

Agents**News**

Caribbean Training Programme Newsletter



Roadshows/Agent Events

Caribtours will be holding **Travel Agents Training Evenings** at the **Mandarin Oriental**:
Thursday 12 April 2007
Wednesday 23 May 2007
Thursday 12 July 2007
Lainston House, Winchester:
Thursday 17 May 2007
Please contact xaun.gardiner@caribtours.co.uk for more information.

The Essential Detail Roadshow will take place from 14 – 18 May in the following regions:
London – Dublin – Belfast – Chester – Glasgow

The Dominican Republic Tourist Board will participate in the Sol Melia Road Show in London in June.
For further information call the Dominican Republic Tourist Board on 0207 242 7778.

Jamaica Tourist Board will be holding the following events:
June – Jamaica Travel Agents Roadshow UK/Ireland
August – Jamaica (JTS) Summer Sizzla – Agent BBQ
September – Ireland Travel Agents Sales Blitz
For further information call 0207 224 0505

Resort Marketing International will be hosting a series of intimate roadshows from April 2007 across the UK. Fabulous prizes including all inclusive holidays to the Caribbean will be given away at these events. Contact Graham Hawkins at graham@resort-marketing.co.uk

SuperClubs will be participating in the Kuoni, TTG and Jamaica Tourist Board Roadshows. **Don't miss** The Daily Express Jamaica **Golf Doubles** – heats to be held nationally around the UK throughout 2007 and the final to be played at Breezes Runaway Bay in Jamaica at the end of October.

9th Annual Sustainable Tourism Conference (STC-9)

May 21-24, 2007; Grand Cayman, Cayman Islands
Theme: Health & Wellness: Communities, Environments & Economics.

The Caribbean Tourism Organisation will hold its 9th Annual Sustainable Tourism Conference (STC-9) on Grand Cayman, Cayman Islands. More information can be obtained from our website www.onecaribbean.org or call the CTO office on 0208 948 0057

Congratulations!

Well done to all entrants for the Grand Prize Draw following the CTO Caribbean Training Conference!

The lucky prize winners of Caribbean Holidays with flights courtesy of British Airways and accommodation courtesy of Rex Resorts were Rob Green of Travel City Direct and Tracey Wilkinson of Instant Holidays.

Welcome to Issue 25 of the CTP E-News

Your personal update on Caribbean news from the Caribbean Tourism Organisation.
Edited by Sonja Rogers, CTO London

Thank you to the Guadeloupe Islands Tourist Board and Hyatt Regency Grand Cayman for their articles this quarter.

Send us your comments!

The Caribbean Tourism Organisation would like to wish you all a **Happy Easter!**

This is our second e-newsletter and we are eager to receive your feedback.
Just click on srogers@caribtourism.com and send us your comments.

There's still time to catch the cricket in the Caribbean

As the ICC Cricket World Cup gets underway for the first time ever in the Caribbean, there are still opportunities to catch the action. With matches taking place over six weeks until the Final on 28th April, the Caribbean Tourism Organisation members are still offering great deals and savings on some flights, accommodation and even some match tickets.

Julia Hendry, Director of Marketing, CTO UK and Europe, said, "We are really delighted that the Caribbean region is able to host this world-class event for the first time and are very excited about the number of visitors from the UK and Ireland who will be able to enjoy the games whilst experiencing the Caribbean and its people at their best. The CTO is pleased that the superb deals, which our members are still offering, can ensure that holidaymakers and sports enthusiasts won't have to miss out on the action. The carnival atmosphere of the region really will highlight the numerous reasons why the Caribbean is such a great place to holiday".

Destination Fact File – The Islands of Guadeloupe

Guadeloupe is a true Caribbean paradise...metropolitan France. It is a string of islands dotted in the Atlantic Ocean and the Caribbean Sea and resembles a butterfly with the two islands simply separated by an arm of sea. Guadeloupe is also La Désirade, Les Saintes, Marie-Galante, Saint-Barthélemy and Saint-Martin which are the five dependencies that make up the richness of the Guadeloupe Islands.



- It's safe! The Guadeloupe Islands represent a French overseas department belonging to the European Union. Health and public safety are the same as in mainland France, and this applies to the norms in force and the currency (Euro).
- It's easy ! The Guadeloupe Islands benefit from an extremely good road network and well-developed inter-island connections, they are therefore ideal for all those wishing to stay « à la carte » and invite visitors to island hop.
- It's varied ! The Guadeloupe Islands represent a multi-faceted archipelagos. A wide choice is offered in activities as well as lodgings. It is easy to spend holidays on the different islands thanks to the regular connections by sea and air.
- It's for everyone ! The Guadeloupe Islands have something to suit all tastes and are suitable for singles, couples, families and the elderly.

