



The Official E-Newsletter of the Caribbean Tourism Organization



Welcome

Welcome to the October issue of the *CTO News*, the Caribbean Tourism Organization's e-newsletter. We welcome your feedback. Please feel free to e-mail us at ctofeedback@lhammond.com to n Marketing Forum provides a medium for industry debate at.

FEATURES

Saint Lucia Welcomes CTO Ministers and Commissioners For October Meetings

A number of important presentations from tourism industry leaders and experts will be made to regional tourism policy makers and technicians at this month's Caribbean Tourism Organization (CTO) Business Meetings in Saint Lucia.

Caribbean To Exhibit at World Travel Market

The Caribbean will feature prominently at World Travel Market (WTM) 2009 from 9 – 12 November at Excel exhibition and conference centre in London.

Caribbean Week in Canada Offers Regional Cuisine, Sensational Rum and Live Entertainment during "Caribbean Rum & Rhythm"

In celebration of the Caribbean's award-winning rums, Caribbean Week in Canada will feature the second annual "Caribbean Rum & Rhythm" event on Friday, 30 October from 6:00 – 9:00 p.m. at the Fermenting Room in Toronto's Distillery District.

Tour Guide Train-the-Trainer Workshop in Jamaica

The CTO, in conjunction with the HEART Trust-NTA of Jamaica, conducted a regional Tour Guide Train-the-Trainer workshop in Kingston, Jamaica recently. **READ MORE »**

St. Martin Offers Taxi Driver Training

At the request of the Collectivite de Saint-Martin, CTO conducted two 20-hour workshops for 27 taxi drivers in St. Martin, as part of this country's drive to train all of its taxi and bus drivers.

IN THIS ISSUE

- Saint Lucia Welcomes CTO Ministers and Commissioners For October Meetings
- Caribbean To Exhibit at World Travel Market
- Caribbean Week in Canada Offers Regional Cuisine, Sensational Rum and Live Entertainment during "Caribbean Rum & Rhythm"
- Tour Guide Train-the-Trainer Workshop in Jamaica
- St. Martin Offers Taxi Driver Training
- CARIBSAVE Partners Symposium - Nassau, The Bahamas
- CTO Reporting on Chapter News
- Tapping into the Lucrative Niche of Weddings and Honeymoons

INSIDER SCOOP

Special Marketing and Media Opportunities

HOT DEALS

Do you have a "Hot Deal" on offer? Find out how to place this on the

CARIBSAVE Partners Symposium - Nassau, The Bahamas

The second CARIBSAVE Symposium was held on 21 and 22 September, 2009 at the Sheraton Nassau Beach Hotel in the Bahamas.

CTO Reporting on Chapter News

As part of the reorganization of the CTO Chapters' system, the travel agent members have now an opportunity to participate in an online platform to continue their education and awareness of the Caribbean tourism product.

Tapping into the Lucrative Niche of Weddings and Honeymoons

The Caribbean Tourism Organization will feature a travel agent workshop detailing the wedding and honeymoon market at Caribbean Day in New England on Friday, 6 November, from 3:00 pm – 5:00 pm.

VIRTUAL CARIBBEAN

OneCaribbean.org Update

You can now advertise on OneCaribbean.org! The Caribbean Tourism Organization is now offering you the opportunity to get your message in front of the more than 30,000 visitors who come to onecaribbean.org each month (50 percent are unique visitors), who spend more than 20 minutes browsing the site and downloading over 15,000 copies of the top 20 files on the site monthly. Find out more at <http://www.onecaribbean.org/advertise/default.aspx>.

SPOTLIGHT ON

ANTIGUA & BARBUDA

CTO News celebrates the accomplishments of one CTO member destination each month. This month, our spotlight is on Antigua & Barbuda!

Journey into the heart of the Caribbean and discover the sister islands of Antigua and Barbuda. Translucent turquoise waters gently lapping against 365 white and pink sand beaches are just the beginning of the treasures that await visitors. As one of the world's top tropical destinations, accommodations range from trendy, boutique hotels to all-inclusive resorts which are complimented by a rich cultural heritage as well as diverse recreational activities that ensure an authentic Caribbean experience. For more information on travel to Antigua & Barbuda, please visit online at www.antigua-barbuda.org.

ABOUT THE CARIBBEAN TOURISM ORGANIZATION

The Caribbean Tourism Organization (CTO), is headquartered in Barbados with marketing operations in New York, London and Toronto. The CTO is the Caribbean's tourism development agency and comprises membership of over 30 member governments as well as a myriad of private sector entities.

