

Tourism Matters

Quarterly Newsletter of the SLHTA

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ST LUCIA CARNIVAL

July 2010

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Honourable Vincent Vanderpool-Wallace, Minister of Tourism and Civil Aviation of the Bahamas

46th Annual General Meeting “From Crisis to Recovery”

The St. Lucia Hotel and Tourism Association (SLHTA) held its 46th Annual General Meeting on Wednesday 24th February, 2010 under the theme “From Crisis to Recovery.” The gathering took place at the Sandals Grande St. Lucian Spa & Beach Resort. The Association’s members received an update from Mr. Anthony Bowen, President of the SLHTA for the period under review.

The featured address was delivered by Honourable Vincent Vanderpool-Wallace, Minister of Tourism and Civil Aviation of The Bahamas. Senator Vanderpool-Wallace is the recipient of several honors throughout his career including the Albert E Koehl Award for Lifetime Achievement in Advertising by Hospitality Sales & Marketing Association International (HSMIAI) and the Atlas Award for Lifetime Achievement from the Association of Travel Marketing Executives International.

In his address, Mr. Vanderpool-Wallace spoke of the ongoing global economic recession; “When things are good no one wants to listen, but the crisis has now presented an opportunity to start dialoging

on issues that affect the tourism industry directly.” He stressed the importance for greater participation from the population and the need to ensure they understand how the tourism industry works and how it impacts them directly. The Bahamian Minister also called for greater collaboration in the region as the time has now come for a “United States of the Caribbean.”

Mr. Vanderpool-Wallace also pointed out to the many industry officials present at the gathering, the need to make greater use of the Internet to maximize profits. He explained that ten years ago the marketing tools available today such as “Facebook” and “Twitter”, did not exist and emphasized the need to understand these tools. He stated, “There is no business I know that can benefit more than tourism from the Internet.”

Allen Chastanet, St. Lucia’s Minister of Tourism & Civil Aviation was also invited to address the gathering. He spoke on a number of issues including the recession, airlift, crime, safety & security, future developments and destination marketing.

Mr. Anthony Bowen, President of the SLHTA in his President’s report to the membership focused on the theme “From Crisis to Recovery”. He touched on the effects of the recession; crime, safety and security; and developing sustainable and mutually beneficial sectoral linkages. Mr. Bowen also reviewed the past year and the impact of the economic crisis on various important source markets.. He stated that whilst business was down in several markets, St. Lucia had shown steady growth since November 2009 due largely to increased airlift.

He went on to praise the tourism minister’s efforts in realizing increased airlift into the destination. However, Mr. Bowen sounded a note of caution stating passionately “Improvement does not mean that we are back to the good old days. Our product is woefully lacking, garbage is everywhere.” He continued “What will it take for us to develop a love for a country? There is a lack of national pride and appreciation for the environment,” drawing a huge applause from his audience.

A presentation was also made by the St. Lucia Tourist Board (SLTB), which focused on the findings from the recent Tourism Satellite Accounts (2008) and the performance of the Sector for the period under review. A brief outline of the marketing plan and logistical arrangements for the destination’s promotion strategy was also highlighted. The St. Lucia Air & Seaports Authority (SLASPA) also presented plans for the redevelopment of the Hewanorra International Airport. Questions and answer sessions followed the presentations.

SLHTA Membership Card

Introducing SLHTA's Exclusive Membership Card

The St. Lucia Hotel and Tourism Association (SLHTA) is pleased to inform members of the introduction of the SLHTA's Membership Card. The membership card was made available to members at the Association's 46th Annual General Meeting held on Wednesday 24th February, 2010 at the Sandals Grande St. Lucian Spa and Beach Resort.

The Membership Card is being made possible through an exclusive arrangement with the Travelers Discount Club (TDC) and will function as the official membership identification card of the SLHTA. TDC is an allied member of the SLHTA and has been approved by the Board of Directors as a key strategic partner for developing the business and networking outreach of the Association.

Holders of the card will be immediately entitled to a wide range of discounts from hundreds of businesses currently participating in the Travelers Discount Club program and in the future additional exclusive discounts from other SLHTA member companies.

If you have not received your membership card, kindly contact the SLHTA offices at telephone 452-5978 or Email: slhta@candw.lc



SLHTA Welcomes New Allied Member

Easily recognized as one of the leading photographers of St. Lucia, if not the Caribbean, Kirk Elliott was the Resident Photographer at Sandals Halcyon in St. Lucia from 1997 until 2006 when Sandals brought their photographic services in-house.

Now you can find Kirk anywhere, mostly in the Caribbean, producing wedding photography and much more. While at Sandals Kirk Elliott Photography (KEP) produced photography for about 500 weddings annually.

Kirk has also undertaken commercial photography projects for the likes of: Game & fishing Association; Saint Lucia Tourist Board and many more. KEP also specializes in Aerial Photography.

For more information please visit

www.kirkelliott.com

Kirk Elliott
PHOTOGRAPHY

Mrs. Eileen Paul honored at SLHTA's 46th AGM "Presented an award for exemplary service"



The SLHTA paid tribute to Mrs. Eileen Paul in appreciation of her 36 years of dedicated and exemplary service to the Association. Mr. Anthony Bowen, President of the Association presented the award to Mrs. Paul at the SLHTA's 46th Annual General Meeting held at the Sandals Grande St. Lucian Beach Resort and Spa. Mrs. Paul accepted the award with much gratitude and received a standing ovation for her services and achievement throughout her stint at the Association. In her farewell remarks she expressed her sincere appreciation to the SLHTA for the honor and reminisced on her long tenure. In closing she, imparted a few words of wisdom to the persons who would take over her role.

Board of Directors Strategic Planning Retreat

The Board of Directors of the SLHTA undertook a retreat on the 28th-29th May 2010, to finalize the buy-in and implementation of the Association's Strategic Plan 2010-2013. The Board commissioned the development of the document to guide the activities of the Association over the period 2010-2013. The plan encapsulates the priority areas, which should ideally consume the resources of the SLHTA and form the nexus around which the SLHTA operations, programmes and activities will be based over the next three years. The Plan focuses primarily on three policy goals and objectives, which the Association will pursue over the next three financial years, commencing 2010/2011. These strategic issues are defined as Membership Development & Revenue Growth, External Relations & Marketing and Organizational Development.





