

Agents **News**

Caribbean Training Programme Newsletter

CARIBBEAN

www.caribbean.co.uk

Welcome to CTP Issue 51

Your personal update on Caribbean news from the Caribbean Tourism Organisation.

Courses in the Caribbean (St. Kitts, Anguilla, Antigua)



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

Tourism Authority. This was an amazing 10 night trip, with 16 enthusiastic agents, 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.



Educationals

Jamaica Tourist Board and Sandals Resorts to Jamaica
30th October to 3rd November.

Almond Resorts to Barbados & Saint Lucia
planned for Autumn 2011. To show interest in attending please email: team.almond@almondresorts.co.uk

Almond Resorts and Barbados Tourism Authority to Barbados
24th November to 30th November.

Cara Hotel Marketing to the Dominican Republic
4th December to 8th December

CTO Travel Agents Day @ WTM 2011



Calling All CTP Travel Agents /Homeworkers/ Tour Operator reservation staff!!

You are invited to the Caribbean Tourism Organisation (CTO) **Travel Agents Training Day at World Travel Market 2011 on Wednesday 9 November 2011, from 10am – 5pm** where you will have the opportunity to network with Caribbean Ministers of Tourism and government officials, airlines, hoteliers, ground handlers and celebrities from the Caribbean region.

We have planned an educational, informative and fun day which will start with presentations on the Caribbean, a **hosted lunch** followed by a **Caribbean treasure hunt** in the Caribbean Village area.

You will be able to **win fantastic prizes to the Caribbean** and to round it off you will **be entertained at our popular Caribbean Street Party** in association with Trinidad & Tobago Tourist Office.

To join this promotion, please contact Ann-Marie Brooks on 0208 948 0057 or abrooks@caribtourism.com for a registration form.



TRINIDAD & TOBAGO
The True Caribbean

WTM VIP Agent's Party

Trinidad & Tobago are set to bring a taste of carnival to the UK on Wednesday 9th November. 'Jump' in T&T's mini carnival alongside our VIP's and celebrities to the after party hosted at the Caribbean Scene restaurant; expect dancing, costumes, rum and good food. Turn up the Heat this November with T&T!!

Amazing prizes and goodies up for grabs.

Secure your invite by completing the online training programme www.learnntt.co.uk or contact Martha Grady martha@amglttd.biz

Win an amazing 7 night all-inclusive holiday for two people to Antigua or Jamaica!

To enter go to caribbean.co.uk 

Terms and conditions apply.



Destination Profile – Cuba



With a coastline surrounded by tranquil waters, Cuba continues to be that same seductive island which one day appeared before a Genoese sailor, eager to unearth its unknown treasures. Its charms are as many as its different shades of green, a mixture of cities and natural landscapes, of sensual dances and songs. It is relaxed but lively, with the exotic aroma of fruits and the flavour of rum.

With its colonial-style towns and cities, its magnificent countryside, its attractive surrounding seabed, its varied culture, and its people, widely renowned for their uniquely hospitable character, Cuba reveals itself to the world, with generosity and pride in its many charms and attractions.

Museum cities of extraordinary charm can be found all over the island: Old Havana, Cienfuegos; Trinidad and Camaguey, are all well worth a visit for their history and their World Heritage Status.

This is not just another typical holiday island. This is Cuba, authentic and unique.

Shopping Basket:

1litre still water: CUC1.00

Tobacco: The best tobacco in the World is found in Cuba.

Box of Romeo & Julieta (10 cigars): CUC168.00

Box of Montecristo (10 cigars): CUC106.00

Cristal beer, bottle: CUC1.50

Incentives & Special Offers

Grenada Board of Tourism is running a Love2Shop competition - with up to £3,000 worth of vouchers to be won over the next nine months.

To be eligible, agents need to log their Grenada 'holiday' bookings (hotels must be included) at grenada@eyes2market.co.uk. The first £1000 is up for grabs. Bookings need to have been made between 1st August and 30th October. Terms & conditions apply.