The CTO's mission is to provide to and through its members, the services and information needed for the development of sustainable tourism for the economic and social benefit of the Caribbean people. The organization provides specialized support and technical assistance to member countries in the areas of marketing, human resource development, research and

home page of
www.CaribbeanTravel.com:
e-mail Annette Stowe at
Annette@caribtourism.com.

MAKE PUBLIC RELATIONS WORK FOR YOU!

Be sure you are on our distribution list for "Hot Tip" publicity leads from top media outlets looking to promote the Caribbean. Contact Susannah Gregory at Lou Hammond & Associates to subscribe:
susannahg@lhammond.com.

STAY IN THE KNOW

The Tourism Executive Brief is your source for invaluable industry intelligence provided by the CTO to members and their strategic partners and by visiting www.onecaribbean.org/marketintelligence. Contact Annette Stowe at Annette@caribtourism.com if you would like to be added to the email distribution list.

SPECIAL OFFER TO EXHIBIT AT LUXURY TRAVEL EXPO

Luxury Travel Expo has partnered with the Caribbean Tourism Organization to offer additional exposure for its members to North American luxury travel advisors. Members can exhibit at the annual event, being held 1-3 December, 2009 in Las Vegas. Please direct inquiries to Alicia Evanko at aevanko@questex.com or visit www.LuxuryTravelExpo.com.

THE ALLIED CORNER

Each month CTO News recognizes a CTO Allied Member for its ongoing efforts in creating awareness and promoting tourism to the Caribbean region. This month, we're highlighting Air Jamaica Limited.

Air Jamaica Limited plays a significant role in the Caribbean tourism industry. Air Jamaica offers service between Jamaica and Toronto, New York (JFK), Chicago (O'Hare), Baltimore, Philadelphia, Orlando, Fort Lauderdale, Curacao,

statistics, information technology and sustainable tourism development. The CTO disseminates information on behalf of its member governments to consumers and the travel trade. www.OneCaribbean.org

HOT DATES

Caribbean Week in Canada

23 October – 1 November 2009

Rum & Rhythm in Boston

6 November 2009

For more information on events, contact ctony@caribtourism.com

Havana and Nassau, as well as service between New York and Grenada. The staff members are from culturally diverse backgrounds representing the different Caribbean Islands and other countries around the world. Air Jamaica Limited aims to provide all customers with service that represents its trademark Lovebird Hospitality - warm smiles, friendly voices, and Caribbean pride. www.airjamaica.com

For more information on Allied Members including roles and responsibilities, visit www.onecaribbean.org.

CONTACT US

Headquarters

One Financial Place
Collymore Rock, St. Michael, Barbados
Tel: 246.427.5242
Fax: 246.429.3065
ctobarbados@caribtourism.com

Canada

2 Bloor Street West, Suite 2601
Toronto, Ontario M4W 3E2, Canada
Tel: 416.935.0767
Fax: 416.935.0939
ctotoronto@caribtourism.com

New York

80 Broad Street Suite 3200
New York, NY 10004
Tel: 212.635.9530
Fax: 212.635.9511
ctoNY@caribtourism.com

London

22 The Quadrant
Richmond, Surrey TW9 1BP, England
Tel: 011 44 208 948 0057
Fax: 011 44 208 948 0067
ctolondon@caribtourism.com

Saint Lucia Welcomes CTO Ministers and Commissioners For October Meetings

A number of important presentations from tourism industry leaders and experts will be made to regional tourism policy makers and technicians at this month's Caribbean Tourism Organization (CTO) Business Meetings in Saint Lucia.

Ministers, Commissioners and Directors of Tourism will hear from professionals from both the aviation and sea transport regarding critical issues of inter-regional travel during the 25 – 27 October meetings.

An investment thought-leader will provide regional tourism leaders with information on financing options for the tourism industry. Other sessions will include a presentation on ways to significantly improve the cruise visitor experience in the Caribbean.

The Ministers, Commissioners and Directors of Tourism will gain an update on the global economic climate's impact on Caribbean tourism as well as a glance into future forecasts.

The October Business Meetings will feature gatherings of the CTO Council of Ministers and

Commissioners of Tourism, Board of Directors, comprising both the public and private sectors, and various technical committees. These business meetings precede the FCCA conference, where Ministers, Commissioners and Directors of Tourism are expected to attend.

Caribbean To Exhibit at World Travel Market

The Caribbean will feature prominently at World Travel Market (WTM) 2009 from 9 – 12 November at Excel exhibition and conference centre in London.

Member countries of the Caribbean Tourism Organization (CTO), as well as the private sector, will exhibit at WTM, described as the largest tourism trade show in the UK.

CTO will coordinate the “Caribbean Village” on behalf of its members, and will host a number of events to ensure delegates have the opportunity to meet the trade media.