SLHTA Welcomes New Allied Member

It is Caribbean Chef of the Year 2003 Bobo Bergström who has taken the step from Windjammer Landing Hotel to open a restaurant for his unique EUROBBEAN fusion. He has earned fame in the whole of the Caribbean for his cooking style: Flavors, presentation and attention to details. It is world-class food and service that can stand up to any top restaurant in any major city. The Edge restaurant is located inside Harmony Suites Hotel, Rodney Bay Village, at a stunning torch lit waterfront setting.

Location: Harmony Suites Hotel
Rodney Bay Village
Saint. Lucia, W.I.

Call us: (758) 450-EDGE (3343)

E-mail us: edgerestaurant@gmail.com
contact@edge-restaurant.com



St. Lucia Wins CHTA/CHSAE Annual Award for “Newsworthy HTA Newsletter”



Gabi Doria, Marketing & Commerce Manager, CHTA; McHale Andrew, Executive Vice President, St. Lucia Hotel and Tourism Association (SLHTA); Valya Pantophlet, Junior Project Manager, St. Maarten Hospitality and Trade Association (SHTA); Richard Kahn, President, KTCpr

The St. Lucia Hotel and Tourism Association’s “Tourism Matters” Quarterly Newsletter won the 2010 award for the production of the most worthy newsletter at the Caribbean Hotel & Tourism Investment Conference (CHTIC) 2010 held at the Puerto Rico Convention Center from the 4th - 6th May.

St. Lucia won in the electronic category whilst St. Martin was selected as having the best highlighted activities of the CHTA in print. The judging of the newsletters was conducted by Lou Hammond & Associates, the largest travel Public Relations firm in North America.

Mr. McHale Andrew, Executive Vice President of the Association who served as Editor-in-Chief of the publication, is seen here (centre left) accepting the award on behalf of the SLHTA from two CHTA officials. He credits Ms. Andrena Simon for having produced a publication with the richest content, reliable information and user friendliness. Entries were judged on the following criteria: presentation (design/layout); reader friendly communication to the membership; a consistent means of communication to the membership; keeping members aware of CHTA activities and initiatives; content (good sound facts and/or research about

tourism and related topics); encourages membership involvement and support either by publishing discounts or information highlighting members’ products or services; allows members to contribute articles, information etc. and Involvement with community efforts



Train to Gain



A Professional Certification System for the Caribbean Tourism Industry

Caricert Certification Programme

The Caribcert Certification Programme, launched by the SLHTA in September 2009, is pleased to announce the enrollment of 28 new applicants from The Body Holiday at Le Sport. The areas of enrollment include: Food & Beverage Management; Food Service; Cook; Front Office Manager; Executive Housekeeper; Concierge/Guest Services; Reservations Agent and Room Attendant. Upon their successful completion of the Caribcert Programme, these participants will receive a regionally recognized certification. To find out how you can acquire your Caribcert Certification, please call the SLHTA at 4531811 for more information.

“Achieving recognition through professional certification can be a life-changing experience for the individual employees involved in the CARIBCERT program”.

Helping Out Our Primary and Secondary Schools (HOOPS) Site Visits

During the month of April 2010, the SLHTA organized hotel site visits for forty students from four primary and secondary schools participating in the HOOPS project. With the kind co-operation of Windjammer Landings Villa Beach Resort, Coconut Bay Beach Resort and Spa and Ladera Resort, students were able to undertake a field trip and acquire first hand understanding of the process by which these properties order agricultural produce and the stages the produce undergo from the point they are received, inspected for quality, stored, cooked and served to guests. The HOOPS initiative fosters the production of wholesome foods through the development of school farms by providing training, technical assistance and demonstration gardens and farms to students in these schools.

For more information contact the offices of the SLHTA at Tel: 453 1811; Fax: 452 7967; Email: slhta@candw.lc

Image Gallery HOOPS Site Visits



St. Lucia's Chart Topping Success in 2009

Source: <http://www.caribbeannewsdigital.com>



With overseas weddings more popular than ever, Tropical Sky's dedicated team name the top ten destinations for getting hitched as well as their hot trends for 2010. When it comes to getting married abroad, St. Lucia is still the number one choice, according to long-haul wedding experts, Tropical Sky. With Barbados, Grenada, Jamaica and Tobago also hitting the top ten for 2009, the Caribbean definitely remains the firm favorite for brides-to-be seeking a beach wedding.

Tropical Sky's wedding development executive, Fred Harrison, says, "St Lucia continues to be the number one wedding destination made popular by the excellent prices and free weddings now being offered by many of the hotels including luxury Caribbean brand, Almond Resorts!"

Fred adds, "Although the Caribbean continues to dominate the top ten, there are some destinations sneaking in to take the crown, for example American weddings are doing very well with New York coming a close second to St Lucia this year." Sister brand, American Sky, offers a wide range of unique wedding locations including Central Park and the famous World Yacht in New York. Las Vegas also proves to be a big hit, whether it's for a ceremony in a chapel along the strip or by the Grand Canyon.

For 2010, Tropical Sky plans to expand the wedding range to suit all tastes, budgets and party sizes. New packages planned for 2010 include Renewal of Vows in the Maldives and Martha Stewart themed weddings with Sandals. The dedicated wedding team also plans to add new destinations to its portfolio such as Canada and Mexico (to include Civil Partnerships), San Francisco and Australia. The experienced Tropical Sky wedding coordinators have first-hand knowledge of the hotels and destinations as well as the personal attention to detail that is needed for organizing a wedding abroad, ensuring that everything possible is done to create a truly memorable occasion.

JetBlue increases flights from JFK

JetBlue has increased its flights to St. Lucia from three to five per week, starting 1st May 2010, through to Labor Day week-end in early September 2010.

The increased flights come in time for Jazz and ICC T20 World Cup Super 8 Matches, both high profile events taking place in May in St. Lucia.

JetBlue began service here in October last year and continues to offer specials on travel to and from JFK.

JetBlue now flies to St. Lucia every Thursday, Friday, Saturday, Sunday and Monday.