The **Barcelo Marina Palace Hotel** is currently offering guests a complimentary upgrade to ocean view rooms (subject to availability) and a meal in the **Barceló Cayo Libertad Club Premium******

Along with these exciting added values Barcelo Hotel is offering agents the chance to win 7 nights for 2 adults in this fantastic resort. To win simply answer the below question:

How many a la carte restaurants are in the **Barceló Marina Palace?**

- a) 6
- b) 3
- c) 2

Email responses to a.brady@barcelo.com

Guests who book a Luxury Included® holiday at the beautiful **Sandals Halcyon Beach St Lucia** between the 1st September and 31st October will receive either a **FREE catamaran cruise or a horseback riding excursion** courtesy of Island Routes Caribbean Adventure Tours. This amazing offer is valid for travel between 1st September - 28th December 2011 and 1st May – 27th December 2012.

Sandals Resorts are offering **savings of up to 30% plus one free night**; for a Luxury Included experience for the entire family, **Beaches Resorts** is offering fantastic **savings of up to 35%**; **Grand Pineapple Beach Resorts** is offering **discounts of up to 45%** at the newly renovated Grand Pineapple Beach Antigua.

Welcome New Chapter Member

Hitched.co.uk

Unit 7, Stanhope Gate,
Stanhope Road, Camberley, Surrey GU15 3DW
T: 0844 8800011
W: www.hitched.co.uk

Barceló Hotels & Resorts

Barcelo UK, PO Box 8510, Hinckley, Leicestershire LE10 9AY
T: 07713 388692
E: a.brady@barcelo.com
W: www.barcelo.com

Canouan Resort & The Grenadines Estate Villas

Canouan Island, St. Vincent & The Grenadines
T: 07530 878 591
E: Patrice.Vanlsacker@canouan.com
W: www.canouanresort.tv



Complete Caribbean Brochure out now
Call our **Caribbean Experts** on 01423 531 031

Training

Almond Resorts are delighted to announce the launch of the new upgraded Online Training Site.

If you haven't yet completed the online training, please visit us at www.almondtraining.com

There are 6 fun and interactive modules to test your knowledge of Almond Resorts.

PLUS, everyone who completes and passes all 6 modules by the 15th October 2011 will be entered into a prize draw to WIN a Fam Trip place!

Visit Almond Resort at World Travel Market Stand No CA205 and enter their 'Lucky Dip' Prize Draw.

Almond Resorts training event: Thomas Cook Retail, Borehamwood - 26th Oct

Trinidad & Tobago Tourist Office is proud of their bespoke training program www.learnntt.co.uk which over the past few years has given agents an interactive learning experience that rewards participation and supports agents in selling these diverse islands. Due to the success of this training program it has been decided to update the site and make it an even better online support network for T&T's valued agents. Learn Trinidad & Tobago is not just about the training modules, T&T will be upgrading the site to allow it to become a one stop shop for all trade related activities, destination updates, roadshow dates, events Trinidad and Tobago will be participating in, support to agents enquiries and better still even more chances to win places on FAM trips and other not to be missed prizes. Register on www.learnntt.co.uk and look out for the all-new agents training program designed to please you the agents.

Cara Hotel Marketing's four nights educational will be hosted by Sales and Marketing Manager Kevin White and will include product managers from TUI Specialist, Lotus Group, Holiday Genie, Kuoni, Destinology and Caribtours.

Departing Sunday the 4th December from London Gatwick to Punta Cana international airport and returning Thursday 8th December.



During this trip the group will be staying at; Dreams Punta Cana, Zoetry Agua Punta Cana, Secrets Royal Beach & Spa/ Now Larimar and Dreams La Romana Resort & Spa. There will also be an excursion to nearby Soana Island and a visit to nearby hotel Dreams Palm Beach. All travel & transfers during this trip will be provided by Amstar.

