

Welcome to your personal update on Caribbean news from the Caribbean Tourism Organisation.

Issue 37 – April 2009

Edited by Sonja Rogers, CTO London

## Travel Agents Events

**Essential Detail** will be hosting their road shows from May 11<sup>th</sup> to May 15<sup>th</sup> at locations in Aylesbury, Chester, Winchester and London. For more information please call 0208 874 9534.

**Resort Marketing International** will be hosting a series of road shows to promote their extensive portfolio of resorts throughout the Caribbean. The dates and locations are Bristol and Brighton in April, followed by Birmingham, Manchester and Newcastle in May. Please call 0870 160 9650 for more information.

**St. Kitts Tourism Authority** will be making sales visits in London, Leeds and Liverpool during the month of May and in Brighton and Doncaster during the month of June. Please call 0207 376 0881 for more details.

**Trinidad & Tobago** Game Show training nights are back! Join them for an evening of fun, food and prizes on June 23<sup>rd</sup> in Gatwick and June 24<sup>th</sup> in Southampton. Register your interest for either event by emailing Andrew on [andrew@ihml.com](mailto:andrew@ihml.com)

## Educationals

**Almond Resorts** will be hosting their first **Wedding Fam Trip** in May 2009. Anyone interested in attending please email [sales@almondresorts.co.uk](mailto:sales@almondresorts.co.uk)

### Educationals to Saint Lucia for 2009 as follows:

**MICE Fam:** 15 - 19 May

**The Saint Lucia Grand Fam:** 28 June - 05 July

**Carnival Fam:** 17 - 24 July

**Dive & Adventure Saint Lucia:** 18 - 22 September

**Wedding Fam:** 02 - 09 October

**Luxury Fam:** 15 - 22 November

**Small & Intimate Inns Fam:** 04 - 11 December

Please contact the Saint Lucia Tourist Board on [stlbinfo@stluciauk.org](mailto:stlbinfo@stluciauk.org) to register your interest.



## Destination Profile - Saint Lucia

The Land, The People, The Light sums up the picturesque island of Saint Lucia beautifully. The land is stunning with its iconic Piton peaks, lush scenery and gorgeous palm-fringed beaches not to mention the enchanting places to stay. Choose from an intimate guesthouse or boutique hotel, or perhaps a spacious villa, a luxury resort or an all-inclusive hotel. There is also a wide range of activities to satisfy even the most adventurous souls. Discover the beauty of Saint Lucia underwater at a number of dive sites along the west coast with excellent snorkelling available too. Explore the lush rainforest by quad bike, a canopy ride or zip-wire adventure. Play a round of golf or a game of tennis – the choice is yours.

Learn more about the history and culture of Saint Lucia on one of the many heritage tours. Visit Fond Latisab Creole Park and experience local traditions first-hand or visit the colourful Diamond Botanical Gardens or Fond Doux Estate, a working cocoa and citrus plantation.

Saint Lucia is renowned for the warmth and friendliness of its people which makes the island one of the most welcoming in the Caribbean. Add to this the year round tropical sunshine and you have all the right ingredients for a holiday of a lifetime. For more information, contact the Saint Lucia Tourist Board on 020 7341 7000, email [stlbinfo@stluciauk.org](mailto:stlbinfo@stluciauk.org) or visit our website [www.stlucia.org](http://www.stlucia.org)



**A cruise to one of the most beautiful regions in the world is a great way to escape to the tropics.** On a typical 14 night Caribbean cruise, Fred. Olsen visit up to ten wonderfully varied ports of call, each linked by the warm and romantic waters of the Caribbean.

For Sales support call 01473 746164, email [cruise.sales@fredolsen.co.uk](mailto:cruise.sales@fredolsen.co.uk) or visit [www.fredolsencruises.co.uk](http://www.fredolsencruises.co.uk)

Bookings can be made Online via the Travel Agents Centre, using Amadeus cruise or with Reservations on 01473 742424

**Fred. Olsen Cruise Lines**

## Agent Incentives & Special Offers

Win an all expenses paid holiday to **Barbados Beach Club!** The lucky agent who books the most rooms to the Barbados Beach Club between January and June 2009, will win a 7-night stay for two, on an all-inclusive basis. The prize includes international flights, airport transfers in Barbados and airport parking in the UK. To be in with a chance of winning this prize, please register by contacting [gemma@itgmarketing.co.uk](mailto:gemma@itgmarketing.co.uk). You will then be sent a booking form to record the bookings you make. Offer applies to bookings made from 01 January 2009 – 30 June 2009.