St. Lucia wins CHTA Education Foundation Scholarships

The Caribbean Hotel and Tourism Association Education Foundation (CHTAEF) Selection Committee met at the True Blue Bay Resort in Grenada for a 3-day intensive review of the 52 applications for scholarship assistance received from 15 Caribbean countries. In 2010 the CHTAEF received a record number of scholarships making it difficult in making the final selection. In the end forty-four (44) applicants from 14 Caribbean destinations were chosen for the awards.

Eddie Antoine, employed at LeSPORT St. Lucia, copped one of the First Caribbean International Bank Academic Scholarships to attend Monroe College, St. Lucia Campus. The second award went to Tamara Richards currently attending the Johnson & Wales University in the USA. Ms Richards submitted a strong and passionate application on Event Management and Cruise Tourism to the benefit of St. Lucians, for which she was awarded the CHTAEF General Fund and Johnson & Wales University Presidents Award. The SLHTA would like to extend congratulations to Tamara Richards and Eddie Antoine on their achievement.



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION
EDUCATION FOUNDATION

Taste of the Caribbean 2010

“Team Saint Lucia”

The St. Lucia Hotel & Tourism Association (SLHTA) has begun preparing for this year’s edition of the Caribbean Hotel & Tourism Association (CHTA) *Taste of the Caribbean Culinary Competition*. The event is scheduled to take place in Puerto Rico from the 9th - 12th September, 2010 at the Rio Mar Beach Resort, a Wyndham Grand Resort. “*Taste of the Caribbean*” provides education and inspiration through seminars, workshops, tastings and demonstrations created to enhance performance, style and profitability in food and beverage operations. The Association intends to make an extra special effort in 2010 to present a winning team capable of achieving no less than a gold medal.

To this end the SLHTA has retained the core of last year’s team and enhanced it with the addition of Chef Bobo Bergstrom as the Team Captain who will train and mentor the team. Chef Bobo succeeded in bringing home a gold medal in the 2003 competition and also won the prestigious “Chef of the Year” title. Other members of the team include Chefs Nigel Vern Elizee (Coco Resorts), Nicodemus Joseph (Cap Maison), Roystan Antoine (Ladera), Asa Johnsson (Fire Grill & Lounge Bar) and Bartender Alva Preville (Delirius). Also included is Pastry Chef Gilry Samuel (Rendezvous) who has previously brought home Gold with his tantalizing deserts.

The SLHTA would like to thank the following companies thus far for partnering with us as sponsors for the event namely, Diamonds International (Premium Sponsor), Consolidated Foods and Barbay Ltd (Silver Sponsors). The SLHTA wishes to invite you to partner with us as a Premium, Gold or Silver Sponsor. For details of the sponsorship options, please contact the SLHTA Secretariat at Tel: 452 5978 or 453 1811, Email: slhta@candw.lc

DI DIAMONDS INTERNATIONAL®



“Premium Sponsor”

of SLHTA’s Taste of the Caribbean 2010 Culinary Team



“Silver Sponsors”

of SLHTA’s Taste of the Caribbean 2010 Culinary Team



The Travel Foundation of the UK invited SLHTA members to its “Switch Off, Save Big” workshop which was held on Wednesday 19th May, 2010 from 10:00a.m. at the Bay Gardens Hotel. The Travel Foundation is working to encourage hotels across Antigua, Barbados and St Lucia to adopt water and energy saving measures throughout their resorts. The SLHTA would like to thank all its members who took advantage of this opportunity by participating in this very important initiative.



The Caribbean Development Bank, through its Caribbean Technological Consultancy Services (CTCS) Network, invited members to a regional workshop on “Water and Energy Conservation Techniques and Procedures for Owners and Operators of Small Hotels” at the Accra Beach Hotel & Spa in Barbados from 3rd - 4th June, 2010. CDB, through its CTCS programme, provided selected participants with airfare, hotel accommodation including breakfast and workshop meals, in keeping with CTCS’ normal provisions for workshop training. Pre-registration forms for the workshop were forwarded to the Association’s small hotel members. The Association urged its small hotel members to seize this opportunity by participating in this initiative and hopes they were able to.

SLHTA Events

2010 Calendar

- Rhythm & Spice
- Annon Tjuit Sent Lisí
- Annual Tourism Property Owner's Meeting
- Tourism Awards
- President's Ball
- Annual Celebrity Golf Classic

Saint Lucia poised for Tourism Growth

Tuesday, 9th March 2010

Source: Julie Cook, Current, Tel: 212-445-8191, Email: jcook@talktocurrent.com

Resort Renovations, New Flights, a Prime-Time TV Debut and Caribbean Hospitality Attracts Interest in Saint Lucia Vacations

Saint Lucia (Mar. 9, 2010) - Expecting a strong increase in visitor arrivals this year, the Saint Lucia Tourist Board is welcoming new explorers and returning friends looking for a rejuvenating vacation filled with sun, fun, and relaxation. The legendary island continues to accommodate travelers' every need with increased airline seats, hotel, spa and restaurant enhancements, as well as new excursions and active adventures.

Taking Off: Airline partners are scheduling more flights, making travel to Saint Lucia more accessible and affordable than ever. Last October, JetBlue Airways launched thrice weekly nonstop service from New York and will announce additional flights shortly. Delta Airlines from Atlanta recently added additional seats to the island, while American Airlines will increase service from New York and Miami starting in July. US Airways will introduce a second non-stop flight from Charlotte beginning May 9, which will continue until August 15.

Resort Renovations: From the most intimate boutique properties to the larger traditional and all-inclusive resorts, new wedding venues, restaurants and spas are meeting visitors' vacation aspirations:

- **Coco Palm:** Little Chef Restaurant and Bar opens in March, bringing a second dining option to guests of the friendly resort while Ti Bannane Caribbean Bistro and Bar will continue to serve dishes with its unique blend of Caribbean fusion.
- **Cap Maison:** Celebrating its first anniversary, guests of this luxury boutique property located atop a bluff overlooking the Caribbean Sea, can book the "New Year Special" package to enjoy a fifth night free after a consecutive four-night stay.
- **Coconut Bay Beach Resort & Spa:** Couples can now say, "I do" in the new mountaintop
- **Jade Mountain:** James Beard award winner and consulting Chef Allen Susser hosts several food festivals in 2010 at this upscale, intimate luxury property. Focusing on the plush and delicious local fruits and ingredients growing in the resort's backyard, Chef Allen will have guests' mouths watering with events including: Cooking in Paradise (April 9-11), Mango Madness (June 11-13), Spices of the Caribbean (October 9-11) and Discover Chocolate Festival (December 10-12).
- **East Winds Inn:** Opens a new open-air 3,000 square-foot Yoga and Fitness Pavilion, perfect for morning stretches and afternoon classes. Nestled between Castries and Rodney Bay, the Inn is located on the waterfront at La Brelotte Bay and features 30 cottages scattered throughout the lush garden estate.
- **Ladera:** Now weds happy couples in the new 1,200 square-foot Paradise Pavilion, a picturesque open-air venue overlooking the Pitons and the Caribbean Sea.
- **Sandals Halcyon Beach Saint Lucia:** Completes a 60-room refurbishment along with the resort's popular Piano Bar and Bayside Restaurant, which serves international fare in an open-air setting overlooking the water.



