



Welcome

Welcome to the September 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 express your views or offer suggestions for future content.

FEATURES

CTO Ministers and Commissioners to Meet in St. Lucia Ahead of FCCA Conference

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Britain Celebrates the Caribbean with Caribbean Month

Britain's Caribbean Month, September, is this year opening with a range of trade-focused events to keep the Caribbean and its appeal front of mind with the travel trade, consumers and the media.

CTO to Play Key Role in Climate Change Awareness Programme

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For the second time in a month, Curacao has been excellent hosts for a media training workshop conducted by the Caribbean Tourism Organization.

CTO Reporting on Chapter News

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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:
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.

VIRTUAL CARIBBEAN



OneCaribbean.org Update

Did you know that on average, OneCaribbean.org registers more than 36,000 visitor sessions per month (over a thousand per day), and visitors spend roughly half an hour online, browsing and downloading over 20,000 files? As expected, the most visited area is on tourism statistics, with the UK mini-site running a close second. CTO seeks to

capitalize on this traffic and will soon sell ads on the Web site. Further details to come in subsequent newsletters.

SPOTLIGHT ON



ANGUILLA

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

Consisting of 35 square miles of magic, history, beauty and bliss, Anguilla has earned the reputation of having the best beaches in the world. Anguilla's 33 pristine beaches are all public. Equally uncrowded and unspoiled, each cove, bay and stretch of sand is marked by unique characteristics such as rock and coral formations and picturesque tropical plants. *The Travel Channel* recently voted Anguilla as the "number one world's best all around beaches." For more information on travel to Anguilla, please visit online at www.anguilla-vacation.com or call (800) 553-4939.

ABOUT THE CARIBBEAN TOURISM ORGANIZATION

The Caribbean Tourism Organization (CTO), with headquarters in Barbados and marketing operations in New York, London and Toronto, is the Caribbean's tourism development agency and comprises membership of over 30 member governments and 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.
www.OneCaribbean.org

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. **Sign up by 1st October to generate leads and be included in our online and show directory listings!**

THE ALLIED CORNER

Roampal is the trade name for AGC Roaming and provides a solution for tourists, who are denied roaming on their cell phones and wireless handsets while travelling in the Caribbean. Denied roaming occurs when a tourist's mobile operator declines wireless roams in this region. Roampal partners with Caribbean wireless operators to give visitors access via a prepaid Roampal account.

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

CTO Ministers and Commissioners to Meet in St. Lucia Ahead of FCCA Conference

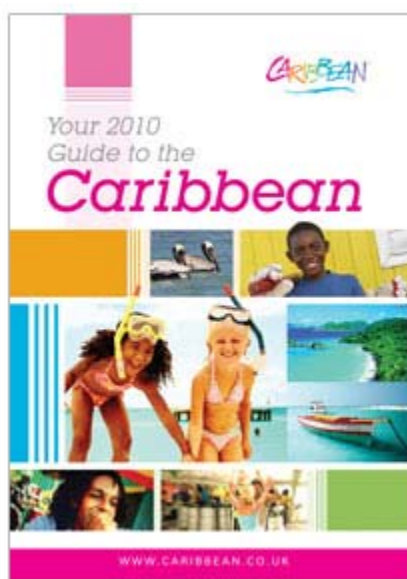


Ministers and Commissioners of Tourism from Member Countries of the Caribbean Tourism Organization (CTO) gather in St. Lucia next month for the organization's Annual General Meeting.

The meeting of the Council of Ministers & Commissioners is one of a series of CTO business meetings which take place from 25-27 October. Also scheduled to meet are the CTO Executive Committee, Board of Directors, comprising both the public and private sectors, and various technical committees. These Business Meetings precede the FCCA conference, which Ministers, Commissioners and Directors of Tourism are expected to attend.

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Britain Celebrates the Caribbean with Caribbean Month



Britain's Caribbean Month, September, is this year opening with a range of trade-focused events to keep the Caribbean and its appeal front of mind with the travel trade, consumers and the media. The annual month-long celebration of the region kicked off with the CTO UK Chapter's Central London networking event on 15 September, and its presence at Scotland's largest bridal event, the Glasgow-based Scottish Wedding Show. The programme will also include weekly recognition of the best travel agencies and the launch of a new printed Caribbean guide. The closing event, on Wednesday, 30 September, is the UK Chapter's perennially-popular interactive agent training day; this year at the world-famous Lord's Cricket Ground, the "home of cricket".

