

# TOURISM MATTERS

## Stimulus Package

The St. Lucia Hotel and Tourism Association obtained a package of fiscal concessions for its hotel and restaurant sub-sectors from the Government of St. Lucia.

The Association was officially notified on Wednesday July 1<sup>st</sup> 2009 of the measures granted and approved by the Cabinet of Ministers with a view to reducing operating costs while stimulating tourism, and by extension, general economic activity, as St. Lucia braces for an unprecedentedly challenging summer tourism season from July to November.

Many properties have been attempting to keep their doors open and their staff employed through employee rotations and reductions in room capacity, as they experience falling occupancy levels even at severely discounted room rates. Others have had to lay off workers and trim their operations as a direct consequence of the ongoing economic downturn.

The measures announced include:

- Exemption from the quota system for importation of bacon and ham for a period of one (1) year from 1st July 2009 to 30th June 2010.
- Elimination of Excise Duty on wines for a period of one (1) year from 1st July to 30th June 2010.
- Exemption for payment of import duty and consumption tax on the importation of chlorine for a period of one (1) year from 1st July to 30th June 2010.
- A grace period of deferment of the payment of Hotel Accommodation Tax due for the six-month period from July 10 December 2009, to be paid over a 18-month period beginning January 2010 to June 2011.
- Permission to import bone-in-beef slaughtered from animals below 30 months in age from credible United States suppliers.

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See inside for details

# CARIBCERT

SLHTA Launched St. Lucia First Marketing & Training: CARIBCERT Certification Programme



Mr. Noorani Azeez  
SLHTA Project Manager

The St. Lucia Hotel & Tourism Association launched St. Lucia First Marketing and Training CARIBCERT Certification Program for employees of the hospitality Industry on September 11th 2009.

CARIBCERT was developed and industry validated in the Caribbean during 2001 - 2003. The Caribbean Hotel & Tourism Association (CHTA) coordinated a regional pilot of the CARIBCERT program in 2004 with approximately 2,000 participants.

CARIBCERT is a set of validated occupational standards and assessment (certification) tools for 47 different tourism occupations broken down into four main categories, namely (1) Food & Beverage Service; (2) Front Operations; and (3) Housekeeping and (4) Food Preparation.

Over 2000 Caribbean tourism industry professionals contributed expertise to the standards and certification development. The certification program has been actively implementing service standards and certifying employees to achieve these standards across the region. Properly managed, this process can result in improved service levels and, in turn, better returns for a tourism business.

The main product of CARIBCERT is a professional Certification Program that is comprised of three (3) elements, namely (1) a performance checklist and study guides; (2) a written exam; and (3) work experience. A candidate must complete the performance checklist before writing the exam.

Additional criteria can be met at any time in the Certification process. In order to be awarded a CARIBCERT certification, a candidate must successfully complete all three components. Achieving recognition through professional certification can be a life-changing experience for the individual employees involved in the CARIBCERT program. For more information contact the offices of the SLHTA at Tel: 453 1811; Fax 452 7967; email: slhta@candw.lc.



Mr. Daryl Montrope  
Permanent Secretary of Ministry of  
Tourism & Civil Aviation



Mr. Anthony Bowen  
SLHTA President

## HOTELIERS

**CUT 70% OFF**

**YOUR AIR CONDITIONING BILL**

**PARAMONT**

**ANNOUNCES THE INTRODUCTION OF NEW**

**SOLAR AIR CONDITIONING UNITS**

**"GO GREEN WITH A VARIETY OF MODELS"**





Mr. Sandals Resorts



Miss Coconut Bay Resort & Spa



Miss Intimate Inns



Mr. Hospitality Management Services



Miss Association for Travel Consultants



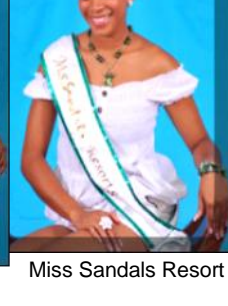
Miss Marina at Marigot Bay



Mr. Windjammer Landing Villa Beach Resort



Miss Windjammer Landing Villa Beach



Miss Sandals Resort

## SLHTA Pageant 2009

24th October 2009

The Gaiety on Rodney Bay @ 8:00 p.m.

The MISS SLHTA Pageant was established as part of the SLHTA's social and corporate mandate to the tourism industry. The event is in its nineteenth year and it continues to meet its objective of forging links between tourism and culture.

The Pageant highlights the dress culture of St. Lucia the "Wob Dwiyet" and the diverse talents of industry staff. The Wob Dwiyet was part of St. Lucia's cultural heritage influenced by our French/Creole inheritance. On the night of the event, the Dwiyet is proudly worn and colorfully displayed, keeping the St. Lucian public in touch with the nostalgia of living and socializing in the nineteenth century. The dress could be seen today, worn by chaperones and dignitaries at official/ceremonious functions.

The Pageant has evolved over the years and has included the participation of the male tourism industry staff. This has created a new dimension to the event with the parade of an array of tailor-made coat-tails elegantly worn by the men.

The event has provided approximately forty (40) secondary school scholarships to the children of industry staff. As part of the prize package, the contestants receive varying gifts including educational programs. Some of the contestants have traveled to Spain and Singapore as part of internship programs sponsored by the event.

## Marketing Retreat

The St. Lucia Tourist Board in collaboration with the St. Lucia Hotel and Tourism Association hosted a Marketing Retreat on the 24<sup>th</sup> July 2009 at The Cotton Bay Village. The main purpose of the retreat was to broaden the participants' understanding of the SLTB marketing programmes while agreeing on the main components of a cooperative marketing blitz between the SLTB and the hospitality sector.