SAINT LUCIA

New Appointment

The Marigot Bay Hotel, Saint Lucia announced Mr. Jim Allmand as the new General Manager, the latest addition to the management team.

Originally from Florida, Mr. Allmand's hotel and marina operations background include over twenty-five years of regional multi-property responsibilities. His resort operations experience includes México, Costa Rica and Panama and began with sales management and customer service responsibilities in high-end residential resort developments in the U.S. and Puerto Rico.

Mr. Allmand assumed his role on Monday 22nd March, 2010 and hopes to bring with him a wealth of experience and extensive knowledge of hospitality to ensure that The Marigot Bay Hotel continues to be recognized as an award-winning luxury Caribbean Resort.

The SLHTA Secretariat would like to extend a warm and hearty welcome to Mr. Allmand and we would like to extend its appreciation for the Marigot Bay Hotel's participation in the Association's activities.

The Marigot Bay Hotel formally the discovery at Marigot Bay, was re-branded by the new owners in April 2010.

Jim Allmand contact details: Tel. +1-758-458-5300 Fax +1-758-458-5299

Email: jim@marigotbay.com



Sandals to build over-the-water suites in St. Lucia

Source: travelbite.co.uk

Sandals Resorts International has revealed plans to open the world's first over-the-water suites in St Lucia. With construction set to begin in early 2011, the Sandals Grande St Lucian Spa and Beach Resort will be ready to welcome guests by 2012 and further help to cement the Sandals' reputation for excellence. Some 26 luxurious, over-the-water suites will be available to guests in three categories and will showcase the natural beauty of the Caribbean with features such as see-through glass floors offering views into the crystal clear water below.

Over-the-water hammocks and outdoor Jacuzzis and showers with illuminated water will also feature at the resort, making for a stunning viewing spectacle for guests. The suites have also been designed to be environmentally friendly, being made from natural woods and products that will not be harmful should they leak into the ocean.



- **The Body Holiday, LeSPORT:** The resort presents a seven-day program geared towards helping travelers cope with the winter blues through acupuncture, meditation and yoga.
- **The Landings:** Unveils a new fine-dining restaurant, The Palms, featuring sustainable cuisine with Caribbean flavor and offers the latest seasonal produce and seafood purchased from local Saint Lucian farms. In addition, guests can experience a laid-back atmosphere at the newly transformed The Beach Club restaurant and bar.
- **Ti Kaye:** Adds a newly renovated gym to its Kai Koko Spa where guests enjoy the natural sound of the ocean as treatment rooms are perched on a cliff overlooking the bay.

Retail Therapy or Win Big: For vacationers who like to shop until they drop, Baywalk Mall located next to Coco Palm will officially open in April. The 60-store complex includes boutiques, restaurants, a beauty salon, jewelry and souvenir stores. The Mall will feature the island's first casino.

As Seen on TV: Recognized as one of the most romantic places on the planet, the legendary island of Saint Lucia was the ideal setting for episodes of "The Bachelor: On The Wings of Love," which showcased the romantic side of the destination.

Up Next Saint Lucia Jazz: Each spring, visitors from around the globe head to Saint Lucia's Pigeon Island to dance, sing and groove with legendary international, regional and local jazz musicians. Grammy Award winner Corinne Bailey Rae and many other chart-topping artists will perform at the 19th anniversary of Saint Lucia Jazz from May 1 to 9.

For more information about the island of Saint Lucia and its wonderful resort vacation packages, call 1-800 456-3984, or visit www.saintlucianow.com.

Coming Soon!



Tourist's Life Saved by pacemaker Implantation in Saint Lucia

14h April 2010

Contact: Dr. Romel Daniel, Tapion Hospital Telephone:459 2297 or 459 2000



British tourist, Mrs. Susan Sayer, recently had her life saved by the emergency implantation of a temporary cardiac pacemaker, followed by a dual chamber permanent pacemaker at the Tapion Hospital in Castries, Saint Lucia.

Dr. Romel Daniel, FRCP (UK), FESC, who coincidentally did his post graduate cardiology training in the UK, was pleased to lead the team that recognized Mrs. Sayer's recurrent "epileptic seizures" were actually her heart rate repeatedly dropping to a very low 24 beats per minute.

Mrs. Sayer was found collapsed by her husband, in their Landings Resort room, during their holiday to Saint Lucia in February 2010. She was referred to Tapion Hospital, where the temporary heart pacemaker was inserted on the evening of her admission to hospital. Twenty four hours later the Medtronic cardiac pacemaker was successfully implanted by the Tapion team.

Mrs. Sayer was able to leave hospital, to continue her holiday symptom free for another week, before returning home to the UK. Tourism is the major income generator in Saint Lucia and travelers are reassured when they recognize that their health problems will be expertly dealt with on the island. This is a welcome piece of good news for Saint Lucia. Knowing that such procedures and expertise are available on the island only adds to the attraction of the destination and helps to reassure visitors that there is at least one medical facility in Saint Lucia with the capability of dealing with their unforeseen health issues.

SLHTA Welcomes New Allied Member

"Looking to explore Saint Lucia or coming to Saint Lucia on a cruise?"

Let Treasure Tours bring the best out of your vacation! We will help you explore at whatever pace and depth that you desire. Whatever your interest may be, we specialize in diverse tours, from the most relaxing and romantic to the most challenging hikes and adventure tours, this rich, beautiful island has to offer."



