



CTO CHAPTER NEWS

November 2007

Volume 7 Issue 4

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AIR TRANSPORT ACCORD, CONSTITUTIONAL CHANGES DECIDED AT CTC-30

At the conclusion of the 30th Annual Caribbean Tourism Conference (CTC-30), organized by the Caribbean Tourism Organization (CTO), Secretary General Vincent Vanderpool-Wallace presented attending delegates and media with results from the four-day series of strategic planning meetings.

Held at the Puerto Rico Convention Center in San Juan, the conference's theme: *The Next Generation: Learning from the Past, Preparing for the Future* reinvigorated the Caribbean brand and mission for a cohesive, collective voice.

Ministers of Tourism and Transport of member CTO countries met

under the chairmanship of Senator the Honorable Allen Chastanet to discuss proposals for restructuring the regional air transport sector in order to offer the best prospects for safe, secure and sustainable airlift in the Caribbean.

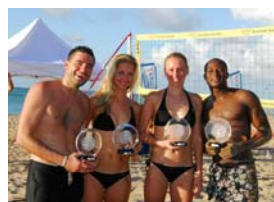
Ministers were joined by civil aviation and tourism officials, select regional airline executives and representatives of relevant regional and international institutions focused particularly on measures aimed at improving the management of international and intra-regional air services in order to maintain and improve the

(Please see CTC-30 Review on page 2)

CHICAGO RESIDENT WINS FIRST ANNUAL CARIBBEAN BEACH VOLLEYBALL CHAMPIONSHIP IN PUERTO RICO

Chicago resident Iwona open division. Five Lodzik teamed with qualifying tournaments Aleksandra Wolak of were held along the Jersey City, NJ to win East Coast this summer, with winning the women's open division in the first annual teams competing in Caribbean Volleyball Puerto Rico for the Championship, held November 3-4 in championship was Puerto Rico. Michael Salak of New York City Caribbean Tourism Development and Seidu Ajanako of company (CTDC). Fulton, MO were the winners in the men's

"We were delighted
(Continued on page 4)



Left to right: Michael Salak, Iwona Lodzik, Aleksandra Wolak, Seidu Ajanako—winners of the Caribbean Beach Volleyball Championship held November 3-4 in Puerto Rico.

Toronto Celebrates First Ever Caribbean Week

The first ever Caribbean Week in Toronto was held September 26-30, 2007.

A Caribbean Fair at Yonge Dundas Square on Wednesday, September 26 kicked off the week of activities.

The Ribbon Cutting Opening Ceremony was officiated by the CTO Secretary General, Vincent Vanderpool-Wallace, Chairman, Allen Chastanet, Honourary Chairman of Caribbean Week; Chairman of the Destiny Group of Companies, David Singh; and the Honourable Mr. Mike Wallace, MPP for Ontario.

MCs at the all-day event were Dr. Jay and Spex from FLOW935 FM and local celebrity King Cosmos. Entertainment featured the Royal Turks and Caicos Islands Police Force Combo, the Roland Prince Quartet from Antigua and Barbuda, James P and Bomani from St. Vincent

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CTC-30 REVIEW

(Continued from page 1)

vibrancy and competitiveness of the vital tourism sector while promoting greater business, social and institutional integration in the region. Discussions among the Ministers of Tourism and Transport and the Board of Directors led to the creation and approval of the **San Juan Accord**, a memorandum on the regional air transport sector identifying the need for a single airspace and a common civil aviation regime.

Several constitutional amendments were also adopted at the meetings, including the establishment of a **Council of Ministers and Commissioners** as the supreme policy making body. The Council will enable the directors and their equivalent to function as the prime executing body in accordance with the policy set out by the ministers to showcase

the diversity of the region with a commitment to speak with one voice.

CTC-30 drew 630 delegates and featured Master Classes on Climate Change; Social Networking-Web 2.0; the Meetings and Incentives market; and Executive and Staff Development. Other highlights included an Internet marketing workshop, motivational presentations, Puerto Rico destination training, Caribbean Geography Bowl, Condé Nast Traveler "My Caribbean" Essay Contest and the Travel + Leisure Youth Congress.

About 120 travel agents attended the annual conference.