Contact details :

Guadeloupe Islands Tourist Board – European office
23-25 rue du Champ de l'Alouette – 75013 Paris – France
Tel: +33 (0)1 40 62 99 07 – Fax: +33 (0)1 40 62 99 08
Email: infoeurope@lesilesdeguadeloupe.com – Website: www.lesilesdeguadeloupe.com

Fly Virgin Atlantic to Barbados

You can fly daily to Barbados from London Gatwick at 10.00am arriving in Bridgetown Barbados at 2.45pm. Use our Check In Chill Out service, and enjoy the beach before departure.

Virgin Atlantic Airways T: 08705 747 747 www.virginatlantic.com



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Chapter Member Highlight



Every issue we highlight one of our Chapter Member hotels or hotel groups. This quarter we are delighted to be looking at Hyatt Regency Grand Cayman.

Two spectacular pools. Memorable restaurants. A golf course, fitness centre, Camp Hyatt and Red Sail Sports facilities. These are just a few of the things that make Hyatt Regency Grand Cayman Beach Suites a truly inspired vacation destination, and one sure to impress even the most discerning traveller.

Featuring 53 luxurious one and two bedroom oceanview suites, all suites are a minimum 640 square feet and feature stunning views of the Caribbean Sea. Each suite is equipped with hair dryers, voice mail, cable television, radio with CD player, iPod docking stations, iron and ironing board, computer data ports, complimentary coffee and coffee makers, toasters, refrigerators, microwave ovens, individual climate control, bathrobes and complimentary in room safe. Recent refurbishment included new sleeper sofas, living room chairs, bedroom chairs, grand beds, new bedding, bathroom amenities, drapes and carpet.

Dining at the Hyatt is always a culinary delight with Hemingways Restaurant, overlooking Seven Mile Beach offering incomparable views to match the perfect dining experience. Bamboo Restaurant features authentic Japanese cuisine and is the islands hottest night spot. Britannia Restaurant overlooks Britannia Golf course.

Over \$1 million in upgrades have just been completed at the Britannia Golf Club which is the Caribbean's only signature Jack Nicklaus designed golf course.

Please visit www.hyattregencygrandcayman.com



Educationals

Essential Detail (0208 874-9534)

Jamaica Tourist Board (mail@visitjamaica.uk.com)
Jamaica Travel Specialists Fam Trip – UK & Ireland
Meet me in Jamaica – Groups and Incentive Fam
Jamaica Travel Specialists Fam Trip – UK & Ireland

Puerto Rico Tourism Office
(puertoricoeuro@prtourism.com)

Antigua & Barbuda (0207 258-0070)
Wedding & Honeymoon Fam Trip

May/October

**May
May
November**

**May, July, August
& September**

**May 18-25
November**

Flight News

On March 11, 2007 **Air Jamaica** introduced Sunday flights between Montego Bay and Curacao. Air Jamaica's state of the art A321 aircraft will continue to provide a service between Montego Bay and Curacao every Tuesday and Thursday, with the Tuesday return flight operating non-stop to Kingston.

Freedom Flights continues to expand its Caribbean routes in conjunction with the in-house Airline XL Airways, with the addition of a Gatwick – St Lucia service which will operate from 6th May. This now brings a total of 6 Caribbean destinations from the UK's leading seat only operator, offering one of the most comprehensive flying programmes to this region.

Phil Norris, Freedom Flights Sales and Marketing Director said "5 of our Caribbean flights only started last November and we are making agents aware of the excellent sales opportunities on these routes. Already, there are a number of agents who have seen a market opportunity to tie up new hotel deals to use with our flights to enable them to offer good value Caribbean holiday packages"

Alongside St Lucia, Freedom flights also operate from Gatwick to Grenada, Antigua, Tobago, Barbados and St Kitts and with return economy flight prices from £299 including fuel and taxes. Seats are also available in XLOne, a premium cabin offering generous 45 inch seat pitch.

Covered in sumptuous purple leather the new **Virgin Atlantic Premium Economy** seat is now more luxurious than ever. With ample leg room (the seat pitch is 38 inches) and an additional two degrees of recline, you can happily stretch out and notice the extra comfort. We have used the latest research & technology to design an adjustable lumbar support, a flexible headrest and a new footrest to make your flight even more enjoyable. Combined with laptop power and a redesigned table, the new Premium Economy seat is the perfect place in which to work or relax.