Mark Adams, Chairman of the joint SLTB Marketing Committee chaired the proceedings and Mediagistics, which is currently collaborating with the SLTB on a coop marketing campaign in the US market, was also in attendance and was available to address participants' technical queries and concerns.

Three (3) main presentations were made at the retreat: the overall tactical destination marketing programme including the coop marketing programme in the US was presented by Dr. James Hepple SLTB Consultant. Ms Wanda Octave from the SLTB made a presentation on the Caribbean Market and Ms Patricia Leon of the St. Lucia Tourist Board's London Office did a presentation on the European Market. Each of the presentations were followed by open discussions and input from participants with a view to crystallizing the various approaches and agreeing on the way forward. Specific proposals and suggestions from the floor were also welcomed. During the retreat the first draft of the tourism accommodation categorizations was formulated. The categories to date include: Luxury (EP) Hotels; All Inclusive Hotels; Boutique Hotels; Rodney Bay Village; Intimate Inns; Villas; Real Estate and Sandals Resorts International.

## SLHTA Pageant 2009



## Upcoming Events



**2009 - 2010 Calendar**  
**Annual Tourism Property**  
**Owners' Meeting**  
**SLHTA AGM**  
**President's Ball**  
**Annual Celebrity Golf Classic**  
**Tourism Awards**  
**SLHTA Golf Tournament**  
**Annou Tjuit Sent Lisi**  
**Rhythm & Spice**

## SLHTA Welcomes New Allied Members

**"Excellence in Shipping Services"**



[www.superiorshipping.com](http://www.superiorshipping.com)

**Superior Shipping Services Ltd.**, a duly incorporated St. Lucian Company since 1999, has been in operation for over 7 years. We offer a wide range of services to include custom brokerage, freight forwarding, shipping logistics, import and export, crating, packing, air and ocean cargo transactions, door to door delivery, trucking services etc.

In May 2009 a company named Caribbean Freight and Courier Ltd (CF&CL) was formed to facilitate trade movement throughout the Caribbean. Superior Shipping Services Ltd was awarded the local agent in St. Lucia. Unlike other companies, we don't simply offer a service but are unique because we appreciate that each individual company's needs are specific to them.

We take the time to get to know our clients personally and then tailor make our services to fit their exact requirements. We have a proven track record of success as our after service care is unparalleled. Superior Shipping boasts a long list of clients spanning from large companies dealing with commercial merchandise to individuals who ship personal items.

## Worldwide Import and Export Services



<http://www.travelersdc.com/>

**The Travelers Discount Club** and its valued members represent a large demographic of travelers to the Caribbean who are conscious about spending wisely, getting value for money and knowing how, when and where to get the best deals.

We have combined localized savings *via* our membership card with a website that brings members together to discuss their vacations, post pictures, download free Caribbean related stuff, and allows them to always be kept up to date with the best deals available ... We even make Caribbean travel arrangements for you from start to finish!! All for a low one-time fee...

So, from start to finish, put your trust in us to provide you with travel arrangements that suit your budget as well range of other benefits that will surpass your expectations while on vacation.

Sign-Up today to get access to the "*Members Only*" section of our engaging, constantly updated website and begin to TRULY reap the benefits of being part of the first REAL Travel FAMILY...

## NOTICE

25/09/09 Ministry of Communications, Works, Transport and Public Utilities



### West Coast Road Resurfacing Project - Phase III

Work commenced on the West Coast Road on Monday 28<sup>th</sup> September 2009. At the outset, construction activity will be mainly between Castries and Soufriere. During the construction, the road will be open to traffic but delays and stoppages will be encountered by commuters.

## Sandals Recognizes Outstanding Students

Press Release by Sandals Resorts International



**Scholarship Awardees**

(Choc Bay, July 28<sup>th</sup>, 2009) Forty St. Lucian families are now less worried about school supplies, books and uniforms as the three Sandals properties here presented secondary school students with scholarships at presentation ceremony earlier this week. The event, which took place at Sandals Halcyon, reaffirms the Luxury Included® hotel chain's unwavering commitment to the advancement of St. Lucia and its people.

Regional Director of Sandals resorts in the Eastern Caribbean Jeremy Jones says that the scholarships are designed to provide financial support for outstanding students who excel in their academics.

"Like we impress upon our team members to maintain a high level of service the scholarship program challenges students to attain excellent grade point averages. By achieving 80% or more students can gain entry into the program and need to maintain the set benchmark in order to keep it for the entire duration of their secondary school education," says Jones. With encouragement for students to make the most of the opportunity, Jones also stressed that students should place premium value on the precious association with Sandals, the island's largest private sector employer.

The Sandals official also told students "as you begin to think about what career path to explore resist the temptation to go after those that may appear well paid. Instead, dream about those that motivate you. What excites you? What do you wake up thinking about every day? What comes to you naturally without you having to try may well be what you are born to do. When you do what you are born to do, then nothing or no one can stop you." Tourism Minister Allen Chastanet was also among the speakers and used his turn at the podium to underscore the invaluable role of parents toward shaping the lives of students. "Teachers are somewhat responsible for the future of students but the ultimate role models, the ultimate mentors are you the parents. There is no getting away from that. You are in the best position to shape your children's future more than anyone else," explains the island's Minister of Tourism.

Jana Sonson, a student of the Corinth secondary school has been a holder of the Sandals sponsorship for four years and played the role of guest speaker with some sound advice for her counterparts. "I would say that developing self discipline and failing to realize one good grade is not enough. Being content with a satisfactory grade is not a requirement. The epilogue of our educational journey has not yet arrived so settling for satisfactory or good is not an option, striving for greatness and excellence should be our goal", underscores Sonson.