**British Airways Holidays** is offering 7 and 14 night packages travelling to **St. Kitts for the Music Festival** in June 2009, starting from £682 pp. Call 08444 493 0755 for more information.

**Elite Island Resorts** is offering winners of the Travel Weekly's Mystery Shopper the opportunity to drive a Porsche Boxster S. The agent who has achieved the month's best score in the Travel Weekly's Mystery Shopper, will be offered the Porsche Boxster S with a full tank of petrol, for a period of one month. This offer will run throughout 2009.

**Elite Island Resorts**, sponsors of the Virgin Holidays' V ROOM bar and lounge, has free passes up for grabs to Virgin Holidays' exclusive lounge at Gatwick Airport. Instead of hanging around a crowded, dull departure lounge start your own holiday in style with a Caribbean cocktail and watch the planes fly by. To win two passes for the V Room answer the following questions:

- What is the name of the newest resort in Antigua by Elite Island Resorts?
- Name Elite Island Resorts' private island in The Grenadines?
- When did Elite Island Resorts start sponsoring the V ROOM?

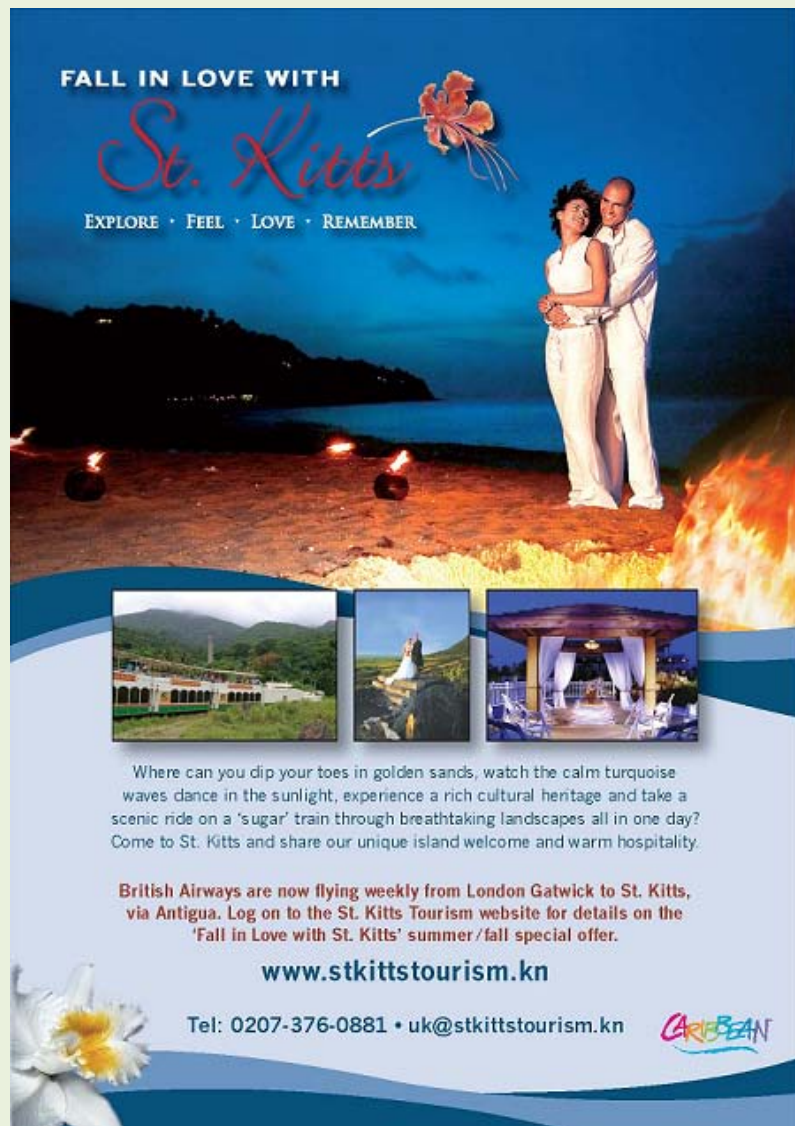
Email answers to [graham@resort-marketing.co.uk](mailto:graham@resort-marketing.co.uk)