“Throughout the event, we are actively working with our public and private sector membership to ensure maximum awareness is created throughout the show to increase trade awareness of the CTO UK Chapter and the Caribbean region as a whole,” said Carol Hay, the CTO's director of marketing for the UK/Europe.

In addition to ensuring the Caribbean gets maximum benefits from the show, the CTO provides a focal point to pre-WTM activities, including the much anticipated European Marketing Forum. This year, the forum, which is attended by Ministers and Directors of Tourism and representatives of every sector of the industry, will be held on 8 November at Glaziers Hall in London Bridge.

“The European Marketing Forum provides a medium for industry debate at the most senior level on topics that are relevant to the Caribbean's tourism industry,” said Ms. Hay.

For the first time this year, CTO will host a Food, Rum & Rhythm showcase in the British Capital on Saturday, 7 November. The gala will celebrate the sights and sounds, colours, cuisine and best rums of the Caribbean.

“This new and exciting event will be held at the world famous Vinopolis in London where we will showcase Caribbean food and entertainment with the support of the Caribbean governments, private sector partners and rum companies to promote its products and services to the media and general public in the UK,” adds Hay.

CTO will hold its annual “Host & Reward the Media” on Monday, 9 November. This event is meant to ensure that CTO's entire public sector membership, as well as major exhibitors, have the opportunity to network and meet the trade press to discuss new developments in the region and to honour media who've helped to promote the Caribbean through their articles, television programmes and online.

Caribbean Week in Canada Offers Regional Cuisine, Sensational Rum and Live Entertainment during “Caribbean Rum & Rhythm”

In celebration of the Caribbean's award-winning rums, Caribbean Week in Canada will feature the second annual “Caribbean Rum & Rhythm” event on Friday, 30 October from 6:00 – 9:00 p.m. at the Fermenting Room in Toronto's Distillery District. The ticketed event will include a sampling of premium Caribbean rums and rum cocktails displayed by master distillers, celebrity chefs and mixologists, musical performances and a silent auction featuring “one of a kind” vacations to the Caribbean. Industry

professionals will be onsite educating guests about the Region as well.

Flavored rums will be paired with enticing Caribbean cuisine from Dutch, English, French and Spanish influences. Live musical performances will include Clarinetes Magicos from the Dominican Republic, Boss & The Horse Power Band from Anguilla, and Joy Lapps and the Dance Caribe Performing Company will showcase the sounds and dances of the Caribbean throughout the evening. Additionally, entertainers including interactive folkloric duet, Martinique Sunrise, and the Danza Fiesta Group from Puerto Rico will present.

Participants are encouraged not to miss the silent auction benefiting the Caribbean Tourism Organization (CTO) Foundation. All guests must be at least 21 years of age. For more information and to purchase tickets, visit www.caribbeanweek.ca or call 416-935-0707 to speak to a representative from the Caribbean Tourism Organization.

Tour Guide Train-the-Trainer Workshop in Jamaica

The CTO, in conjunction with the HEART Trust-NTA of Jamaica, conducted a regional Tour Guide Train-the-Trainer workshop in Kingston, Jamaica recently. Twelve experienced tour guides from across the region participated in the intensive programme, which sought to strengthen skills in the practical aspects of tour guiding, including group management techniques, preparing and delivering an effective commentary, organizing different types of tours and communication/presentation skills. The workshop trainers were Iris Barry, a WFTGA trainer from Scotland and Paulette Spence-Hines of Jamaica.

The workshop was accredited by the World Federation of Tourist Guide Association (WFTGA) and financed by the Organization of American States (OAS), the HEART Trust-NTA and the CTO. This is the second tour guide train-the trainer programme organized by the CTO, giving the Caribbean a total of 19 persons certified by the World Federation of Tourist Guide Association as Level Eleven trainers. These trainers will be used to facilitate the practical component of a Certified Regional Tour Guide Training Certified programme that will be offered by education institutions as a Caribbean Vocational Qualification. The CTO is working with the HEART Trust-NTA in Jamaica, with funding support from the OAS, to develop curriculum and resource materials for the certificate tour guide training programme, which is intended to raise the level of professionalism of tour guides across the Caribbean. The programme is slated for 2010.

St. Martin Offers Taxi Driver Training

At the request of the Collectivite de Saint-Martin, CTO conducted two 20-hour workshops for 27 taxi drivers in St. Martin, as part of this country's drive to train all of its taxi and bus drivers. The first training was held during the week of 7 – 11 September, 2009, and focused on topics such as The Importance of Tourism to the Caribbean and St. Martin, Principles of Quality Customer Care, and Understanding and Appreciating Cultural Differences. The main facilitator was CTO's Director of Human Resources, Mrs. Bonita Morgan. A second workshop was held from 5 – 9 October, 2009, targeting 30 taxi drivers, and was facilitated by Mrs. Morgan in collaboration with Ms. Silvine John of the Ministry of Tourism in St. Martin and other local presenters.