The presentation was also addressed by chief education officer Augusta Ifill and was attended by Dr. Robert Lewis, Member of Parliament for Castries South. It's beginning is well rooted in the commencement of Sandals operating in St. Lucia, since 1993 when it first opened Sandals La Toc now Sandals Regency La Toc Golf Resort and Spa in St. Lucia.

### ABOUT SANDALS

Sandals Resorts has earned a worldwide reputation for providing two people in love with the most romantic vacation experience in the Caribbean. Currently, there are 12 Sandals properties located in Jamaica, Antigua, St. Lucia and The Bahamas. Each offers stunning beachfront locations; a choice of à la carte restaurants, from white-glove dining to barefoot elegance; all premium brand wine and spirits, including an exclusive partnership with California's legendary Beringer Vineyards; luxurious accommodations in a range of categories; unrivaled watersports including the Caribbean's largest PADI certification program; Butler Service for truly indulgent pampering; Preston Bailey Signature WeddingMoons® and signature Red Lane® Spas, with services and treatments inspired by the region. Sandals Resorts has set the industry standard for the luxury included vacation and has been voted the World's Best at the World Travel Awards for 13 years in a row. For more information, please call our public relations office at: 456 8600 or email us at: [dfedee@grp.sandals.com](mailto:dfedee@grp.sandals.com)

## LADERA Annual Staff Awards Celebration

Above & beyond Release by Ladera Resort

### "Live Strong and Work Hard"

(Soufriere, August, 31<sup>st</sup> 2009) Ladera Resort held its annual Staff Awards Celebration. The Resort employs 122 permanent staff and each year honours and shows appreciation to its human resource in many different ways.

Every year Ladera honours its deserving employees and also takes time to celebrate with all staff who work hard in making Ladera the Jewel of the Caribbean. The following awards were presented at the ceremony: Mr. Claudius Cooper (Maintenance Department) won the prestigious "Employee of the Year Award"; Mr. Harvey Clauzelma (Accounts) won the "Rising Star Award"; Ms. Oktivina Clauzelma (Housekeeping Department) won the "Unsung Hero" Award; Ms. Jacinta Remy (Housekeeping Department) won the "Attendance Award" and Mrs. Maria Augustin (Front Office Department) won the "STAR" Award; Ms. Caroline Joseph won the "Guest Service" Award.

For the past four (4) years Ladera has assisted its employees with what is called the School Book Fund – whereby the hotel gives a total of EC\$350.00 per child to the children of employees attending Primary School and a total of EC\$700.00 per child to those attending Secondary School. Ladera also awards yearly Christmas bonuses to employees and host a number of activities for their employees. The Management of Ladera believes their human resource is the most vital aspect of the organization and therefore tries as much as possible to give back in a tangible and meaningful way.

Ms. Toye Lawrence (HR Manager) praised Mr. Ralph Hooper (Owner) of Ladera Resort for creating a family atmosphere at the hotel. She thanked him for holding the resort and its employees very close to his heart and also for continuously being a coveted role model. Ms. Lawrence encouraged all the employees to Live Strong and Work Hard in order to take Ladera Resort to higher heights.

## St. Lucia's Jalousie Plantation to Develop Residences

Monday, 07/09/2009  
<http://www.caribbeannewsdigital.com>

Pascal Mahvi, developer of the Jalousie Plantation Resort & Spa, and hospitality expert Monty Zullo announced the development of an exclusive Residential Resort Community in the Val des Pitons on the island of St. Lucia.

The Jalousie Enclave, the only residential development on Jalousie Bay, will be the first "green" resort in the world offering buyers the opportunity to own property in a designated World Heritage Site. It is the collaboration between Mahvi, with his experience in the high-end resort industry, and Zullo, the creative force behind famed New York institutions Doubles and Maxims, that produced The Jalousie Enclave.

The residential resort is located in one of the most meticulously preserved natural environments in the world. This limited collection of 22 two- or three-bedroom villas and 51 estates is situated within a World Heritage Site designated by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in 2004. The 196-acre property is in the Val des Pitons, on the edge of a rainforest and overlooking the sea.

The Jalousie Enclave will complement the natural beauty of its surroundings with carefully designed homes, amenities and landscaping. Low-hanging fruit trees will be planted to aid natural runoff, and drainage catchments on the mountainsides have stopped erosion. As a true model for sustainable living, The Jalousie Enclave will use filtered "gray" water in each home's WCs, solar-powered water heaters and some green roofs. Each residence can be customized according to individual preferences and requirements. Properties are sold freehold and owners have the option to rent or re-sell with no restrictions.

Contd. On Pg 7

**PROPERTIES**



**Cap Maison**  
**1st September - 10th October 2009**

**Discovery at Marigot**  
**30th August - 1st November 2009**

**Eastwinds**  
**31st August - 4th October 2009**

**Ladera**  
**31st August - 25th September 2009**

**Rendezvous**  
**9th August - 18th October 2009**

Every investor in the residential community is provided deeded access to The Jalousie Enclave's beach. Property management provides turnkey maintenance and staffing of trained butlers, maids and cooks for each estate. Office services, banking and legal advice are also offered and an on-site representative will be available to oversee the lease of a purchased property for its owner.

The Jalousie Enclave will include a world-class spa and two fine dining restaurants in the planned \$7million Clubhouse, as well as a private club pool and lake. Each lot will come with membership to one of the seven new PGA Golf Clubs and Courses. Transportation to and from the Golf Club will be provided by helicopter.