Great special offer to the **Flamboyant Hotel, Grenada** during the months of May, June and July 2009. The offer includes a stay of 7 nights and get 1 week free and is available through all major tour operators. You may also contact High Profile PR & Marketing on 0161 929 8612 for more details.

Win a bottle of Champagne! The first 20 travel agents to make a booking for **Nisbet Plantation Beach Club, Nevis** will receive a bottle of Perrier Jouet champagne. Please email Gemma at [gemma@itgmarketing.co.uk](mailto:gemma@itgmarketing.co.uk) to report your booking.

## News From...

**Biras Creek Resort** are pleased to announce a new collaboration with **Global Hospitality Marketing Group**, who will represent the **British Virgin Islands** based resort in the UK. Global Hospitality Marketing Group will focus primarily on development of the leisure individual traveller, through close partnerships with tour operators and the travel trade. Biras Creek is comprised of 31 luxurious suites, most featuring stunning ocean views.



**FALL IN LOVE WITH**  
*St. Kitts*  
 EXPLORE · FEEL · LOVE · REMEMBER

Where can you dip your toes in golden sands, watch the calm turquoise waves dance in the sunlight, experience a rich cultural heritage and take a scenic ride on a 'sugar' train through breathtaking landscapes all in one day? Come to St. Kitts and share our unique island welcome and warm hospitality.

**British Airways are now flying weekly from London Gatwick to St. Kitts, via Antigua. Log on to the St. Kitts Tourism website for details on the 'Fall in Love with St. Kitts' summer/fall special offer.**

[www.stkittstourism.kn](http://www.stkittstourism.kn)

Tel: 0207-376-0881 • [uk@stkittstourism.kn](mailto:uk@stkittstourism.kn)

CARIBBEAN

**Emerald Isle of the Caribbean - Montserrat.** The private home of Beatles' producer Sir George Martin has recently opened to visitors as the island's newest guesthouse and restaurant. Olveston House was regularly visited by some of the world's most famous musicians including Sir Paul McCartney, The Police and Elton John when Sir George Martin was in residence. The restaurant's diverse menu will offer a selection of British favourites alongside more traditional Caribbean dishes. Additionally, the restaurant specialises in home-baked pastries, breads and desserts, local produce, beef and fish.

## Training Update

Congratulations to winners so far in 2009, who have won places on the **Take Some Time Out Trip** in November/December of this year. January's winner was Martine Elms of David Brown Travel;



February's winner was Sarah Bolton of Travel Counsellors; March's winner was Simone Claxton of Future Travel (See image)



Enjoy... Be comfortable... Be pampered & rejuvenate... Wine & dine... Have fun... Scuba Dive... Relax... Weddings, Honeymoons & Special occasions.

## Training Update

The **Winner** of the special **Couples Resorts** Valentines training was Scott Williams from TUI Weddings Department, who won vouchers for a High Street spending spree! Become one of the monthly winners by registering and learning more at [www.gptrainingacademy.com](http://www.gptrainingacademy.com)

**Steely's Spin and Win!** The Trinidad & Tobago Tourist Office is giving away prizes every month. Register for the online training on [www.takesometimeout.com](http://www.takesometimeout.com) and complete all the modules, to be in with a chance for a fantastic prize.

**Rex Resorts** are planning an educational trip later this year to visit at least two of the islands on which their resorts are based. Log on to **rexperts** and ensure you have completed all the modules, and have a chance of being invited!