New Website

The Beta test launch of the Caribbean's new website: www.CaribbeanTravel.com was conducted at CTC-30.

The site features a database of travel agents trained to sell Caribbean travel, accessible via a direct link from the home page.



L-r: Kerry Cannon, Travel Agent Magazine; Pattie Mitchell, CTO Chapter President; Fernando Abreu, CTO



Travel agents at the Puerto Rico Convention Center for CTC-30

CTO Chapter President Among Caribbean Creativity in Travel Award Winners

Four travel agents, one a CTO Chapter president, were presented with Caribbean Creativity in Travel Awards at CTC-30.

The awards, named in honor of former CTO Greater Chicago president—Renée DiGiulio-Naismith—were won by:

- **Julia Marie Aliseo**, Cruise Planners, Margate, FL for CREATIVITY IN MEETINGS AND GROUP TRAVEL;
- **Pattie Mitchell** (CTO Philadelphia Tri-State Chapter president), Travel Dreams, Marlton, NJ for CREATIVITY IN NICHE AND SPECIAL INTEREST TRAVEL;
- **Penny Sheldon**, Penny Sheldon Travel, Boise, ID for CREATIVITY IN INDIVIDUAL AND R+R TRAVEL; and
- **Jennifer Doncsecz**, VIP Vacations Inc., Whitehall, PA for CREATIVITY IN BRIDAL AND ROMANCE TRAVEL.

Winners will be featured in an upcoming issue of Travel Agent magazine. For more information, email: ctoawards@caribtourism.com.



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OUR CHAPTERS IN ACTION . . .

For the final edition, CTO Chapter News requested snippets from all chapters. The following responded.

The New England Chapter was founded in 1988, by Judith Akerman, District Marketing Manager for the Cayman Islands, who served as President for two terms. It was a challenge starting another trade Organization in a city that already had agents involved in other meetings, but there was a real need to educate travel agents on the Caribbean. The first meeting was oversold and had 110 attendees. Originally the Chapter had 350 members and won the Chapter of the Year twice. The Chapter has had many unique meetings, fundraisers and fam trips and created a strong link with many islands and more importantly created strong and lasting friendships with agents and suppliers, and island partners. Submitted by: Judith Akerman

The Greater Houston Chapter of CTO collected items for the Marion Home for the Elderly in St. Lucia and the Board of Directors, on their Out of Country Board meeting trip, presented the Home with 10 suitcases of items that the home had on their wish list. The items included adult pampers, toiletries, snack items, craft items, books, playing cards, OTC medications, rubber gloves, socks, towels and other items that were needed. The Sisters of the Home were in tears as the suitcases were opened and items displayed. The suitcases were left for future use by the home. Submitted by: Bonita Simonton, President

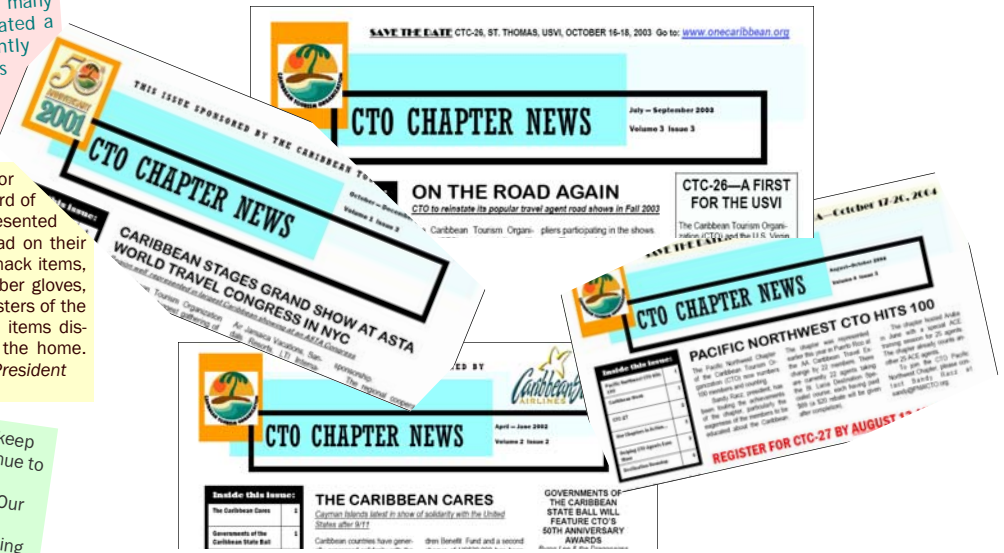
...Our Chapters in Action was the only way we were able to keep up with activities all over the USA, and encouraged to continue to keep growing stronger and stronger showing the network of agents and CTO Chapters in Action...We all enjoyed reading Our Chapters in Action, it showed that CTO NY really cared about their Chapter Network. Reading what other Chapters were doing was helpful and gave us insight to what is happening in other parts of the USA. Submitted by: Richard Slaker, Past President, San Diego Chapter