## Gary Player Group announces The Marquis Estate in the Caribbean

Posted by Pat Norton, Email: [pat@oncoursegolf-pr.com](mailto:pat@oncoursegolf-pr.com), Website: [www.garyplayer.com](http://www.garyplayer.com)

The Gary Player Group is expanding its global brand with the announcement of an extraordinary new real estate venture in concert with Harlequin Hotels & Resorts at The Marquis Estate on the stunning northeast coast of St. Lucia, an unspoiled Caribbean island gem. The five-star beach resort project was officially unveiled at a special launch event hosted by Harlequin Hotels & Resorts at The Grove, an award-winning country estate retreat, near London.



Plans include the first boutique Gary Player Golf Hotel and 20 Gary Player branded luxurious, secluded residential villas that will be interspersed on hillsides throughout the golf course. The co-branded endeavor will be developed and designed by PLAYER Real Estate with Harlequin Hotels & Resorts, and the architecture and interior design will showcase the distinctive Player Infused with Africa™ inspired style, while keeping with the indigenous flavor of the island. "Our long global history of being involved with the finest golf resort developments in the world will be brought to bear on this project," said Ken Costanzo, President of PLAYER Real Estate. "Additionally, we are organizing a team of world class designers, hotel operators, and other professional partner firms to support us in the development of the Gary Player Golf Hotel in St. Lucia."

Of course, a Gary Player Signature Golf Course will anchor the resort property. The Gary Player Design team has made multiple visits to St. Lucia to establish design direction on this stunning site. "The island site offers tremendous opportunity to take golf to nature," stated Scott Ferrell, President of Gary Player Design. "The valley floor includes wonderful tropical vegetation and a beautiful stream that dissects the property all the way to the Caribbean Sea. We will incorporate both into our design." Harlequin Hotels & Resorts has pledged that the whole resort will be extremely sensitive to the environment. Gary Player Design and PLAYER Real Estate will take great care to protect the existing ecosystems, plant and wildlife on the 600-acre Marquis Estate. Gary Player and his team will make many site visits during development to ensure the quality and integrity of the championship course and real estate products.

The West Paces Group, a luxury hotel management company based in Atlanta, Georgia, will manage the Gary Player Golf Hotel and residences, including the golf clubhouse, beach club and spa. The West Paces Group is renowned for its exceptional standards of service and for providing an unparalleled hospitality experience at the world-class hotels and resorts the company operates. Other planned amenities at The Marquis Estate are an equestrian center, a cricket ground, nature trails, yacht club and marina. A Pat Cash Tennis Academy also will be featured, and Harlequin Hotels & Resorts has signed an agreement with the storied Liverpool Football Club to establish an innovative Liverpool FC Soccer School as part of The Marquis Estate's sports programs. A golf driving range, short game practice area and golf academy round out the golf experience.

The Marquis Estate golf resort will provide a positive and lasting impact for St. Lucia. "I've seen golf have a significant influence in so many emerging tourism markets," affirms Gary Player, who this past March made his first visit to the island. "We anticipate that this exciting new development will attract visitors from around the world to St. Lucia, which will provide a tremendous boost to the local economy." The Marquis Estate promises to be an unmatched Caribbean sanctuary for golf connoisseurs at one of the world's most desired destinations.

For full article visit: <http://www.worldgolf.com/newswire/browse/59455-Gary-Player-Group-and-Harlequin-Hotels-Resorts-Formally-Announce-Ground-Breaking-Ventur>

## Caribbean Media Exchange set for St. Lucia in December 2009

Source: Caribbean Media Exchange

Contact: Bevan Springer + 1 201 861-2056 - [bevanspringer@nj.rr.com](mailto:bevanspringer@nj.rr.com)

September 10 deadline for CMEx Media And Youth Fellowships



Sen. Allen Chastanet

NEW JERSEY (September 2, 2009) - Resilience to the double threats of global recession and climate change will be addressed by movers and shakers drawn from the Caribbean and international media, tourism, financial, community and government communities.

The island of St. Lucia was today selected by the organizers to host the 18th edition of the Caribbean Media Exchange on Sustainable Tourism (CMEx), December 3 to 7, 2009.

Reporters, editors, youth representatives and development specialists will interact over four days with leaders of the hospitality sector, civil society and government to explore tourism resilience as well as "Multicultural Marketing: A Climate for Change."

With the stroke or two of their pens, reporters, editors and young people could secure fellowships to attend one of the most sought-after media gatherings in the Caribbean to be held at Coco Palm's Conference Centre in Rodney Bay Village.

With the stroke or two of their pens, reporters, editors and young people could secure fellowships to attend one of the most sought-after media gatherings in the Caribbean to be held at Coco Palm's Conference Centre in Rodney Bay Village. "We are delighted the CMEx organization has chosen to return to the island of St. Lucia," said Senator Allen Chastanet, St. Lucia's Minister of Tourism and Civil Aviation, who said the theme was appropriate given his destination's marketing drive into Diaspora communities overseas.

"The media exchange comes when the twin terrors of global recession and climate change are threatening the very fibre of the Caribbean region's biggest economic driver - tourism," said Lelei LeLaulu, a CMEx director and president of the Sensible Development Corporation. "We need regional leadership in these critical areas right now as others try to impose their own solutions to our detriment," he added, pointing to the UK's Airline Passenger Departure tax which he said would "hamstring Caribbean tourism while doing nothing for the climate."

CMEx is an interactive networking forum that allows journalists and young leaders from the Caribbean, North America and Europe to interact with development specialists and representatives of the hospitality, civil society and government sectors. Journalists and editors - and youth (aged 15 to 21) - can apply for a limited number of fellowships which cover airfare, accommodation and registration. Partial fellowships covering accommodation and registration also will be awarded.