Other training events from Cara Hotel Marketing:

Agents training with Letsgo2 in New Malden	17 Oct
TTG Birmingham	17 Oct
Agent Training at Trailfinders, Birmingham	18 Oct
TTG Nottingham	18 Oct
TTG Leeds	19 Oct
Travel Counsellors TV Training	1 Nov
Lusso Brochure Launch Event: Harrogate (2 Nov), London (15 Nov), Knutsford (17 Nov) and Belfast (24 Nov)	
Travel Counsellors Conference in Birmingham	18-20 Nov

Sandals & Beaches Resorts training events:

Training day at the Holiday Inn, Kings Lynn	1 Nov
Training day The Novotel, Ipswich	1 Nov
Training day at the Source, Sheffield	10 Nov

Air Passenger Duty

Air Passenger Duty (APD) is a tax which is charged to passengers flying from the UK. It is a crucial issue that has been the focus of tireless lobbying by the CTO, private sector and travel trade partners, Caribbean High Commissions, and the Diaspora.

The current banding system places the Caribbean at a disadvantage and the CTO will continue in its efforts to obtain a fairer system of aviation taxation that does not cripple travel to the Caribbean region. View the documentary film on "A Tax Too Far" on Youtube <http://www.youtube.com/watch?v=uLmeYGMyiN>

NEWS from...

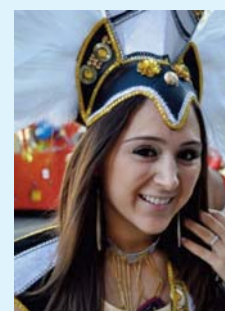
Sandals' 30th anniversary - the evolution of all-inclusive

2011 sees the arrival of Sandals' 30th anniversary. This significant anniversary celebrates the fact that Sandals Resorts was founded thirty years ago (27 November 1981), when Sandals Montego Bay in Jamaica was opened. Since then Sandals founder and Chairman Gordon "Butch" Stewart has heralded many sector 'firsts', and changed the face of the all-inclusive genre at the outset.

Trinidad & Tobago Tourist Office is pleased to announce they now have a newly appointed dedicated team here in the UK. Trinidad and Tobago will be heading into 2012 with the new team bringing new ideas and trade initiatives and a wealth of industry knowledge. The new team is Victoria Taylor, Sales and Marketing Manager, Martha Brady, Marketing Executive and Natalie Duggan, PR Manager.

Feel free to contact the team:

Victoria Taylor Victoria@amglttd.biz;
Martha Grady Martha@amglttd.biz;
Natalie Duggan Natalie@amglttd.biz



Victoria Taylor
Sales & Marketing
Manager

Training Programmes

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

Travel Uni

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

The Almond branded black cabs will be in and around London, raising awareness of the Caribbean as the holiday hotspot of choice. Almond commissioned a photographer to snap the taxi alongside iconic London landmarks to bring some Caribbean colour to the city landscape.

Almond Resorts are also pleased to announce their partnership with Specsavers, as the prize partner for their 2011 Spectacle Wearer of the Year Awards. The overall winner of Britain's biggest spectacle fashion-fest will jet off on a two-week premier all-inclusive holiday for two to an Almond Resorts of their choice, on either Barbados or St Lucia. The partnership has been extended to the Specsavers magazine distributed in the UK and Ireland.

The industry welcomes the opening of a new resort in Tobago this November. The **Magdalena Grand Beach Resort** is located within the exclusive Tobago Plantations community, adjacent to the 18-hole championship golf course. Following a \$25million renovation of the former Hilton, the Magdalena is set to become Trinidad & Tobago's premier resort, offering an array of facilities for families, couples and groups. The 200 luxury rooms and suites all face the ocean and guests will enjoy a variety of dining options around the resort. A number of UK tour operators will be featuring the resort, with bookings open from early November.