CTO CHAPTER NEWS TO BE REPLACED WITH ENEWSLETTER

After 7 years of continuously being published, CTO Chapter News is being discontinued. An e-newsletter targeting both trade and consumer will debut in January 2008.

Said editor, Ronald Allen, "Except for one year when only 3 issues were published, we have been consistent in delivering 4 issues per year of a quality newsletter to the CTO membership. We are proud of the feedback we have received over the years indicating that the newsletter has always been well received. Thanks to all who contributed. Special thanks to the sponsors: Caribbean Star Airlines; Aruba Tourism Authority; and United States Virgin Islands Department of Tourism.

The new e-newsletter will be even more informative, and will be distributed on a more regular basis.



Since February 2001, CTO Chapter News has been a reliable source of information for the chapter membership. The newsletter has also been distributed to all categories of CTO membership. Thanks for the memories. The Editor.

ANDY PARRIS HONORED AT CARIBBEAN GALA

Former CTO Manager, Canada, Andrew Parris, was honored at the Governments of the Caribbean Gala during Caribbean Week in Toronto for his accomplishments in the travel and tourism industry.

The inscription on the award - "You have helped Tourism in the Caribbean take flight and educated a Generation of Travelers on the Caribbean Experience. You have been a Vocal Advocate for the Caribbean in Canada and represent the Best of the Caribbean. We applaud your Remarkable Leadership and Commitment to the Region with this Special Recognition." Congratulations, Andy.

SAVE THE DATE!!
10th annual Caribbean Conference on Sustainable Tourism Development
"Keeping the Right Balance: Sustaining the Caribbean Coastal Product"
 April 28 - May 2, 2008
TURKS AND CAICOS ISLANDS

CHAPTER NOTES

- The annual CTO Chapter Presidents Retreat will be held November 29 to December 2, 2007 in Martinique.
- CTO Chapter presidents and their Board of Directors have been invited to become part of a Caribbean Travel Specialists advisory group that will advise on the transition of the current chapter system to a proposed new structure.

Happy Holidays

To our Governments, Allied and Chapter members, and Industry partners, from the Chairman, Secretary General and staff of CTO.

ADVENTURES EXPO IN TRAVEL

New York: January 12-13, 2008
 The UnConvention Center at Pier 94
Chicago, Ill: January 26-27, 2008
 Rosemont Convention Center
Long Beach, CA: February 9-10, 2008
 Long Beach Convention Center (The Los Angeles Times Travel & Adventure Show).
Washington, DC: March 29-30, 2008
 Washington DC Convention Center

For special rates in the Caribbean Section, contact: Andrea Hutchinson, ahutchinson@adventureexpo.com

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Visit us at
www.CaribbeanTravel.com

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CTO Chapter News welcomes Feedback. Please send your comments to allen@caribtourism.com.

Featured Destination— Haiti

Haiti shares the island of Hispaniola with the Dominican Republic. The capital, Port-au-Prince, is located in the central region on the Gulf of Gonâve. Points of interest here include the Musée de Pantheon, Place des Héros, and the Basilica of Notre Dame. Inside the Musée Nationale is a treasure-trove of historical relics such as the pistol used by King Henri Christophe in 1820, which he used to end his life rather than face a coup. Visitors can also see an anchor allegedly salvaged from Christopher Columbus' famous Santa Maria.

