and primary schools in Saint Lucia, Antigua, the Bahamas, Turks & Caicos and Jamaica to engage small groups of children in active reading strategies. Staff will be on hand to guide participants on how to engage and encourage children.



## Island Events 2011

### **International Bike Week Aruba** **30 October – 6 November 2011**

Local Harley Club 'The Terrible Tuesday Thunders' wanted to come up with a way to pay tribute to the father of the Aruban nation Gilberto Francois ('Betico') Croes – and hence the idea for a motorcycle rally was born! Aruba's inaugural International Bike Week will last for eight days and will culminate with the official '1st Lustrum Betico Memorial Ride', followed by a big Carnival-style party. [www.arubabikeweek.com](http://www.arubabikeweek.com)

### **Aruba In Style** **3-6 November 2011**

Aruba Tourism Authority is launching Aruba in Style, an annual fashion, entertainment and lifestyle event, which will take place for the first time in autumn 2011. From Gucci and Louis Vuitton to Hermès and Christian Dior, Aruba already offers some of the best designer retail offerings in the Caribbean, and the launch of the Aruba in Style event will further elevate the island's reputation, showcasing Aruba as a chic and sophisticated holiday destination.

## Disclaimer

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