



The Official E-Newsletter of the Caribbean Tourism Organization



CARIBBEAN

## Welcome

Welcome to the May 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](mailto:ctofeedback@lhammond.com) to express your views or offer suggestions for future content.

### **Second Annual Caribbean Tourism Summit (ACTS) Program in Development**



Taking the lead from last year's successful inaugural event, the Second Annual Caribbean Tourism Summit in Washington, D.C., June 8–10, 2009, will include meetings on Capitol Hill as well as internal strategic meetings involving the public and private sector decision makers of the CTO and CHTA.

ACTS provides a major forum in which to focus on the economic future of the Caribbean by engaging political leaders, financial decision-makers and investors. One of its primary objectives is to bring the services industry in the region, of which tourism is a part, to the forefront of development discussions.

This year's agenda is in development and includes a short list of key issues affecting the Caribbean. Topics of discussion include the economic impact on tourism, Cuba initiative, legislation on meetings and incentives, trade between the Region and the U.S. and U.S. customs and immigration. Focal points will also include sustainable energy, social development, technology projects and greening.

For more information, please visit [www.onecaribbean.org](http://www.onecaribbean.org).

**Booth and Chef Commitment Still Needed for Caribbean Week in New York: Caribbean Fair and Caribbean Treats**

The sights, sounds and tastes of the Caribbean are returning to New York during the **Caribbean Travel & Cultural Fair** and **Caribbean Treats: Food, Rum & Rhythm**, Caribbean Week's most sought after events taking place on Thursday, June 11 at the Manhattan Center on 34th Street at 8th Avenue.

CTO is encouraging members to register for a booth for these events and is offering a discounted rate for reserving booths at both events. CTO is also seeking chefs to participate in the festivities bringing island flavor to consumers from the New York area and beyond.

The Caribbean Travel & Cultural Fair will be held from 10:00 a.m. to 4:30 p.m. and is a consumer event, free and open to the public. The Fair showcases musical and dancing performers, arts & crafts, celebrity chef tastings, the sale of Caribbean vacations at special rates and a Caribbean Wedding sponsored by [MarryCaribbean.com](http://MarryCaribbean.com). Caribbean Treats: Food, Rum & Rhythm will kick-off at 6:30 p.m. and feature a selection of the Region's award-winning rums along with food sampling, live music and more.



Participation is available on a first come, first served basis. To reserve a booth or tabletop display, visit [www.onecaribbean.org](http://www.onecaribbean.org) or call 212-635-9530 to speak to a representative from the Caribbean Tourism Development Company.

To secure chef participation, please fill out the Caribbean Week Chef participation form found on [www.onecaribbean.org](http://www.onecaribbean.org) and send it via email or fax to Susannah Gregory, Lou Hammond & Associates at [Susannahg@lhammond.com](mailto:Susannahg@lhammond.com) or fax: 212-891-0200.

For more information about Caribbean Week in New York 2009, please visit [Events and Calendars online](#).



### Caribbean Diaspora to Discuss Issues Facing the Caribbean Region

As part of Caribbean Week in New York, the Caribbean Diaspora will be participating in a workshop focusing on the significance of implementing their roles as Ambassadors for Tourism in the Caribbean region. Organized by the CTO and the Caribbean American Chamber of Commerce and Industry, Inc. (CACCI), this workshop will take place on Thursday, June 11 at 4:00 p.m. at The New Yorker Hotel.

The Workshop will further engage the Diaspora by providing tactics for greater involvement within the community with the aim of utilizing them as a resource to increase tourism to the Caribbean. Given the current economic times, members of the Diaspora community are being encouraged to work together in addressing the challenges the destination is facing and to play a role in promoting travel to the entire Region.

## Tune In For "Sparkle in Sand" Competition Live on PIX Morning News, June 5, 2009

The Caribbean Tourism Development Company (CTDC) has partnered with *Modern Bride* magazine and PIX Morning News (WPIX-TV) in New York City to create a week-long Caribbean promotion to build awareness for Caribbean Week in New York, while promoting the Caribbean as the #1 resort destination for weddings and honeymoons. Caribbean cultural segments with live performers, dancers, cooking demonstrations and more will air from Monday, June 1 through Friday, June 5 on PIX Morning News.



On Friday, June 5, the "Sparkle in Sand" Destination Wedding promotion will air live with one lucky couple winning the dream destination wedding of a lifetime, courtesy of Sandals Royal Bahamian on Nassau, Paradise Island. Engaged couples may enter to win via a dedicated contest Web page on [www.CaribbeanTravel.com](http://www.CaribbeanTravel.com). As part of their destination wedding package, the finalist will also win a diamond wedding ring from SES Creations and a bridal gown from Pure by Justin Alexander Bridal.

Tune in to PIX Morning News to catch all of the live action and Caribbean fun!

## The CTO and HEART Trust/NTA Sign Partnership in Tour Guiding



The CTO and the HEART Trust/NTA in Jamaica have signed a Memorandum of Understanding to work together for the primary purpose of strengthening the professionalism of tour guides in the Region. The partnership will foster the development of national tour guide associations, create links between the national associations and the World Federation of Tourist Guide Associations (WFTGA) and encourage the licensing of tour guides at the country level.

The main objective of this partnership is to ensure that quality training programmes are implemented for tour guides at the national and regional levels, eventually leading to the Caribbean Vocational Qualification (CVQ) certification. In addition, the CTO and Heart Trust/NTA will expand the pool of trained and certified instructors in the Region, develop resource materials to support tour guide training and jointly pursue funding to engage in priority activities.

In this first phase of collaboration, the HEART Trust/NTA is developing tour guiding curricula at Levels 2 and 3, which will be accompanied by Learner Guides (training video and support materials) for the facilitator.