The Museum of Haitian Art features the nation's famed art naïf paintings. Fine art galleries are located in Pétienville in the hills above the city, where most visitors choose to stay. This upscale district is home to international embassies, trendy restaurants, boutiques and nightclubs. The Barbancourt Rum Distillery is another popular attraction, in operation since 1765 and based in a hillside castle.

The northern peninsula is filled with forts and ruins to ex-

plore. The formidable Citadelle crowns the 3,000-foot Pic la Ferrière and in the valley sits Sans Souci, an elegant but ruined palace built in 1810. The two structures are part of a UNESCO World Heritage Site. Five additional forts overlook Cap-Haïtien harbor and the coastline. The southern peninsula's high mountains and thundering waterfalls attract

nature lovers. Visit Bassin Bleu, a triple waterfall with deep pools, and Pic de Macaya, a 7,700-foot mountain populated by rare orchids and birds. Étang Saumâtre, a blue saltwater lake, delights with more than 100 species of waterfowl plus flamingos and American crocodile.

For more information on Haiti go to: www.caribbeantravel.com.

Caribbean Week in Toronto

(Continued from page 1)
and the Grenadines, the Royal Bahamas Police Force 'Pop' Band and Pedrito Calvo and Hilario Duran from Cuba. Celebrity chefs: Jeremiah Nathaniel (Antigua and Barbuda), Ana Isabel Utrera (Cuba) and Christopher Walters (Turks and Caicos) demonstrated some of their signature dishes.

Other events included **Caribbean Media Marketplace**; **Cooking events** hosted by LCBO Lifestyle Cooking; the **First Annual Governments of the Caribbean Gala** at the Liberty Grand – which featured menus by the Caribbean celebrity chefs, as well as door prizes, silent auction and raffles to benefit the CTO Foundation.

There was also a **Caribbean Wedding** at the Toronto Travel Show on September 29, where lucky couple Mylene Godbout and Jeannot Turcotte from Ajax, Ontario were married. The lovebirds jetted off to their honeymoon on Sunday to the Jalousie Plantation in St. Lucia with Air Canada Vacations.

On Saturday, Jays' baseball fans were greeted with pre-game entertainment on the concourse by Petrito Calvo and Hilario Duran's group from Cuba, and Caribbean music by the Royal

Turks and Caicos Islands Police Force Combo later at center field, followed by the first pitch.

For more photos, please visit: www.caribbeanweek.ca.



From top: Caribbean Wedding; Celebrity Chef; Royal Turks and Caicos Police Band at center field at the 'Jays'.

Caribbean Beach Volleyball

(Continued from page 1)
to bring players from all over the United States to the Caribbean for this championship," said Hugh Riley, director of marketing, the Americas for the Caribbean Tourism Development Company. "It was a great competition, showcasing some of the finest volleyball talent in the States.

We look forward to bringing more teams to the Caribbean next year, and to expanding the championship in the years to

come."

Qualifying tournaments were held in Long Beach, New York; Point Pleasant, New Jersey; Newport, Rhode Island; Myrtle Beach, South Carolina; and Clearwater, Florida. The CTDC partnered with East End Volleyball, a New York-based organizer of beach volleyball tournaments and leagues, to produce the Caribbean Beach Volleyball Championship.

To view more images, go to: www.CaribbeanBeachFun.com.



FACT SHEET

Enhancements to ACE Program
for implementation in 2008

New ACE Rewards

Visa Gift Cards are being added to the existing rewards that ACE agents can earn by reporting their Aruba production. Other ACE rewards include free hotel nights in Aruba and round trip air to Aruba.

Quarterly Rewards

Valuable Visa Gift Cards will be awarded to the top producers in each of Aruba's four sales regions on a quarterly basis.

Exclusive ACE Perks

An impressive array of "perks" will be offered exclusively to ACE agents visiting the destination.

Enhanced Education

Qualifying ACE agents will be offered the opportunity to participate in comprehensive on-island work/study programs focusing on Aruba's important niche markets such as wedding & honeymoon travel and family travel.

Sales Focus

Aruba's sales force will place additional emphasis on building one-on-one relationships with top-producing ACE agents in Aruba's key markets.

The Aruba Certified Expert (ACE) Program is sponsored by the Aruba Tourism Authority

www.aruba.com

November 5, 2007