Treasure Tours Limited

New Development
Soufriere, Saint. Lucia, W.I.
Telephone: (758) 457-1797
Fax: (758) 457-1797

Mobile: (758) 487-9348 or (758) 714-8900

Email: info@treasuretourstlucia.com
Website: www.treasuretourstlucia.com

Saint Lucia adds Increased Flights

Airline partners are scheduling more flights, making travel to Saint Lucia more accessible and affordable than ever. Delta Airlines recently added additional seats to the island from Atlanta, and American Airlines will increase service from New York and Miami starting in July. U.S. Airways will introduce a second nonstop flight from Charlotte beginning May 9, which will continue until 15th August, 2010.



Hotel Energy Consumption can be reduced Significantly; Important Energy Savings Information Shared with Hoteliers

The results are in from a first round of energy audits recently conducted on hotels in The Bahamas and Jamaica and they reveal that many hotels can save 25-30 percent of their energy costs by putting in place practical short and long-term improvements and efficiencies to their operations according to global energy efficiency experts who conducted the audits. The audits were conducted in cooperation with the Bahamas Hotel Association (BHA) as part of a regional project supported by the Inter-American Development Bank's Greenpyme program. The program is funded by the IDB Inter-American Investment Corporation (IIC) and headed by Carlos Serrano who was recently in The Bahamas for a workshop with participating hoteliers.

Workshop presenters included the auditors Andreas Karner, KWI Consultants & Engineers, an Austrian-based firm and Eaton Houghton, Eenergy Engineering Services out of Jamaica. They provided detailed information on their findings and recommendations of specific areas where hotel savings can be realized. "By putting in place Energy Management Systems now, most hotels would begin to see immediate savings and within 3 years could see energy costs reduced by 25-30 percent" they indicated. They listed typical energy conservation measures and outlined specific steps, which could be undertaken to realize a 'payback' period for putting the improvements in place. Estimated payback periods for the various measures were identified.

The list of typical energy conservation measures they focused on included: inefficient lights replacement; install power factor correction units; install timer on swimming pool pump motor; install water to refrigerant heat exchanger on cooling systems; install diesel generator heat exchangers to heat water (cogeneration); install solar water heaters; install high energy efficiency ratio (EER) cooling systems and retrofit air conditioners with hydrocarbon refrigerant. Details can be found on their PowerPoint presentation which is posted on BHA's website at <http://www.bhahotels.com/images/docs/energy-efficiency-in-hotels.ppt>

SLHTA Welcomes New Allied Member

Fire Grill is a casual restaurant where locals and visitors alike can meet over a perfect grilled steak, a freshly grilled fish or just a nice cocktail in a relaxing lounge bar. We offer our guests the highest quality meats, fish and seafood, grilled over char grills and served in a casual, family friendly environment. The lounge bar offers table service, bar food, "raw food" wines and champagnes. Located right on the busiest restaurant strip in Rodney Bay, the Fire Grill is open for lunch and dinner every day of the week.

FREE WIFI INTERNET ACCESS AVAILABLE!

Rodney Bay Boulevard, Saint. Lucia,
West Indies

Phone: 758-451-GRILL (4745)

Email: firegrill@gmail.com



Diamonds International Pledges \$50, 000 to Haiti Disaster Relief

Source: Diamonds International, St. Lucia, 15th January 2010

St. Lucia, 15 January 2010 - Diamonds International, the largest jewelry retailer in the Caribbean, will donate \$5,000 from each of the company's regions to disaster relief in Haiti - a total contribution of \$50,000. The donation will be made to UNICEF, currently at the forefront of international relief efforts. To date, UNICEF has received \$3.4 million in disaster relief funds and is quickly converting the funds into food, water, medical supplies and temporary shelter for those in dire need. The organization is pleased with the global response but additional funds will be needed in the coming weeks. Diamonds International pledges \$50,000 to Haiti Disaster Relief, Asks for Local Support For Wendy Tarapani, Partner of Diamonds International, the commitment to donate was made without hesitation. "What happened to the people of Haiti is devastating and our hearts go out to the victims and their families. A tragedy like this could happen to any of us and it is important that we stand united as a global community and support each other."

Diamonds International is also providing customers with the opportunity to donate at their store locations in the Caribbean and Mexico. From Pointe Seraphine, at Port Castries in St. Lucia Island Manager, Hugh W Jones and his staff thought that Diamonds International was the perfect vehicle to provide even more support for Haiti. Said Mr. Jones, "We've created a computer generated 'donation SKU' that allows our customers region-wide to donate any amount they desire to UNICEF. We're hoping that within a week, we will gather enough funds to provide the people of Haiti with the basic necessities we enjoy every day. We hope to continue accepting donations from the public until this nation is able to stabilize."

The company is also inviting locals to contribute to this cause. Sharon Leonce Valmont, Marketing Manager of Diamonds International invites the local community to join in their support. "The people of Haiti have lost so much - their families, their homes, and the very systems that construct their lives.

UK Passenger Tax being Scrapped

http://www.caribbean360.com/index.php/business/26396.html?utm_source=Caribbean360+Newsletters&utm_campaign=6a37f412b7-Vol_3_Issue_18_Business5_13_2010&utm_medium=email



BRIDGETOWN, Barbados, Thursday May 13, 2010 - Britain's new coalition government has announced that it is getting rid of the controversial Air Passenger Duty (APD). Caribbean tourism officials are keeping their fingers crossed that the change will be for the better. The APD is to be replaced with a tax on planes, not passengers, according to agreements made between Conservative Prime Minister David Cameron and his deputy Nick Clegg of the Liberal Democrats. But there's still uncertainty about how the new tax will work. The British government's plan to replace the APD with a per flight duty, in keeping with the manifesto promises of both the Conservative and Liberal Democratic parties which now form the new administration, was among the list of agreements made to reach a coalition deal in May 2010. The agreements were made public yesterday.

The agreements gave no further details on the rates of the tax replacing the APD, but it will generally mean that full flights will be cheaper, while flights with fewer passengers will be more expensive. The APD, which was imposed by the Labor government of former Prime Minister Gordon Brown, saw passengers paying tax depending on the distance between London and the capital of their destination. The duty on long-haul economy fares to the Caribbean rose from £40 (EC \$159) to £50 (EC \$198) in November 2009 and was to increase further this November.