Application and General Registration Forms are available from the following links:

Media Fellowship Form: [http://docs.google.com/View?id=dgsbbfz\\_1143fg9dhghf](http://docs.google.com/View?id=dgsbbfz_1143fg9dhghf)

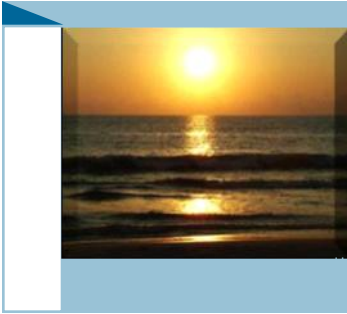
Youth Fellowship Form: [http://docs.google.com/View?id=dgsbbfz\\_1145hhxp2bgm](http://docs.google.com/View?id=dgsbbfz_1145hhxp2bgm)

General Delegate Form: [http://docs.google.com/View?id=dgsbbfz\\_1146htt4tjdd](http://docs.google.com/View?id=dgsbbfz_1146htt4tjdd)

The deadline for all fellowship applications is Thursday, September 10, 2009.

Delegates who submitted applications in August and September last year need not re-apply, but should contact CMEx to confirm their interest in participating this December.

## Ferry service soon to be a choice for five Southern Caribbean destinations



BY LINDA STRAKER, ETN STAFF WRITER  
| AUG 19, 2009

ST. GEORGE'S, Grenada - Five destinations in the southern Caribbean will soon enjoy an inter-island passenger ferry service that will cost almost one-third of the amount it cost to travel to the islands by air. As of October 01, 2009, the service will be offered to residents of Barbados, St. Vincent, St. Lucia, Trinidad and Grenada. Owned and operated by BEDY Ocean Lines in Grenada the service will officially be launched on October 1, but will make its maiden voyage departing from each of the destinations on October 20, 2009.

Costing between US\$120 and US\$140 and already inclusive of relevant government taxes associated with inter-island travel including Value Added Taxes. In Grenada's case, it will be implemented as of February 2010. The duration of a trip from each country will range between one and half hours to three and half hours. "These are passenger speed boats and it will make more or less time to arrive in each destination because naturally some islands are closer to each but basically no trip will not extend beyond three and a half hours," BEDY Ocean Lines CEO Benjamin Ross said.

The company had originally planned to launch the service in July, but had to delay the service to facilitate a second ferry. This has resulted in one ferry making St. Vincent its home and will service the St. Vincent to Barbados and St. Lucia routes, while the second ferry will be based in Grenada and will service the Grenada to Trinidad and Barbados route. The seating capacity per boat will be 260 and 300, respectively. The company hopes that very soon into the operation, other neighboring countries will be added. Speaking about safety, Ross said that the vessels, with American and Caribbean crew, would contain a radio system to communicate with the nearest port and immigration at each destination.

There will also be certain rules and regulations in place for passengers' safety. "For instance, passengers must be at the check-in area at least 30 minutes before departure and would be searched and subjected to customs and immigration laws," he said, while confirming that no alcoholic beverages would be consumed on board. Speaking about the baggage and ticketing system, Ross said the free baggage allowance would be two pieces at a maximum of 60 pounds, plus a carry-on. Extra pieces would only be accepted on a space available basis. Tickets will be valid for a maximum of 60 days will be non-refundable and passengers would be allowed to change their reservations up to three hours before a scheduled departure.

Promising to provide patrons with a fast, reliable, comfortable, safe and extremely cheap way to travel, the ferry services come at a time when the traveling public has been negatively affected by high airline rates and baggage restrictions. "This ferry will be offering daily service to the islands mentioned and management is confident that customers will have a perfect way of reuniting with families and friends while business persons will now have a reliable mode of travel," the company said in a statement.

## JetBlue Optimistic about Corporate Travel Caribbean

<http://www.caribbeannewsdigital.com>

by Gay Nagle Myers  
Monday, 06/07/2009

There are some upsides to the current economic climate for JetBlue Airways, according to Fiona Morrisson, director of brand and advertising. "We have seen a shift to JetBlue by business travelers," Morrisson said. "They look more closely at us now in terms of our pricing, schedules and destinations served." "We intend to tap into the corporate travel market more so than before. JetBlue always has been a value airline in terms of fares and brand, but now this message now is reaching the business traveler," she said.

In line with reaching that market is JetBlue's Promise program, introduced earlier this year, which offers a full refund to passengers who book and pay for flights but then lose their jobs. Mr. Morrisson, who took part in a panel that examined current and future trends in travel during Caribbean Week events in New York, said that a recent TV ad poked fun at the auto industry heads who flew corporate jets to Washington this spring when seeking bailout money.

“The public was outraged at the insensitivity and excess of these CEOs spending company funds in this manner,” Morrisson said. “We wanted to show them that JetBlue was a great option to a corporate jet and that life isn’t so bad, even if you cannot fly in privacy and luxury.”

The ad appeared on YouTube and generated millions of hits. Two other ads were designed to “show passengers what they get when they fly us: more leg room, free TV, no charge for the first checked bag. Bundling and protecting the core elements of our customer service program are very important to us,” Morrisson said.

The carrier, which recently announced service to Barbados, St. Lucia and Jamaica from New York, “sees great opportunity in the Caribbean region,” according to Morrisson. The carrier plans to launch a Caribbean wedding initiative shortly that will include a destination wedding component.

JetBlue also will launch a new booking engine in 2010 and re-launch its TrueBlue frequent flyer loyalty program by next year. “With these moves in place, we’ll be well-positioned for 2011 when the economy has improved,” Mr. Morrisson said.

## 2009/10 Cruise Ship Schedule is now available



### NOTICE 2009/10 CRUISE SHIP SCHEDULE IS NOW AVAILABLE

**CASTRIES (August 05, 2009)** - The Saint Lucia Air and Sea Ports Authority (SLASPA) today announced that the 2009/10 cruise schedule is now available to all stakeholders and other interested persons.