The CTO's networking event will be held at the Caribbean themed Mahoe Café-Bar in the City of London and is set to bring together a range of Chapter members, from all the various membership categories, and travel journalists, facilitating discussion about, and celebration of, the Caribbean region and Caribbean Month. The event is sponsored by Virgin Atlantic and it is set to be a great evening with tasty Caribbean treats and entertainment. Later the same week, the CTO's presence at the

Scottish Wedding Show, taking place at Glasgow's Exhibition and Conference Centre between 19 and 20 September, will offer delegates the opportunity to meet over 300 of Scotland's leading wedding suppliers and showcase the whole spectrum of the Caribbean's offerings to future brides and grooms.

Throughout the month, the CTO is also running an "Agent of the Week" incentive. A different travel agency will be featured weekly on the [caribbean.co.uk](http://www.caribbean.co.uk) homepage as "Caribbean Travel Agency of the Week." The CTO is offering agents the chance to enter the draw by emailing information and images to illustrate how they are promoting the region, from Caribbean days and evenings through to eye-grabbing window displays and direct marketing campaigns. The winning agency will also receive a framed certificate for their shop.

CTO UK Chapter Members have also been supplying the CTO London office with all their own company activities within Caribbean Month, these include both trade and consumer initiatives. Details of all these activities plus the special offers have been uploaded on to www.caribbean.co.uk.

The CTO UK Chapter is also launching and distributing its annual Guide to the Caribbean magazine in early September. The 56-page glossy colour publication will be circulated to 50,000 consumers and members of the travel trade. It will also be made available electronically on caribbean.co.uk. The CTO's main fulfillment piece for the UK and Ireland, the guide will be sent out in response to all enquiries made to the CTO London office. The CTO UK team will also distribute the guide at all the trade and consumer shows they attend in order to communicate the latest news and factual information on the region's 33 destinations.

The grand finale is the interactive agent training day, sponsored by Virgin Atlantic, Travel Trade Gazette, Rex Resorts and TravelMole.com, where 24 Chapter members, from airlines and cruise lines through to hotels and tourist boards, will be exhibiting. The event aims to help agents conclude the month with the chance to sharpen their Caribbean selling skills, win prizes and network with key members of the travel industry.

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CTO to Play Key Role in Climate Change Awareness Programme

The Caribbean Tourism Organization (CTO), is to play an important role in a regional programme designed to mitigate the impact of climate change on the economic and social development of the Caribbean. The programme, known as CARIBSAVE, is a partnership between the Caribbean Community Climate Change Centre (CCCCC) and the University of Oxford. It is supported by a network of regional and international partners including the Association of Caribbean States (ACS), CTO, the United Nations Environment Programme (UNEP), the World Tourism Organization (UNWTO), the United Nations Development Programme (UNDP) and the University of the West Indies (UWI).

CTO's role will include assisting in building consensus and awareness amongst its Members about the critical need to address the possible impacts of climate change on the Caribbean tourism sector. Working in collaboration with the CARIBSAVE Partners, CTO will facilitate the identification and prioritization of regional needs with respect to addressing these impacts as they affect the tourism sector.

Gail Henry, CTO's sustainable tourism product specialist, will present at a CARIBSAVE Country Partners Symposium in The Bahamas on 21 and 22 September. This symposium will focus on, among other issues, vulnerability awareness raising and funding for Caribbean nations to address climate change impacts. CTO also attended a Partners and Donors Symposium in Oxford, England, on 30 June and 1 July.

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Calling All Travel Agents and Canadian-based Media for Caribbean Week in Canada's Awards Programme

The Caribbean Tourism Organization (CTO), in collaboration with the RMR Group, will celebrate a high-producing retail travel agent during **Caribbean Week in Canada**, 23 October to 1 November, 2009. The "Andrew R. Parris Award" will be presented to a deserving travel agent at an **Awards Luncheon** on Friday, 30 October at the Fermenting Room in the Distillery District in Toronto.



The "Andrew R. Parris Award" is given to a notable individual in the Resort/ Recreation/ Business Travel industry who has skillfully promoted the Caribbean to the Canadian market within the past year.