Regional tourism stakeholders had complained that the APD was discriminatory and had lobbied the UK government on several occasions to review it. News that the APD would be scrapped came as the 11th Caribbean Conference on Sustainable Tourism Development was winding down in Barbados. Caribbean Tourism Organization (CTO) Secretary General Hugh Riley told a closing press conference that the Caribbean is "extremely happy about the fact that the matter has been given such importance as to be mentioned so early in the tenure of the new government". "That speaks volumes to us about the importance that the UK government has attached to this matter of the APD," he said.

"It speaks volumes to us too about the strength of unity of the Caribbean. We got together and we made our voices heard and we did what we felt was necessary to bring attention to anything that threatened our livelihood." Meantime, under another agreement reached between the Conservatives and the Liberal Democrats, which could have an impact on people from the Caribbean, there will be an annual limit on the number of non-European Union economic migrants admitted into the UK to live and work. "We will consider jointly the mechanism for implementing the limit," the agreement said.

Caribbean Tourism Organization thanks BA for Support

Source: <http://www.onecaribbean.org/newsandmediacenter/mediareleases/listing.aspx?year=2010&contentid=F6A74197-3875-4EAA-BFFA-A28534A9B2CC>

May 14, 2010 - The Caribbean Tourism Organization (CTO) has thanked British Airways and all BA staff for their commitment to keeping all flights operating to and from Gatwick airport throughout the previous and pending strike periods. Hon. John Maginley, CTO chairman said: "We were very impressed by BA's responsiveness to supporting the Caribbean during the initial strike action. All Caribbean flights from Gatwick were ring-fenced and our guests were able to enjoy their visits as planned. We are equally encouraged by BA's firm commitment to the Caribbean and by the contingency plans the airline has instituted to protect business to the region throughout any future strike action."

Willie Walsh, British Airways' CEO said: "We're proud to fly more flights to the Caribbean than any other UK airline. Our services to the region from Gatwick have been unaffected by the dispute with the trade union Unite and will continue to operate as normal. Our cabin crew and staff at Gatwick have done a fantastic job in recent weeks and they are committed to giving excellent service to all our customers flying to the Caribbean which is a very important market for us." All British Airways Gatwick flights will operate as normal to Antigua, Barbados, Bermuda, Grenada, Kingston, Montego Bay, Punta Cana, St. Kitts, Saint Lucia and Tobago.

Caribbean economies depend strongly on visitors from the UK. The region receives 1.4 million tourists from the UK annually, representing 25 per cent of all European arrivals, and 6 per cent of total arrivals. For example, 39 per cent of tourist arrivals to Barbados are from the UK. Other islands where UK visitors are a significant part of total arrivals include: Antigua (34 per cent), Montserrat (29 per cent), Grenada (28 per cent), St. Lucia (29 per cent), St. Vincent and the Grenadines (18 per cent), Bermuda (11 per cent), and Jamaica (11 per cent).



World Travel Awards 2010 unveiled

Source: <http://www.tourism-review.com/article/2088-world-travel-awards-announced-nominations-for-2010>

The World Travel Awards (WTA) unveiled at ITB Berlin the nominations for its 2010 awards, as well as a number of new categories to reflect the changing face of travel and tourism. Over 5,000 organizations spanning 162 countries have been nominated by industry peers for a chance to win the most coveted prize in travel and tourism. Nominees range from destinations, tourist boards and airlines to luxury hotels, travel technology providers and adventure tour operators. Online voting was opened at 9am GMT on 10th March, and provides both the trade and the consumer an opportunity to support their favorite brands in the bid for travel glory. WTA has also unveiled a series of enhancements to mark the first Grand Tour of a new decade. Technology is top of the agenda with a host of new categories, ranging from "Leading New Hotel Website" to "Leading Dynamic Packaging Product".

The awards programme, which serves to encourage best practice within the industry, is also honoring its commitment to sustainable tourism. A number of new green categories - spanning cruise, destinations, hotels and tour operators - aim to reward those brands striving for innovative and responsible solutions to the environmental crisis. Competition in this year's WTA will undoubtedly prove hotter than ever. Graham E. Cooke, Founder and President, World Travel Awards, said: "We have been overwhelmed with the tremendous response to self nominations, which have grown a phenomenal 50 per cent on 2009." "This increase, in the face of a global recession, demonstrates the vital role that World Travel Awards now plays within the travel industry. More multinational companies than ever, ranging from Etihad Airways and TAP Portugal to InterContinental Hotels, Universal Studios and Disney, are spearheading their global marketing campaigns with their award victories," he added.

This level of accountability has led to WTA becoming the "Oscars" of the global travel industry, broadcast by BBC World News and other networks to over 254 million households worldwide and attended by the industry's key decision makers. Graham E. Cooke added: "As the tension surrounding the awards begins to mount we are looking forward to revealing the leading players at the regional ceremonies during the year, and tracking their progress as they head to London for our Grand Final on the eve of World Travel Market 2010." For regular updated information on WTA log on to www.worldtravelawards.com.

St. Lucia Nominees 2010

**"Caribbean's Leading
Destination"**

**"Caribbean's Leading
Honeymoon Destination"**

**"Caribbean's Leading
Honeymoon Resort
Anse Chastanet and
Jade Mountain"**

**"Caribbean's Leading
Spa Resort
The Body Holiday at
LeSport"**



Source:

<http://www.worldtravelawards.com/nominees2010-6>

Caribbean Airlines takes Over Operations of Air Jamaica

Source: Caribbean News Digital, 03 May 2010

Caribbean Airlines took over operations of Air Jamaica on Saturday, May 1. Air Jamaica will continue its current operations under a contractual arrangement with Caribbean Airlines. "There will be no disruption of service, as all tickets previously issued to the passengers will be honored," said Dennis Lalor, Air Jamaica's chairman.

Last week, the Cabinet of the government of Jamaica approved the terms of an Agreement for the Divestment of the operations of Air Jamaica to Caribbean Airlines, effective Friday, April 30. On Saturday, Caribbean Airlines assumed full financial responsibility for Air Jamaica. The government will transfer Air Jamaica's routes to Caribbean Airlines in exchange for a 16 percent ownership in Caribbean Airlines. However, the government of Jamaica will remain the owner of all of Air Jamaica's other assets, including its real estate and industrial assets.