With a projected 386 calls and over 650,000 passengers, the peak seasons which run from October to April is expected to be yet another busy cruise season.

The schedule presents a comprehensive preview of all the cruise vessels expected to call into Port Castries, Rodney Bay, Marigot Bay and Soufriere. In addition to the vessel’s name, date of arrival and representing Agent, other pertinent information such as the vessel’s capacity, length, draft and allocated berth are also presented on the schedule.

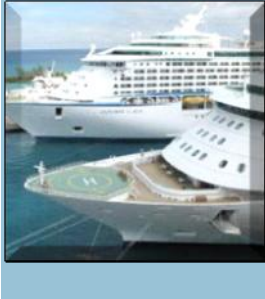
Electronic copies can be downloaded free of charge on SLASPA’s Website [www.slaspa.com](http://www.slaspa.com) while printed copies can be purchased at SLASPA’s Headquarters on Manoel Street. For further information, please contact the Marketing and Research Department at Tel: 453-0437.



## St. Lucia to host 16th annual FCCA Cruise Conference and Trade Show

### FLORIDA-CARIBBEAN CRUISE ASSOCIATION

BY ETN STAFF WRITER | FEB 05, 2009



PEMBROKE PINES, FL - The annual Cruise Conference and Trade Show will take place October 26-30, 2009 on the beautiful Island of St. Lucia. With its natural beauty, St. Lucia seems like an island plucked from the South Pacific and set down in the Caribbean. More than 1,000 cruise industry partners will come together with 100 cruise executives from the FCCA member lines to share ideas and discuss industry trends.

Executives from the FCCA member lines will once again host a series of round-table discussions in the areas of marketing, shore excursions, and operations.

As executives share their expertise and offer ideas for the future, delegates will have the opportunity to participate during the question-and-answer session, allowing for an interactive and informative series of workshops.

The FCCA will pre-set meetings with select cruise executives on a one-on-one basis for pre-registered delegates. This is the perfect opportunity to meet with key players, analyze industry trends, and discuss current issues. Sessions will be arranged and confirmed prior to the conference.

The Trade Show is the perfect opportunity to showcase your destination and/or product to key cruise executives from the operations, purchasing, marketing, and shore excursion areas that will be in attendance and committed to working with you. Don't miss this opportunity to be part of the most successful exhibit - The FCCA Trade Show. The Annual Golf Tournament has become an important resource for meeting top executives in an exclusive casual atmosphere. Play in a foursome hosted by a cruise executive and contribute to a worthy cause, the FCCA Foundation.

## 'Come back home,' St Lucia Tourism Director urges

Bevan Springer

Published on Wednesday, August 26, 2009



Louis Lewis, St Lucia's Director of Tourism, announced this week the St. Lucia Tourist Board has embarked on a public relations strategy to encourage the North American Diaspora to "come back home" on vacation and to take advantage of some of the exciting investment opportunities on the island.



**St Lucia's  
Director of  
Tourism,  
Mr. Louis Lewis**

"Paying lip service to the Diaspora is no longer an option for us and we want to start first by working closely with nationals in North America to help boost visitor arrivals and socio-economic development on our island," said Lewis, disclosing that the plan calls for close cooperation with the local private sector to work with this vibrant market segment.

"We have seen strong support for our product from Caribbean nationals across the United States, Canada and Europe, and expect even greater visitors to our shores with increased air seats to St. Lucia over the next few months," said Lewis, citing the start of JetBlue's thrice weekly non-stop flights from New York this Fall as well as the resumption of WestJet service from Toronto.

Part and parcel of St Lucia's marketing strategy, the director revealed, was also targeting first, second and third generation West Indians abroad. "Some of our relatives have never explored their heritage in the Caribbean, having been raised by Caribbean parents or grandparents in Miami, New York and Texas ... so we want to let them know that they have a home here in St Lucia or nearby in the Caribbean region," he said.

The St Lucia Tourist Board reports that complementing the Diaspora charge will be new and innovative approaches to its overall North American public relations strategy. "We have some very exciting plans in the works to gain greater consumer mindshare," said Lewis, who is quietly optimistic about the recovery of the sector in the months ahead.

## Welcome to CHRIS

February 10 - 12, 2010, InterContinental Miami, Florida USA

<http://www.chrisconference.com>



Welcome to the Caribbean

The inaugural Caribbean Hotel & Resort Investment Summit (CHRIS), has been launched! CHRIS will be a groundbreaking event for the region and will be unique in many ways:

CHRIS will be conveniently held each year in Miami, the financial and transportation gateway to the Caribbean. Your time is valuable, so the program will be focused, robust and action packed - just like Miami. Networking is a key reason to attend any conference, and at CHRIS you'll be able to start meeting people before the event in our registration system through SMART-Connect.

On site, CHRIS will commence with the lively and energetic *QuickConnect* (CONECTO RÁPIDO), which will lead into the gala opening reception being hosted by InterContinental Hotels Group and the InterContinental Miami. Finding new opportunities is a critical and important reason to attend CHRIS. Exciting plans are underway to make the CHRIS exhibit hall the Caribbean place to find the opportunity and get the deal done. With 'deals' and 'getting deals done' as the prime focus – CHRIS will honor the most important Caribbean deals of the year.