Choose the best isle seat

**St Lucia
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➤ Flights are with our award winning sister airline Excel Airways

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www.freedomcaribbean.co.uk

and be the first to receive product information, special offers, agent incentives, educational opportunities and promotions.

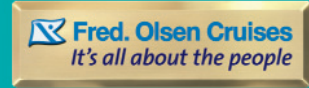
VIEWDATA-FRE Call 0870 163 3000





Balmoral will join the Fred. Olsen fleet in January 2008 and will make her first voyage to the Caribbean mid February. This 20 night cruise from Dover takes in some of the loveliest spots in the region including Antigua, St Maarten and Turks and Caicos. For Sales support call 01473 746164, email cruise.sales@fredolsen.co.uk, or visit the website www.FredOlsenCruises.co.uk for all information on Balmoral cruise programmes.

Bookings can be made via Amadeus Cruise or with Reservations on 01473 742424



Cruise News

With **Fred Olsen's** fifth ship Balmoral coming into service in under a year and spending part of her inaugural season based in Miami for Caribbean cruises, the company is keen to encourage agents to apply for a place at one of its training roadshows this year. Fifteen venues have been confirmed around the UK (plus Dublin and Cork) and agents interested in attending should contact Nicola Godson on nicola.godson@fredolsen.co.uk or telephone 01473 292282. The company also offers regular tours on its ships in UK ports and agents interested in taking advantage of one of these tours should contact Sarah Haskell in Agency Sales on sarah.haskell@fredolsen.co.uk or telephone 01473 292200.

Training News

Antigua & Barbuda Tourist Office provide in-house training to Travel Agents upon request. Call on 0207 258 0070

Claire Green of **Essential Detail** is available for agent training. Call 0208 874-9534.

Elite Island Resorts have a brand new on line training programme, www.agentelitetraining.co.uk this training course is now part of the Travel Uni training prospectus. **Occidental Hotels & Resorts** agents have just a couple of months left to win a Mercedes SLK convertible for their own personal use for a whole month absolutely free. All agents have to do is complete the Occidental Hotels on line training programme on the TTG Website. www.ttglive.com

Group Promotions have advised that **Coconut Bay Resort and Spa** will be taking part in the St Lucia Tourist Board month throughout April. For training on Couples Resorts and Sunset Resorts in Jamaica and Coconut Bay Resort and Spa in St Lucia please contact Kate Alcon on 01582 792260 or email katealcon@group-promotions.com

The Agency Sales team at **Seasons in Style** have a dedicated reservations team which looks after agents. Seasons in Style can also provide everything from product training and supplier events to educationals and marketing support. Please call Agents Reservation tel. 01244 206 000

SuperClubs have engaged The Network to conduct product training visits to Mytravel, Thomson, Independent and Consortia agencies in the Essex, Greater London, Hampshire, Hertfordshire, Lancashire, Staffordshire, West Sussex and Home Counties areas. For more information call 0208 339 4150.

TRINIDAD & TOBAGO 'TAKE SOME TIME OUT' – TRADE CAMPAIGN: JANUARY WINNERS

STAR PRIZE – A TRIP TO THE TRINIDAD CARNIVAL – SARAH MILLER – CARIBTOURS

- Goodie Bag – Stacey Elliott – Kuoni
- Goodie Bag – Ernesto – Caribworld
- Goodie Bag – M Webber – Hayes and Jarvis
- Goodie Bag – Gina Riley – Carrier
- Goodie Bag – Simon Kilner – Kuoni
- Goodie Bag – Andrew Papandreas – Kuoni
- Goodie Bag – Louise Gray – Caribtours
- Goodie Bag – Julie Collier – Best At Travel
- Goodie Bag – Melissa – Let's Go 2

FEBRUARY WINNERS

STAR PRIZE – 250 POUND SHOPPING SPREE!!! – MICHELLE LEY – TRAVEL CITY DIRECT

- Goodie Bag – David Reay – Kuoni
- Goodie Bag – Nancy Trevains – Kuoni
- Goodie Bag – John Faithfull – Trips Worldwide
- Goodie Bag – S. Ebrahim – Hayes and Jarvis
- Goodie Bag – Helen Brown – Dive Worldwide
- Goodie Bag – Claire Dixon – Carrier
- Goodie Bag – Sarah Marsh – Touchdown
- Goodie Bag – Fiona Ali Williams – Caribtours
- Goodie Bag – Bethan Williams – Travel City Direct

Recommend a Friend – Free Registration

Recommend a friend or colleague to sign up to the **Caribbean Training Programme** and earn yourself points. Registration is free with a £4.99 fee for posting and packing the training manual. Share the secret! Get them to call the CTO office on 0208 948-0057 or email sonja@caribtourism for a registration form, not forgetting to mention who gave them the recommendation so that we can send you your point(s).