The **Barceló Marina Palace******* hotel, in the well-known tourist destination of Varadero, is located opposite the most important sports marina in Cuba, the Marina Gaviota.

Situated on the beachfront of a wonderful beach that runs for around 2 km, with fine white sand and crystal-clear water, the hotel boasts 548 rooms divided into beautiful Junior Suites and spectacular Suites.

The Barceló Marina Palace***** has services and facilities including **6 restaurants**, 3 of which are à la carte which require no reservations, 5 bars (including the "Club Hemingway" lobby bar open **24 hours**), **3 swimming pools for adults (2 with jacuzzi), one wading pool** and a **children's area in the main pool, a wellness area with a jacuzzi and sauna**, and a variety of sports facilities. All this with the guarantee of the "**Barceló All Inclusive**" programme, with meal service, **Cuban beverages and a selection of international drinks** 24 hours a day.

For guests who want to enjoy a totally exclusive setting the hotel can set aside an area for adults only (starting 1 November 2011): **Barceló Cayo Libertad Club Premium*******

Airline News

From 4 November 2011, Air France will be launching two weekly services from Paris-Charles de Gaulle to Guadeloupe and Martinique. The airline will also be increasing flights to the French Caribbean from Paris-Orly this winter, with up to 26 flights a week to Guadeloupe and Martinique. Air France also offers a wide range of flights from the UK – including London City and Heathrow, Birmingham, Manchester, Glasgow, Edinburgh and Aberdeen - and connections on Caribbean flights.

Thomson Airways will be extending its flights to Aruba from Gatwick until the end of November (previously until October) while for 2012 flights will begin earlier than usual, from March instead of May.

From 30 October 2011 KLM will increase flights to Aruba from two to five times per week. Direct flights to Aruba will depart from Amsterdam Schipol on Tuesdays, Wednesdays, Thursdays, Fridays and Sundays. UK travellers can catch flights to Amsterdam Schipol from 19 UK airports, including London, Birmingham, Manchester and Glasgow.

Caribbean Video Gallery

The Caribbean Tourism Organisation has launched its online Video Gallery on its website [caribbean.co.uk](http://www.caribbean.co.uk). Visitors to the website can view videos on CTO events, destinations and hotel properties. The videos are powered by Exposure4, a CTO UK Chapter media member. To view the video gallery visit <http://www.caribbean.co.uk/Videogallery.aspx>

Events

Trinidad and Tobago will shortly be announcing their all-new 2012 programme of events. Agents can expect to be blown away with a journey of colour, sound and visually pleasing experiences with cultural traditions and tastes from our award winning culinary fusion.

Sandals Resorts will be holding the Sandals Agency of the Year quiz nights at locations across the UK throughout the rest of October with the final being held on the 22-23 October. Sandals will also be at the Luxury Travel Fair, Olympia London, 3rd- 6th November.

In the Caribbean Region –

True Blue Bay Resort, Grenada - Mermaid Party Fete October 23rd

From noon by True Blue Pool. BBQ and fabulous cocktail specials.

Take the opportunity to be a mermaid or merman! Come and try the tail and have a swim.

Prices for the best looking mermaid, mermaids and merman!

Bring the whole family for a day of Fun!

Bianca C 50th Anniversary at True Blue Bay Resort! October 26

Get Wrecked Party at Dodgy Dock from 7pm until 1am. There will be drinks and food specials. Dress for the occasion!

There will also be prizes for the most wrecked and the best wrecked; and picture opportunity at the bow of the Dodgy Wreck.

Caribbean Guides

Request free copies of the '**Your Guide to the Caribbean 2012**', '**Caribbean Wedding & Honeymoon Guide 2012**' and the '**Caribbean Dive Guide 2012**' by sending an email to ctolondon@caribtourism.com or by telephone on 0208 948 0057.

The guides are packed with information on all our member countries and industry partners. You can also download an electronic version of the Guides from www.caribbean.co.uk



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