## Who Should Attend

Investors, Owners, Lenders, Developers, Hotel Chain/Management Company Executives, Investment Bankers, Vacation Ownership Executives, Financial Advisors, Real Estate & Financial Intermediaries, Builders, Consultants, Lawyers, Architects & Designers, Government Tourism Officials and Media

## World Travel Market 2009



### Registration for WTM 2009 Is Now Live

29 June 2009

World Travel Market, the premier global event for the travel industry, has opened pre-registration for WTM 2009. WTM 2009 is poised to be the biggest and best World Travel Market yet as the event looks to build on last year's success as it celebrates its 30th anniversary. 2008 saw World Travel Market record its highest attendance figures ever, with almost 50,000 (49,963) people participating in WTM 2008, an increase of 4% on 2007's figures. Furthermore, more than 100 new exhibitors took part in WTM 2008 taking the total number to 5,615 – an increase of 4% on 2007. Pre-registration is free to all travel and tourism professionals. To pre-register visit <https://www.wtmlondon.com/register>

## Caribbean Lobbies against Coming UK Air Tax

posted by Caribbean360.com  
Thursday, 02/07/2009



As Caribbean tourism heads continue to lobby the British government over impending increases in a UK airline ticket tax on long haul flights, Jamaica says it could lose between £30 million (\$49 million) and £50 million (\$82 million) when the proposed hikes take effect in November. The revised Air Passenger Duty (APD) places long haul destinations like Jamaica and the rest of the Caribbean in one of the highest bands, with economy class passengers facing a tax of £50 (\$82) per ticket as of November 2009, and the amount increasing to £75 (\$123) in 2010. The proposed tax for premium economy, business, and first class tickets, will be double that amount.

Jamaica's Tourism Minister Edmund Bartlett was among ministers and members of the Caribbean Tourism Organization (CTO) who met with industry partners in London and also lobbied members of the British Parliament for a review of the classification criteria. He said when the increase is implemented it will have a deleterious effect on UK visitor arrivals in the Caribbean. Bartlett said that it will not only affect the affordability of families visiting friends and relatives, but also have an enormous economic impact.

"The Caribbean is, indeed, the most tourism dependent region in the world," the Jamaican leader said, adding that "1.4 million visitors from the UK come to the Caribbean on an annual basis and, on some of our islands, the tourism traffic is heavily skewed towards the UK". The bands are based on the distance from London to the capital of the destination country, rather than on the destination itself. This means that flying to Los Angeles or Hawaii is effectively calculated as being the same as to Washington DC (Band B), while destinations in the Caribbean are charged at a higher rate of tax (in Band C).

Environmentalists have welcomed the tax hike, which takes effect in November, but the travel industry has criticized it because it will make tickets more expensive. But Minister Bartlett maintained that the increased tax is inherently unfair "and not the least bit green".

[http://www.caribbeannewsdigital.com/en/news//15358/caribbean\\_lobbies\\_against\\_coming\\_uk\\_air\\_tax](http://www.caribbeannewsdigital.com/en/news//15358/caribbean_lobbies_against_coming_uk_air_tax)

## Caribbean (CARICOM) leaders concerned about Tourism

ST. LUCIA - July 8, 2009  
<http://sflcn.com/story.php?id=6721>

CARICOM leaders have agreed to urgently implement a regional marketing programme to address shortfalls in regional tourism brought on by the global economic and financial crisis. The decision was made during the recently held 30th Regular Meeting of the Conference of Heads of Government of the Caribbean Community (CARICOM), which was held in Guyana. Press Officer in the Office of the Prime Minister, Winston Springer, says Saint Lucia's Prime Minister Honorable Stephenson King along with other CARICOM leaders, also agreed to pursue with the United States government, the establishment of more pre-clearance facilities in the Caribbean.

"The Heads of Government reiterated their deep concern with regard to the proposed Air Passenger Duty (APD) as it applies to travel from the United Kingdom to the Caribbean as it will increase the cost of travel from the UK to the region and will also place the Caribbean at a disadvantage in relation to other more important destinations. The Heads of Government agreed to pursue the matter vigorously with United Kingdom policy makers, in order to ensure a more equitable application of the APD to Caribbean travel," Springer added. Saint Lucia was represented at the 30th regular meeting of the Conference of Heads of Government of the Caribbean Community by Prime Minister and Minister for Finance Honourable Stephenson King, who was accompanied by Saint Lucia's Ambassador to CARICOM and the OECS, Dr. June Soomer.



## CHTA CORNER



### DATA CENTER

A "one-stop-shop" for the plethora of reports that are generated throughout the region every month but have never before been collected and gathered together in one easy-access depository.

### Small Hotel Retreat St. Thomas, Sept. 30 - Oct. 2, 2009



Taking place in St. Thomas hotelier fees are just USD\$150.00 (USD\$200.00) after September 01st 2009) which includes breakfast, two lunches, one coffee break and the opening reception. Room rates are USD\$135.00 ROH Single/Double occupancy) per night at the Frenchman's Reef & Morning Star Marriott Beach Resort.

A highly anticipated industry overview for the Caribbean by Smith Travel Research will be a major highlight. Additional timely sessions focus on cutting operational costs, F&B marketing during a recession, franchising opportunities, social media, public relations, search engine optimization, revenue management, time share ownership, training, sustainability, energy management and going green all geared specifically toward the needs of small hotels. For preliminary program details and schedule visit:

[http://caribbeanhotelandtourism.com/HotelsRetreat\\_Schedule.php](http://caribbeanhotelandtourism.com/HotelsRetreat_Schedule.php)

### Caribbean Marketplace January 10-12, Puerto Rico



#### Register now for Caribbean Marketplace & Save

Delegate registration is USD\$359.00 if received by August 31st 2009. Booth options for suppliers registering by August 31st 2009 are USD\$620.00 for a Shared Booth, USD\$1,020.00 for a Small Booth, USD\$1,920.00 for a Large Booth and

As of September 01st 2009 delegate registration increases to USD\$459.00 per delegate. Supplier booth spaces also increase in price after August 31st 2009 regular registration deadline. To register visit:

<http://www.caribbeanhotelandtourism.com/Marketplace.php>

### Caribbean Hotel & Tourism Investment Conference Puerto Rico



#### (CHTIC) May 4-6 2010

The Caribbean Hotel and Tourism Investment Conference is the leading forum for communication, networking and deal-making for the hospitality and tourism investment community in the Caribbean region.