Training Programme

Barbados Tourism Authority

Tel: 020 7636 9448

Barbados Specialist

Sandals and Beaches Resorts

Tel: 020 7590 0210

SABTA

www.travelweekly.co.uk/academy

Travel Weekly Academy

Cayman Islands Tourist Board,
Elite Island Resorts
Sunset Resorts

Couples Resorts,
St Lucia Tourist Board,

www.traveluni.com

Travel Uni

Antigua & Barbuda
Bermuda
Jamaica

Bahamas,
Grenada,

www.ttglive.com/Knowledge

Travel Trade Gazette – The Knowledge

Occidental Hotels & Resorts,

Superclubs

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TRINIDAD & TOBAGO
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Amended Contact Details

Harlequin Worldwide Travel

38-44 Gillingham Street
London
SW1V 1HU
Tel: 0845 450 6433

The Tourism Development Company of Trinidad & Tobago

c/o International Hotel Destination Marketing (IHDM)
Albany House, Albany Crescent
Claygate, Surrey KT10 0PF
Tel: 0800 804 8787

Property Update

Advantage Management Group have advised that **Friendship Bay Beach Resort** in **Bequia**, Grenadines has recently re-opened its doors after a major refurbishment of its rooms. **Crane Resort and Residences in Barbados** are delighted to announce that the new multi-pool complex is officially open. See www.thecrane.com or call Ruth 0208 487 9881 or email ruth@amgtd.biz

June 2007, the Marley family will open the 16-suite **Marley Resort & Spa** located on the 'less travelled' section of the famed Cable Beach in **Nassau, Bahamas**. The summer retreat of the Reggae Icon's family will welcome guests to 16 luxurious, themed suites, all of which reflect his musical legacy. For reservations and information, please visit www.marleyresort.com or guestrelations@marleyresort.com

Compass Point in **The Bahamas** re-opened its doors in January 2007 following a complete property refurbishment after standing empty for 4 years. For more information Call 0207 355 0800

Coconut Bay Resort and Spa in **St Lucia** include, Cocoland – daily schedule of fun and educational activities; 'survivor like' activities and challenges for older children and the largest water park on St Lucia. For information call Kate at **Group Promotions** on 01582 792 260

A new waters edge spa will open shortly at **Curtain Bluff** in **Antigua**. All deluxe rooms at **East Winds Inn** in **St. Lucia** are now fully air-conditioned. **Ladera Resort** in **St. Lucia** have opened 2 new dream suites with views of the Pitons. **Little Good Harbour** in **Barbados** have six new 3 bedroom Vineyard suites with fully equipped kitchens and state of the art bedrooms. For more information call 0208 874 9534.

First Choice Holiday Village Golden Beach is another brand new hotel in Playa Dorada, **Dominican Republic**. The former Jack Tar Village is now a family-oriented resort promoting itself as a 24-hour all-inclusive retreat. Donald J. Trump has chosen **Cap Cana** in the **Punta Cana area of The Dominican Republic** for his next luxury resort development. For more information call 0207 242 7778

ITG Sales & Marketing have informed of new general managers at **Nisbet Plantation** in **Nevis**, Glen Hurd & Erin Mann and a new general manager at **Settlers Beach Villa Hotel** Barbados, Vanessa Sumpter who previously worked in operations at Sugar Hill resort. For more information contact Siobhan Randles on 01895 450 710.

Starwood Hotels will manage the renovated **Martineau Bay Resort** in **Vieques, Puerto Rico**. This hotel will close in April 2007 to finalize a \$15 million renovation to transform the resort into the first **W Resort in the world**, scheduled for completion in the fall of 2007. **The Water Club** in San Juan has officially changed its name to **San Juan Water & Beach Club Hotel**. LXR Luxury Resorts' properties in Puerto Rico, El Conquistador Resort & Golden Door Spa, El San Juan Hotel & Casino and Condado Plaza Hotel & Casino, have begun extensive \$200 million worth property renovations that will take place over the next several years. For more information call 00800 7426 7426 Toll free from the UK

Sunset Jamaica Grande Resort & Spa, the legendary 730-room, all-inclusive resort in Ocho Rios, will host the 17th annual Jamaica Product Exchange (JAPEX) from April 29 – May 1, 2007. The event is sponsored by the Jamaica Hotel and Tourist Association (JHTA) and the Jamaica Tourist Board (JTB). For more information call Kate at **Group Promotions** on 01582 792 260

SuperClubs have taken over **Breezes Bella Costa** from the 1st January 2007, all the SuperClubs Breezes facilities will be in place by November 1st. For more information call Annabelle on 0208 339 4150.