CARIBSAVE Partners Symposium - Nassau, The Bahamas

The second CARIBSAVE Symposium was held on 21 and 22 September, 2009 at the Sheraton Nassau

Beach Hotel in the Bahamas. The Symposium was built on the success of the Oxford Symposium held at the University of Oxford in June and July of this year. Representatives from 15 Countries and key regional organisations attended the symposium, at which CTO's sustainable tourism product specialist, Gail Henry, presented.

The Symposium, which was opened by Hon. Vincent Vanderpool-Wallace, The Minister of Tourism and Aviation for the Bahamas, dealt with climate change in the Caribbean focusing on the following key areas:

- Consensus building
- Vulnerability awareness raising
- Identification of national and regional needs, vulnerabilities and adaptive capacities
- The dissemination of the initial Risk Atlas and Vulnerability Profiling phase of CARIBSAVE
- The discussion of core priorities and individual nations' impacts
- Linking support networks across ministries, nations, destinations and regional organisations
- Identification of funding for Caribbean nations to address climate change impacts

The main outputs of the Symposium were pragmatic action priorities. An enhanced understanding was gained of the impacts and challenges of climate change on tourism and the building of consensus on actions and funding for addressing the impacts and challenges of climate change on tourism and related sectors in the nations of the Caribbean Basin. Actions and funding opportunities for the benefit of individual countries across the Caribbean Basin were identified, discussed and prioritised.

Recently received seed funds from DFID are being used for activities, including the establishment of protocols and frameworks for the implementation of work on two pre-pilot destination sites, in the Bahamas and Jamaica. This work on the pre-pilot sites is focused on the links between climate science, the physical impacts of climate change and the implications of climate change at stakeholder, national development and sustainable livelihood levels across a range of sectors in destinations. The work will form the basis of a region-wide phase of key objectives of CARIBSAVE, and the development and implementation of practical strategies to address climate change in the region. In addition, the funds are contributing to a series of consensus building and fund raising activities and events, along with capacity building workshops across the Caribbean region.

If you would like more information on the CARIBSAVE Partnership you may wish to visit www.caribsave.org, or email admin@caribsave.org.

CTO Reporting on Chapter News

A CTO Chapter Board Members meeting will take place in Boston, Massachusetts as part of the events of the Caribbean Day in New England on Friday, 6 November 2009. The meeting offers an opportunity for Chapter Presidents and Board members to talk about issues affecting the operation of the Chapters and seek solutions, the community of travel agents, share stories of meetings, seminars and other programs that would help bring more awareness and education of how to effectively sell the Caribbean tourism product and to discuss the work plan for 2010.

Tapping into the Lucrative Niche of Weddings and Honeymoons

The Caribbean Tourism Organization will feature a travel agent workshop detailing the wedding and honeymoon market at Caribbean Day in New England on Friday, 6 November, from 3:00 pm – 5:00 pm. The workshop is located at Café Escadrille at 26 Cambridge Street in Burlington, MA. This comprehensive hands-on presentation will be delivered by a Weddings & Honeymoons expert,

Jacqueline Johnson, CTC, President of www.MarryCaribbean.com

. Johnson will focus on all elements of the market from identifying where to reach the betrothed to understanding how to cost a wedding, to selecting the ideal Caribbean destination for the wedding. How to create, sell and promote remarkable vacation packages for this niche market will also be covered in the session.

The Weddings and Honeymoon market generates over \$161 billion dollars annually. On average US consumers spend approximately \$5 billion on Destination Weddings and \$9 billion on honeymoons. This market has seen a 400% growth in the last ten years, and the Caribbean is well poised to continue to increase its market share. The Workshop will be presented to a select group of travel agents invited by CTO and its member countries.

Learn why Aruba is considered by couples as the perfect destination for their wedding. Katie Kennedy from the Aruba Tourism Authority will present an overview on this niche market and the "One Cool Honeymoon" program for honeymooners. Also presenting will be Annie DeVeer with The Aruba Renaissance Resort in Aruba.

To ensure you continue to receive CTO News, please add our address to your safe sender list. Please do not reply to this email. The Caribbean Tourism Organization values our relationship with our members and partners and their privacy. Please send any comments, suggestions or complaints or let us know if you wish to no longer receive this publication to ctoNY@caribtourism.com