After a period of 6 to 12 months, Caribbean Airlines will fully enforce its plan to provide sustainable airlift to/from Jamaica. Those plans call for the initial operations to continue serving routes from JFK to Montego Bay, JFK to Kingston, Baltimore to Montego Bay, Philadelphia to Montego Bay, Toronto to Kingston, Fort Lauderdale to Montego Bay, and Fort Lauderdale to Kingston. Any changes to that schedule would be announced by Caribbean Airlines.



SLTB News

Go Bananas in Saint Lucia!

The Saint Lucia Tourist Board, in partnership with many of the island's family friendly resorts, has launched the "Go Bananas Summer Family Program," offering the best of the island's experiences at exceptional summer values to families looking for an unforgettable holiday. Families travelling from 1st June to 30th September can book a "Go Bananas" Vacation. Visit stlucianow.com for more details.



Summer Family Vacation Packages

New Yorkers Spot Saint Lucia at Travel Show

Source: Saint Lucia Tourist Board
Contact: Bevan Springer, Marketplace Excellence + 1 201 861-2056, Email: bevanspringer@nj.rr.com

NEW YORK (March 13, 2010) - The Saint Lucia Tourist Board reported strong and genuine interest in the destination from their participation at the New York Times Travel Show at Jacob Javits Convention Center in New York City during the last weekend in February. Even the massive snow storm that hit the New York area that week could not hold back thousands attending as the Saint Lucia Tourist Board joined with hotel partners Almond Resorts, Anse Chastanet and Jade Mountain, Bay Gardens Resorts, Rex Resorts, Stonefield Estate Villa Resort & Spa and the Village Inn & Spa to showcase the Eastern Caribbean island. In fact, the foot of snow outside probably enhanced the sun-kissed attraction!



Team Saint Lucia: From left: Diane Curtis of Almond Resorts; Kristin Sauter of Stonefield Estate Villa Resort & Spa; Chito Urtula of Rex Resorts; Berthia Parle of Bay Gardens Resorts; Lisa Samuel of Village Inn Resort & Spa; and Lorine St. Jules of the SLTB

"We were really pleased with the show this year and thrilled that there was such a high interest in Saint Lucia," reported Lorine St. Jules, the New York City-based representative of the Saint Lucia Tourist Board. "Everyone was telling us that they saw us on *The Bachelor* (ABC's television series) so we are pleased that our promotions have been successful," she added, explaining that excellent contacts were made and bookings to Saint Lucia secured.

Veteran hotelier Berthia Parle, General Manager of Bay Gardens Beach Resort, concurred, explaining that there was interest especially for travel between March and May, and towards the end of the year. "People who have been to the island on cruise ships now want to come back, and those who have never visited but heard about us from friends and family definitely want to book Saint Lucia now," she said, endorsing the travel show as an excellent opportunity to raise the profile and image of Saint Lucia.

Saint Lucia united at Caribbean Marketplace

Source: Saint Lucia Tourist Board
Contact: Bevan Springer, Marketplace Excellence + 1 201 861-2056, Email: bevanspringer@nj.rr.com



From left: SLTB United States Northeast sales representative, Lorine St. Jules; McHale Andrew, Executive Vice President of the St. Lucia Hotel and Tourism Association; Nerdin St. Rose, SLTB Vice President of Marketing and Sales; Director of Tourism, Louis Lewis; Permanent Secretary in the Ministry of Tourism and Civil Aviation Titus Preville; and Minister of Tourism and Civil Aviation, Senator Allen Chastanet

SAN JUAN, Puerto Rico (January 13, 2010) - This week in Puerto Rico, the Saint Lucia Tourist Board (SLTB) and the Ministry of Tourism and Civil Aviation joined its private sector partners, including hotels, destination management companies, tour operators and travel agencies to position the Eastern Caribbean nation as a premier location for travel and tourism in 2010.

In the photograph, the Saint Lucia tourism contingent stands shoulder to shoulder, in every sense, at the Saint Lucia booth at the Sheraton Puerto Rico Convention Center Hotel & Casino in San Juan.

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For further information please contact Christina Stramiello
cstramiello@mediagistic.com



Awards & Recognition



SAINT LUCIA

Tropical Sky named Saint Lucia as the number one wedding destination for 2010





Condé Nast Johansens's Awards for Excellence presented Cap Maison the Most Excellent Small Resort Award, Pacific, Atlantic & Caribbean



Most Excellent Hotel
Cap Maison Resort & Spa - St. Lucia




Condé Nast Traveler's GoldList Recognized Ladera as One of the World's Best Hotels





Expedia® Insiders' Select™ List ranked Coco Palm as One of the World's Best Hotels



Awards & Recognition



Caribbean Society of Hotel Association Executives Elects 2010-2011 Leadership, Presents Newsletters Awards

Members of the Caribbean Society of Hotel Association Executives (CSHAE) elected its leadership and Board of Directors to guide the region's association executives during the coming year and presented its annual Newsworthy newsletter awards to two associations. Re-elected to a second year term as President was Frank Comito, Executive Vice President for the Bahamas Hotel Association. Clarissa Jimenez, President and CEO for the Puerto Rico Hotel & Tourism Association, was elected as Vice President. Also re-elected as Treasurer was Marion Wilson, Executive Director for the Bonaire Hotel & Tourism Association.

Other members elected to the Board of Directors include Sue Springer, Executive Vice President, Barbados Hotel & Tourism Association; Caesar Campbell, CEO, Turks & Caicos Hotel & Tourism Association; Neil Forrester, General Manager, Antigua Hotels & Tourist Association; Pancy Cross, Executive Director, Grenada Hotel & Tourism Association; Lisa Hamilton, President, U.S. Virgin Islands Hotel & Tourism Association, and Steven Damiana, Curacao Hospitality & Tourism Association.

CSHAE also honored the St. Maarten Hotel and Trade Association and St. Lucia Hotel and Tourist Association with the Electronic Newsletter Newsworthy Award and Printed Newsletter Newsworthy Award, respectively. The Caribbean Society of Hotel Association Executives (CSHAE) is a professional association whose members include the top executives and senior managers from the region's private-sector led hotel and tourism-related organizations. Its primary focus is to serve as a network for the region's associations by supporting the professional development of the staff and voluntary leadership; facilitating the gathering and flow of information; advancing programs in support of regional advocacy and product improvement efforts; and working collaboratively with the Caribbean Hotel & Tourism Association (CHTA) in achieving mutual goals.