The Verandah – Antigua will officially open on 29 June 2007. This beautiful new resort will be located overlooking the beach with excellent views of Dian Bay and the ocean. **Galley Bay – Antigua** will open in summer 2007 with 8 New Premium Suites. **St James's Club – Antigua** will open from Spring 2007 with 8 new Premium rooms and 4 New Suites being added to the hotels inventory. **Palm Island – The Grenadines** will open summer 2007 with 4 new Beachfront rooms as well as the new picturesque Southern Cross Villa. For more information call Graham on at **Resorts Marketing International** 0870 160 9650.

Disclaimer

While every care is taken to ensure the accuracy of the content, no responsibility is accepted for any claims or statements made in articles or advertisements appearing in this newsletter.

Welcome – New Chapter Member

Guadeloupe Islands Tourist Board – European office
23-25 rue du Champ de l'Alouette – 75013 Paris – France
Tel: +33 (0)1 40 62 99 07 – Fax: +33 (0)1 40 62 99 08
Email: infoeurope@lesilesdegadeloupe.com
Website: www.lesilesdegadeloupe.com

Island News

The twin island nation of **Antigua and Barbuda** has been named '**Best Beach Destination**' at the first Luxury Travel Reader Awards. The Luxury Travel Reader Awards recognises excellence across the world, making this a much coveted prize. Carol Hay, Director of Marketing for the UK & Europe at the Antigua and Barbuda Tourist Office, speaking of the Tourist Office's plans for 2007 said: "We are actively targeting the family market for this summer and, with so many of our beaches being in sheltered coves, this makes it an ideal holiday destination for young children. In addition, Antigua and Barbuda is now a leading destination for weddings and honeymoons, something we have actively promoted and, with the choice of marrying on a beautiful secluded beach and the top class wedding services we offer, it is easy to see why."

Leatherback Turtles find a friend in True Blue Bay Resort & Villas, Grenada:

Imagine witnessing a six-foot long – 400 pound endangered female Leatherback turtle in a natural nesting site, Levera Beach, Grenada, laying over 100 eggs. Only a few observers will be able to see this extraordinary event thanks in part to True Blue Bay Hotel and their continuing partnership with Ocean Spirits and their island wide efforts to protect one of the last enclaves of this critically endangered species. Please contact Alpheus Leisure for further details on 01252 783715

Boutique hotel, **Sivory Punta Cana, Dominican Republic** has made "**the top 10 best new hotels for romance 2007 list**" Sivory is in its first year and is the northernmost hotel on the DR's eastern coast. It is a member of Small Luxury Hotels of the World and also made Conde Nast Traveler's Hot List 2006: One of the Top New Hotels of the World. For further information call Dominican Republic Tourist Board on 0207 242 7778.

Beyonce Knowles joins the long list of rich and famous names who are choosing to vacation in the **Dominican Republic**. Beyonce recently vacationed at Casa de Campo and she enjoyed her stay so much that she accepted an offer to perform at Altos de Chavon amphitheatre this coming September. For more details contact the Dominican Republic Tourist Board on 0207 242 7778.

Island Events

Antigua & Barbuda (0207 258 0070)

April 19 – 24	Antigua Classic Yacht Regatta
April 29 – May 5	40th Antigua Sailing Week
July/August	50th Antigua Carnival Celebration

Bahamas (0207 355 0800)

May 21 – 24	Wedding Aisles... Of The Bahamas
June 8 – 29 July	Junkanoo Summer Festival

Dominican Republic (0207 242 7778)

April 13 – 14	Paloma San Basilio at the National Theatre
April 13 – 15	Caribbean Identity
June 2 – 3	Dominican Song Festival
July 1	VII World Confepaso Cup

Jamaica (0207 224 0505)

April	Jamaica Carnival
July/August	Reggae Sunfest and reggae Sunsplash

Puerto Rico (00 34 91 431 2128)

May 31 – June3	Heineken Latin Jazz Festival (www.prheinekenjazz.com)
June 20 – 24	Underwater Treasure Hunt (www.scubadiving.com/puertoricotreasurehunt)
July 22 – 28	11th Puerto Rico Salsa Congress (www.puertoricosalsacongress.com)
August 16 – 22	International 54th Billfish Tournament (www.sanjuaninternational.com)