## Prize Winner!

Since the launch of 'My St. Kitts', a total of 296 members have now signed up to the recently launched My St. Kitts Page on the social website, Facebook. A special travel agent promotion on the site, offered all visitors the chance to enter a prize draw, to win an exclusive St. Kitts hamper. St. Kitts Tourism Authority is delighted to announce that the winning travel agent for February was **Karen Eason of Sunshine Travel in Corsham, Wiltshire** (See Image).



## Regional Tradeshow

### Radisson St. Martin Resort, Marina & Spa, May 20 – 22, 2009

Both respective Hotel Association, "SHTA & AHSM" with the support of the two Tourism Offices "St. Maarten Tourist Bureau & the French St. Martin Tourism Office" are happy to announce the 8th edition of St. Maarten /St. Martin Annual Regional Tradeshow: SMART. This grand event for professionals in the Tourism industry features St. Maarten/St. Martin and the 12 surrounding destinations: Anguilla, Antigua, Barbuda, Dominica, Guadeloupe, Montserrat, Saba, St. Eustatius, St. Barthelemy, St. Kitts & Nevis. For more information please email: [o.louis@st-martin.org](mailto:o.louis@st-martin.org).

**TAKE SOME TIME OUT**

This could be you 'Taking Some Time Out' with Trinidad and Tobago's exciting 2009 Trade campaign!

For more information on how you could become a winner, visit ▼ [www.takesometimeout.com](http://www.takesometimeout.com)

**Congratulations to our 2008 winners!**

- January - Janet Brimble, Compass Travel
- February - Jane Zollo, Travel Counsellors
- March - Warren Craddock, Nwik Travel
- April - Sara Short, Bath Travel
- May - Pamela Rutherford, Dawson & Sanderson
- June - Kay Sanderson, Footloose Adventure Travel
- July - Liz Hicks, Newells Travel
- August - Tracy Hobson, Davis World Travel
- September - Chrissi Knights, Explorer Travel
- October - Joanne Simpson, Co-op Travel

Trinidad & Tobago  
The True Caribbean  
0800 804 8787  
[www.takesometimeout.com](http://www.takesometimeout.com)

## Training Programmes

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>
Cara Hotel Marketing	<a href="http://www.secretsgent.com">www.secretsgent.com</a>
Group Promotions Training Academy	<a href="http://www.gptrainingacademy.com">www.gptrainingacademy.com</a>
Rex Resorts	<a href="http://www.rexpertsonline.com">www.rexpertsonline.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>
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	<a href="http://www.traveluni.com">www.traveluni.com</a>

Antigua & Barbuda Tourist Office  
Aruba Tourism Authority  
Bahamas Tourist Office  
Bermuda Dept of Tourism  
Cayman Islands Dept of Tourism  
Elite Island Resorts  
Grenada Board of Tourism  
Jamaica Tourist Board  
Jolly Beach Resort  
Occidental Hotels & Resorts

Travel Trade Gazette - The Knowledge [www.ttglive.com/knowledge](http://www.ttglive.com/knowledge)  
Occidental Hotels & Resorts  
SuperClub

## Property Update

**Coconut Bay Beach Resort & Spa, Saint Lucia** were in TripAdvisor® 2008 Travelers' Choice® awards Top 10 Best Hotels for Families in the Caribbean. Please visit [www.cbayresort.com](http://www.cbayresort.com) or contact Group Promotions on 01582 792 260 for further information.

**Curtain Bluff, Antigua** have completed new décor and furnishings in the main restaurant and bar. The beach bar has also been upgraded and all deluxe rooms and 12 of the bluff suites have new spa-bathrooms. For more information contact Essential Detail on 0208 874 9534.

**Elite Island Resorts** has enhanced the quality and comfort of their in house spas at St. James's Club Antigua and Long Bay Beach Resort in Tortola. Both spas have been refurbished and now boast superb rejuvenating and relaxing areas. For more information contact Resort Marketing International on 0870 160 9650.

Iberostar Hotels & Resorts has now opened its third property in **Jamaica, the Iberostar Rose Hall Grand**, to add to its two other properties in Jamaica, the Iberostar Rose Hall Beach Hotel and the Iberostar Rose Hall Suites, all of which are situated 20 minutes from Montego Bay Airport.