CHTA CORNER

Upcoming Events

The Caribbean Hotel & Tourism Association host a number of events annually that provide a forum that attracts all sectors of their membership and the industry at large to stimulate information-sharing and networking among them, as well as foster the conduct of business. Event are as follows:

Taste of the Caribbean 9-12
September 2010 (Rio Mar Beach
Resort, a Wyndham Grande Resort)

Small Hotels Retreat 2010 -TBA

Caribbean Marketplace 16-18
January 2011, Jamaica



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

Revised CHTA Annual General Meeting Notice

In accordance with Article 30 of the Caribbean Hotel & Tourism Association (CHTA) Articles of Association, notice is hereby given that the 2010 Annual General Meeting (AGM) will take place on June 27th, 2010 from 11:30am-12:30pm, at the Half Moon, Montego Bay, Jamaica. At this meeting we will be electing the five Vice Presidents and the Treasurer to serve with the new CHTA President for the biennium 2010-2012. All members are encouraged to attend this AGM and participate in the election of the future leadership of your Association. Details of hotel arrangements and committee meetings will be forwarded to members by the 26th of May 2010.

New in CHTA Data Center

Smith Travel Research (STR) Caribbean Lodging Performance Report, February 2010. Also new is the Caribbean Tourism Organization (CTO) Visitor Arrivals Report ,March 2010 Arrivals & December 2009 update; Antigua (December 2009); Bahamas (December 2009 and 2010); Curacao (January 2010); Dominican Republic (February 2010); Puerto Rico (November 2009); St. Kitts & Nevis (June through December 2009); St. Lucia (February 2010); U.S.V.I. (Projected Occupancy through June 2010); World Travel & Tourism Council- Economic Impact Study 2010 Report. CHTA's Members can obtain the above reports at www.caribbeanhotelsassociation.com/source/Members/cMembersDataCenterIndex.cfm

Renewal of CHTA Membership for fiscal year 2010-2011

1) Go to member login, enter ID and password (If you do not have your ID please contact gladys@caribbeanhotelandtourism.com or call 305-443-3040. (2) Go to My Profile link to the Right. (3) Under the company record beneath the Primary contact profile, click on renew membership dues. (4) Update any information about the property or company. (5) Proceed to pay by credit card. (6) Click 'Check Out'. For Hotel Members Only - you have the option to pay your dues with room nights through our Room Exchange program with Skyauction.com. For more information please email the Membership Department at the above email address.

Performance of the Sector - April 2010

Tourist Arrivals *Source: Saint Lucia Tourist Board

Visitor Arrivals for the month of April 2010 recorded a 1.3% decline in comparison to 2009 figures. A total of 25,984 sleeper arrivals were witnessed for April 2010 in comparison with last year's total of 26,326, a decline of 342.

Overall, from January to April 2010, St. Lucia has seen a 8.9% increase in tourist arrivals. In 2009 the island witnessed 100,577 tourist arrivals from January to April in comparison to 109,514 for the same period in 2010.

Tourist Arrivals by Market *Source: Saint Lucia Tourist Board

There was a significant change in two (2) of the island's main markets, the US with a 35.4% increase representing 11,072 tourists arrivals and the UK with a 9.2% decline totaling 2,519 arrivals. Changes in other markets namely Canada with 0.7% decline representing 135 tourist arrivals; Germany 115.1% increase or 960 tourist arrivals; and France 27.2% or 518 tourist arrivals were also recorded.

Bed Nights by Month *Source: Saint Lucia Tourist Board

From January - April 2010, a 10.5% increase in bed nights were reported. In 2009 the figures for the same period totaled 680,836 bed nights in comparison to 2010 total of 752,302. 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 April 2010, as compared to the same period in 2009, saw an increase in numbers. From January - April 2010, an increase of 4.9% (377,124) cruise passengers arrivals were noted in comparison to the same period in 2009 (359,394). Cruise Ship Calls increased by 10.5% (232) for period January - April 2010 compared to last year's total of 210.

Yacht Arrivals & Yacht Calls *Source: SLASPA

The Rodney Bay Marina from January - April 2010 saw an increase in the number of yacht arrivals compared to the same period experienced in 2009. An increase of 5% (12,678 yachts arrivals) was witnessed in comparison to last year's figure of 12,072. A difference of 606 yacht arrivals was experienced from January - April 2010. Yacht Calls also increased by 11.7% (3,027) for the same period in comparison to the 2009 figure of 2,711.

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SLASPA - Snap shot March 2010

Source: SLASPA

Snap shot

MARCH 2010

HIA Aircraft Movements	1,159
HIA Passenger (In & Out)	52,637
GFLC Aircraft Movements	2,298
GFLC Passengers (In & Out)	19,316
Containers In	1,552
Containers Out	1,405
Cruise Calls	74
Cruise Passengers	106,854
Ferry Calls	11
Ferry Passengers (In & Out)	3,450

Saint Lucia Air and Sea Ports Authority

REPORT

SLASPA
March 2010
Volume #2 Issue #3
Complementing Your Every Move

SLASPA

SLASPA was created out of the merger of the St Lucia Ports Authority with the Airports Division of the Ministry of Communications and Works. This merger has created a unique position for the island by providing avenues to generate initiatives to maximize the assets held in its name and offer value-added services to its clientele. For more information, visit our website at www.slaspa.com....Complementing Your Every Move

AIRPORTS

George F. L. Charles Airport

During the month of March, George F.L. Charles Airport (GFLC) handled a total of 2,298 aircraft movements accommodating 19,316 international and domestic passengers and 4,976 intransit passengers. The airport also handled 113,220 kilograms of cargo landed and loaded.

Hewanorra International Airport

Hewanorra International Airport (HIA) recorded a total of 1,159 domestic and international aircraft movements for the month. The airport handled 52,637 passengers (picked-up and set-down) and facilitated 6,217 intransit passengers. Cargo throughput (landed and loaded) at HIA for the month was 142,957 kilograms.

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