The Conference goals are to inform, enlighten and to provide time for networking experiences for the delegates to conduct their business face-to-face while at the conference. Delegates will be able to choose among a wide variety of breakout sessions, development track workshops and plenary sessions which will deal with what is and will be in the regional hotel & tourism industry ideas with fellow delegates, speakers, dignitaries and colleagues. For more info visit:

<http://www.caribbeanhotellassociation.com/investmentConference.php>

**The Data Center consists of 3 types of data-sets: Research, Surveys and Presentations**

**Regional Monthly Reports**

**Destination Data**



For more info visit:

<http://www.caribbeanhotellassociation.com/source/Members/cMemberDataCenterIndex.cfm>

## Awards & Recognition

JADE MOUNTAIN RANKS  
"CARIBBEAN NO. 1 & WORLD NO. 3  
In Travel + Leisure World's Best Awards  
Readers Survey



Sister Property "ANSE CHASTANET"  
Among Top 5 in the Caribbean

The Windjammer Landing Villa Beach Resort



"World's Best Private Resort"  
by The Sunday Telegraph

"Top 10 Most Romantic Beaches in the world"  
Cosmopolitan Bride Magazine

"Best Family Resort"  
Family Travel Forum Award

"Top 10 family Resorts Worldwide"  
BBC Holiday Magazine

"Top 10 Family Resorts Worldwide"  
Condénast Magazine

"Silver Award Winner for Best Family Resort"  
Virgin Holidays Ltd.

"Best Large Hotel St. Lucia"  
Caribbean Travel & Leisure Magazine

"World Top Villa Resort "  
Customers of babygoes2.com

THE LANDINGS ST. LUCIA  
received a



"Silver Adrian Award"

From the Hospitality Sales &  
Marketing Association  
International in the PR and New  
Opening/Launch Category



awards

THE JOULSIE  
PLANTATION  
VAL DES PITONS

"St. Lucia's Leading Hotel  
2009"

World Tourism Day 2009  
Celebrated on the  
27th September 2009



2009 Tourism Day Theme:  
"Tourism: Celebrating Diversity"

## Performance of Sector

The industry is still experiencing moderate declines in visitor arrivals, however there has been a noteworthy increase in cruise passenger visits. Several accommodation establishments are still offering significantly discounted rates in order to sustain minimum occupancies and to keep their properties open. The following details report on the performance of the Tourism Sector in St. Lucia from January to August 2009 in comparison with the corresponding period for 2008.

### **Tourist Arrivals** \*Source: Saint Lucia Tourist Board

Visitor Arrivals for the month of August 2009 recorded a 7.9% decline in comparison to 2008 figures. A total of 23, 304 sleepover arrivals were witnessed for August 2009 in comparison with last year's total of 25, 315, a decline of 2,011.

Overall, from January to August 2009 St. Lucia has seen a 9.3% decline in tourist arrivals. In 2008 the island witnessed 215, 640 tourist arrivals from January to August in comparison to 195, 673 for the same period in 2009.

### **Tourist Arrivals by Market** \*Source: Saint Lucia Tourist Board

There was a significant drop in two (2) of the island's main markets, the US with a 17.9% decline representing 19, 967 tourists arrivals and the UK with a 16.2% decline totaling 9,446 arrivals. However, there were noteworthy increases in other markets namely Canada 16% or 2, 961 tourist arrivals; Germany 20.6% or 226 tourist arrivals; and France 24.6% or 278 tourist arrivals).

### **Bed Nights by Month** \*Source: Saint Lucia Tourist Board

From January - August 2009, a 7.9% decline in bed nights were reported. In 2008 the figures for the same period totaled 1, 44, 598 bed nights in comparison to 2009 total of 1, 334, 826. Please note Bednights figures represent persons staying in hotels less persons staying in private accommodation.

### **Cruise Passenger Arrivals & Cruise Ship Calls** \*Source: SLASPA

Cruise Ship Passenger Arrivals and Cruise Ship Calls from January to August 2009, as compared to the same period in 2008, saw a significant increase in numbers. From January - August 2009 an increase of 8.3% (451, 572) cruise passengers arrivals were noted in comparison to the same period in 2008 (416, 774). Cruise Ship Calls increased by 24.9% (256) for period January - August 2009 in comparison to last year's total of 205.

### **Yacht Arrivals & Yacht Calls** \*Source: SLASPA

The Rodney Bay Marina from January - August 2009 saw a significant increase in the number of yacht arrivals compared to the same period experienced in 2008. An increase of 36% (23, 720 yachts arrivals) were witness in comparison to last year's figure of 17, 435. A significant difference of 6, 285 yacht arrivals was experienced from January - August 2009. Yacht Calls also increased by 34.7% (4, 426) for the same period in comparison to the 2008 figure of 3, 286.

### **Ferry Arrivals** \*Source: SLASPA

January - July 2009 saw a significant decline in the number of ferry calls in comparison to 2008. In 2008 181 ferry calls were confirmed compared to 2009 (89), a 51% drop. As a result, ferry passengers also experienced a significant drop for the same period, a 52% decline; 2008 ferry passengers totaled 66, 048 in comparison to the 2009 figure of 31, 375.



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