**Little Good Harbour, Barbados** - the owners of this increasingly established hotel and the Fish Pot Restaurant have acquired and are tastefully renovating the Atlantis Hotel on Barbados' East Coast. For more information contact Essential Detail on 0208 874 9534.

In January, **SuperClubs Resorts** announced its strategic decision to "realign, elevate and expand" its Breezes brand. This November, the Grand Lido Negril Resort & Spa will be renamed Breezes Grand Negril Resort & Spa. The Grand Lido Braco Resort & Spa will be changed to Breezes Rio Bueno Resort & Spa and the transformation of Starfish Trelawny to the new Breezes Trelawny will also take place in November.

2009 has seen the launch of Almond's newest restaurant, **The Great House**. The Great House is a grand plantation house restaurant that sits high above the **Almond Smugglers Cove Resort** with panoramic views of the sea and treetop canopy. The Great House is being acclaimed as one of Saint Lucia's finest Asian-Caribbean Fusion restaurants. Although not part of Almond's all-inclusive restaurant portfolio, guests at both Almond Morgan Bay and Almond Smugglers Cove will receive a credit to be used at the restaurant. There will also be a bar and night club under the restaurant

**True Blue Bay, Grenada** has recently completed the refurbishment of its 29 standard rooms, using a modern, bright colour palette. The 73 room boutique resort is also offering a number of year round 7 night theme packages including: Solo Dive weeks, Farm & Garden tours, Surf & Turf adventure packages. Contact [sharon@eyes2market.co.uk](mailto:sharon@eyes2market.co.uk) for more information.

**Young Island, St. Vincent** on-going refurbishment has included rebuilding plunge pools with a stunning blue finish like the main hotel pool plus new bedspreads and soft furnishings in some of the cottages. For more information contact Essential Detail on 0208 874 9534

## Welcome New Chapter Member

### Biras Creek Resort

c/o Global Hospitality Marketing Group  
21 Broadway  
Maidenhead, Berks  
SL6 1NJ  
Telephone: 01628 418165  
Fax 01628 676798

## Island News/Events

Some of the world's most iconic and legendary musicians are set to perform on the small, luscious tropical gem of Saint Lucia at the prestigious **Saint Lucia Jazz 2<sup>nd</sup> – 10<sup>th</sup> May 2009**. The festival held every May brings together the rich, dusky tones of jazz, sensuous soul, cool calypso beats and world rhythms from some of the greatest artists in the music industry, and attracts music lovers from all corners of the globe. A thrilling line up this year includes Chaka Kahn, Patti Labelle, R&B star George Duke and the infamous rock 'n' roll legends Chicago for one of the best parties in the Caribbean. For full details visit [www.stlucijazz.org](http://www.stlucijazz.org)

Award winning singer songwriter, Regina Belle, has been announced as one of the top headliners for the 13<sup>th</sup> annual **St. Kitts Music Festival** to take place from June 25<sup>th</sup> to 27<sup>th</sup>, 2009. Originally known as the "The Shak Shak Festival", the St. Kitts Music Festival, held at the world class Warner Park Stadium in the capital, Basseterre, brings together a mix of musical styles for all ages in a family friendly festival ambience. Against a background of glorious weather, stunning beaches and a spectacular natural landscape, world renowned musicians together with local and Caribbean acts combine to make the St. Kitts Music Festival an experience like no other.

Raffles Resort, Canouan Island are pleased to announce the launch of the first annual **Raffles Canouan Classic amateur Golf Tournament**. The tournament will be held November 22<sup>nd</sup> to 28<sup>th</sup> 2009 at the Trump International Golf Club in Canouan Island, **St. Vincent & The Grenadines**. For more information please email [saleseu.canouan@raffles.com](mailto:saleseu.canouan@raffles.com)

**The Rastafari Indigenous Village** (MBJ) is a cultural theme park showcasing the life of the Rastafari of Jamaica. It is located in the



Montego River Valley, in the Parish of St. James. Visitors are guided through the growth and the journeys of the Rastafari and their messages to the world, from inception

to present time, outlining their history and culture. For more information please visit [www.rastavillage.com](http://www.rastavillage.com)

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