Both organisations are also planning a tour guide, Train-the-Trainer workshop in Jamaica, from July 6–17, 2009. Using a WFTGA recognized trainer, Mrs. Iris Barry, from the U.K., this programme will also be accredited by the WFTGA. Persons trained will be used to facilitate the national tour guide training programmes. Funding support is being provided by the Organization of American States.

## CTO UK Chapter Takes First Venture to Scandinavia with 2009 Workshops

Following the success of the 2008 Caribbean Tourism Organisation European road shows which took place in Italy, France and Russia, the CTO chose to bring a taste of the Caribbean to Scandinavia by presenting two B2B workshops in Stockholm and Copenhagen in collaboration with Interface Tourism and the Swedish marketing consultancy, Globe Marketing. The workshops began in Stockholm on Tuesday 21 April, with 15 exhibitors representing the Caribbean region, and were attended by nearly 100 tour operators and journalists from the trade and consumer press.



Carol Hay, the CTO's director of marketing for the UK and Europe, said, "This has been an excellent opportunity to tap into this new market. The interest in our region and response from the trade in Scandinavia have been extremely encouraging; we are always keen to work with new European markets, educating them and driving more traffic to the Caribbean."

"This year we will be putting a real emphasis on galvanising the interest that we have generated in Scandinavia and keeping in close contact with the agents and operators whose interest we have awoken. The Scandinavians are avid travelers and we are very excited about future collaborations, which would include training and incentives, with the Nordic region," Ms. Hay added.

### **CTO to Conduct UK Air Passenger Survey to Determine Effects of APD**

In an effort to determine the likely effects of the increase of the Air Passenger Duty (APD) on travelers out of the UK, CTO will shortly be launching a survey of British visitors at the Grantley Adams International Airport in Barbados. The survey, which will be aimed at the UK traveling population, is expected to gather information from over 2,000 British visitors. It will be conducted over a two week period spanning May and June this year.



The survey will assess how persons traveling alone and those traveling with families plan to respond to the tax.

"The results of the investigation should give a clear indication of the number of British visitors who will not travel to the Caribbean as a result of the tax," said Winfield Griffith, the CTO's acting director of information management and research. "It will also provide an estimate of the shortfall in visitor expenditure associated with that loss," he added.

Ancillary data collected through the survey will reveal the economic and demographic profile of the UK market and the attendant consumer behaviour in light of the increased taxation and the prevailing market conditions. The results will be published by the end of June and will be available at [www.onecaribbean.org](http://www.onecaribbean.org).



### **Media Training Workshop in St. Kitts Deemed a Success**

A highly successful media workshop, held for journalists from across the Federation, was held April 16-17, 2009 at the Frigate Bay Resort in St. Kitts, with a focus on responsible reporting on tourism and crime.

The two-day workshop, conducted by the CTO's Communications Officer, Johnson JohnRose, and organised in collaboration with the St.

Kitts Tourism Authority (SKTA), received overwhelmingly positive feedback. According to SKTA Communications Manager, Saju Ng'alla, it covered the importance of responsible reporting regarding tourism, proper interpretation of data for news writing and non-detrimental crime reporting.

"The media informs the public, so it is important that they be responsible in their reporting. By responsible, I do not mean they should hide or withhold the truth. Rather, they should be aware of the consequences of what they write as it pertains to the tourism industry, because it is the most important sector of our economy," stated Ng'alla. Ng'alla further stated that when prospective tourists try to learn more about St. Kitts, media sensationalism, especially about crime, could deter them from visiting and therefore be detrimental to the tourism sector's earning potential.

During the two day workshop, JohnRose guided participants from the basics of news gathering, such as interviews, to advanced-level journalism issues, such as ethics. The workshop was a critical venture because it was incumbent upon journalists to be aware of the role they play in marketing and promoting tourism.

Similar workshops are to be conducted in Antigua in May. CTO member countries that are interested in hosting a similar workshop may contact Johnson Johnrose at: [Jjohnrose@caribtourism.com](mailto:Jjohnrose@caribtourism.com).

## HOT DATES

### Human Resources Conference

May 27 – 29, 2009

### CaribbeanWeek in New York

June 8 – 12, 2009

### Annual Caribbean Tourism Summit (ACTS)

June 9 – 10, 2009

### Caribbean Week Toronto

September 2009

For more information on events, contact [ctony@caribtourism.com](mailto:ctony@caribtourism.com)

## Web Traffic for CaribbeanTravel.com Remains Strong in 2009

The CTDC is happy to report the impressive number of visitors on its consumer Web site, [www.CaribbeanTravel.com](http://www.CaribbeanTravel.com) in March 2009.

Total Traffic: 145,488

Search Engines generated 31,895 visitors

The average amount of time Web site visitors spent on the site was 2 minutes, 55 seconds.



For more information and for a comprehensive report, please contact Ronald Allen at [Allen@caribtourism.com](mailto:Allen@caribtourism.com).

## 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 home page of [www.CaribbeanTravel.com](http://www.CaribbeanTravel.com): e-mail Annette Stowe at [Annette@caribtourism.com](mailto: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](mailto: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](http://www.onecaribbean.org/marketintelligence). Contact Annette Stowe at [Annette@caribtourism.com](mailto:Annette@caribtourism.com) if you would like to be added to the email distribution list.

## CARIBBEAN IN THE NEWS

#### April 2009 PR Highlights

PR efforts on behalf of the Caribbean Tourism Development Company generated print and online media coverage in a wide array of trade and consumer outlets with a total reach of 71,480,678 for the month of April. For a snapshot of publicity secured on behalf of the Caribbean, please visit <http://www.onecaribbean.org/newsandmediacenter/inthenews/default.aspx>.

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