The deadline for submissions is **Friday, 25 September, 2009 at 5:00 p.m. EST**. Nominations for this award are open to NTOs, hotels, airlines, cruise lines tour operators (others) and eligible candidates may be IATA, CLIA and ACTS appointed travel agents in Canada only. The agent must have been responsible for significant sales to the Region. The submission could include a creative program that generated significant business. The agent must have been responsible for developing the concept, making the booking and/or executing the program, and travel must have taken place to the Caribbean.

There is no fee for entering and no purchase is necessary. Submissions can be sent to cto@voxtm.ca, or via fax at (416) 935-0939, attention "Andrew R. Parris Award."

Meanwhile Canadian based media who cover the Caribbean now have until **Friday, 2 October, 2009** to enter the CTO's Caribbean Media Awards contest. As part of its programme to reward excellence in media reporting on the Caribbean, CTO is seeking entries for the awards which will be present at the Caribbean Awards Luncheon scheduled to take place Friday, 30 October, 2009 at the Fermenting Room in the Distillery District in Toronto.

Nominations are being sought for best feature print, online and broadcast placements and photography from Canadian media that best captures the essence of the Caribbean.

Both English and French language entries are welcome with a maximum of two entries per person, per award category. The deadline for these submissions has been extended to **Friday, 2 October, 2009 at 5:00 p.m. EST**. There is no fee for submissions, so continue the support of excellent coverage that keeps the Caribbean top of mind! Submissions can be sent to the attention of Korin Lamourt at cwtsubmissions@lhammond.com.

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Prize Trips Needed for Caribbean Week in Canada 2009

The CTO is currently soliciting submissions for hotel stays to be presented as prize-trip giveaways for various events taking place throughout Caribbean Week in Canada, 23 October to 1 November, 2009. Among these events are the Media Marketplace, Awards Luncheon and Rum & Rhythm. Individual properties are welcome to submit more than one trip for the week as we are calling for a total of eight (8) giveaways.

Hotel packages must offer a minimum three-night/four-day stay and be valid for travel through 1 November, 2010. Airfare is NOT required but is, of course, welcomed.

Submission forms are available upon request from Susannah Gregory, Lou Hammond & Associates at susannahg@lhammond.com. Completed forms may be sent to Susannah's attention via email or fax at (212) 891-0200.

CTO Continues Media Training Workshops in Curacao

For the second time in a month, Curacao has been excellent hosts for a media training workshop conducted by the Caribbean Tourism Organization. Eight journalists from various CTO Member Countries

received training in Basic Journalism at the second Media Training Workshop, sponsored by the regional carrier, Liat, the Curacao Tourist Board, Breezes Curacao Resort and the CTO.



Journalists from Barbados, Curacao, Guyana, Trinidad and Tobago attended the 27-29 August workshop conducted by CTO's communications officer, Johnson JohnRose. In addition, LIAT's human resource assistant Ransford Simms and the sales and banquet coordinator at Breezes, Trivinia Daantje attended the workshop. They received training in writing and communication.

In his opening remarks JohnRose said there was a need for good journalists in the region who can bring appropriate tools to bear on constantly changing situations in a rapidly changing world. JohnRose pointed to a lack of professionalism by some journalists and called media owners to be more receptive of training opportunities for the men and women in their newsroom. Five young journalists from Antigua, St. Kitts, St. Lucia, St. Vincent and Trinidad were trained during the first workshop held in Curacao from 25th to 26th July.

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CTO CHAPTER NEWS

CTO Reporting on Chapter News

As part of the reorganization of the CTO Chapters' system, the travel agent members now have an opportunity to participate in an online platform to continue their education and awareness of the Caribbean tourism product. The program gives the travel agent members access to an e-learning module, a media library as well as a resource center to check online brochures, images and video library. This program also grants access to a calendar of events and festivals in addition to a membership rewards program to motivate agents to sell the destination. This new platform not only helps to strengthen the Chapter system, but also helps identify travel agents in areas where at the moment we do not have a Chapter so that we work towards the establishment of Chapters in new markets.

At this moment we are issuing membership cards for each one of the travel agent members with the name of the Chapter that they belong to and the travel agency they represent.

Another big step is the involvement of the Chapters in the celebration of Rum & Rhythm festivals in various cities, where Chapters exist, to benefit both the CTO Foundation and the Chapter itself for educational programs.