

CARIBBEAN TOURISM ORGANIZATION



- Does Tourism Matter?
- Overview of the CTO
- What we do with the \$\$
- What happens next

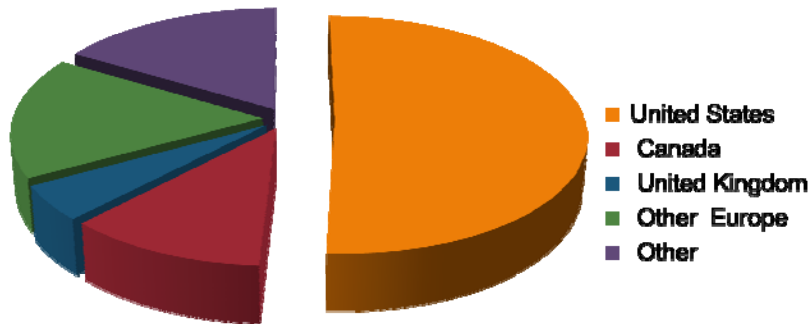


Tourism's importance to the Caribbean

- The region's main export
 - Employs 2.0m directly & indirectly
 - Responsible for 1 in 9 jobs
 - Contributes over 13% to GDP
- Injects \$40b annually in foreign exchange



Visitor Arrivals to the Caribbean 2010





Visitor Arrivals to the Caribbean 2010

- United States 11,716m; 51%
- Canada 2,618m; 11%
- United Kingdom 1,103m; 5%
- Other Europe 3,810m; 17%
- Other 3,790m; 16%
- Total: 23,037m



Visitor Arrivals to California 2009

- 1) United Kingdom 663,000
- 2) Japan 462,000
- 3) Australia 369,000
- 4) Germany 355,000
- 5) South Korea 277,000
- 6) France 275,000
- 7) China (excl. HK) 271,000
- 8) India 157,000
- 9) Taiwan (ROC) 143,000
- 10) Italy 129,000

Total: 3,101m

Source the California Travel and Tourism Commission





Caribbean Tourism Organization

The region's tourism development agency providing specialized support and technical assistance to 33 member countries and private sector members in the areas of:

- Financial & Resource Management
- Marketing Communications
- Human Resource Development; Training & Education
- Research & Information Technology
- Sustainable Tourism Development
- Advocacy/Representation



Caribbean Tourism Organization Mission Statement

To provide to and through its members the services and information necessary for the development of sustainable tourism, for the social and economic benefit of the People of the Caribbean.





Caribbean Tourism Organization Categories of Membership

- Governments
- Carrier members
- Allied members
- Chapter members
- Retail Travel Agency members
- Affiliate members



CTO Member Countries

- | | | |
|------------------------|---------------|------------------------------|
| Anguilla | Curacao | St. Eustatius |
| Antigua & Barbuda | Dominica | St. St. Kitts & Nevis |
| Aruba | Dom. Republic | St. Lucia |
| Bahamas | Grenada | St. Maarten |
| Barbados | Guadeloupe | St. Martin |
| Belize | Guyana | St. Vincent & Grenadines |
| Bermuda | Haiti | Suriname |
| Bonaire | Jamaica | Trinidad & Tobago |
| British Virgin Islands | Martinique | Turks & Caicos Islands |
| Cayman Islands | Montserrat | United States Virgin Islands |
| Cuba | Puerto Rico | Venezuela |



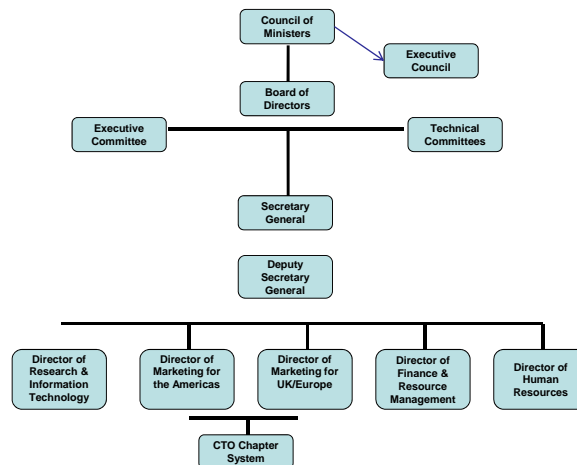
Affiliate Members

Include:

- Caribbean Hotel & Tourism Association
- UN World Tourism Organization
- Association of Caribbean States
- Caribbean Central American Action
- Inter-American Institute for Cooperation on Agriculture
- Organization of American States
- Organization of Eastern Caribbean States



ORGANIZATIONAL STRUCTURE





Funding Formula

- Countries meet their annual financial obligations to the CTO in two ways:
- They pay membership dues and contribute to a Regional Marketing Fund (RMF). The dues and the RMF payments are based on a tourism arrivals formula, thus ensuring an equitable distribution of the financial obligation across the 33 member-countries.



Finance & Resource Management

- Sourcing and acquisition of funding from worldwide funding agencies to provide programs that benefit CTO's members.
- Contracting legal, auditing and other professional services to ensure CTO's compliance with applicable standards and regulations.
- Funding the projects related to various CTO entities.
- Providing office space & support services in New York and London.
- Funding CTO's business meetings regionally and internationally.
- Providing systems and technical support for CTO's members in a variety of areas.



Caribbean Tourism Organization Project Funding



Sustainable Tourism Development



Facilitates the sustainability of tourism in the region through:

- Liaising with CTO's partners, members & key stakeholders & providing technical advice on standards and development
- Executing projects on climate change, disaster risk management and energy efficiency
- Organization of and participation in conferences, meetings & workshops
- Conducting research on and disseminating information through conferences, electronic & print media, manuals



STC 2011 - Bermuda



STC 2011 - Bermuda



STC 2011 - Bermuda



STC 2011 - Bermuda



STC 2011 - Bermuda



Sustainable Tourism Development



- **CHENACT** – Caribbean **Hotel Energy Efficiency** Program
 - ✓ To encourage the implementation of energy efficiency practices & micro-generation with renewable energy in the Caribbean hotel sector, hence improving the competitiveness of small, medium & large hotels through improved use of energy.
- Regional **Disaster Risk Management (DRM)** for Sustainable Tourism in the Caribbean
 - ✓ To develop a regional DRM Strategy & Plan of Action for the Caribbean tourism sector
 - ✓ To build a culture of natural hazard disaster risk reduction within the Caribbean Tourism sector to minimize the loss of life, injuries and damage to property by strengthening capacity for mitigation, preparedness, response and recovery.





Human Resource Development

Stimulates the environment for the development of a World Class tourism workforce in the Caribbean, which is able to deliver an exceptional tourism experience. Specifics include:

- The development of curricula for tour guide training that will be recognized as a Caribbean Vocational Qualification
- Planning and implementing Training of Trainers workshops conducted throughout the Caribbean.
- Collaborating with education partners across the region to develop a quality assurance framework and guidelines for national, regional and extra-regional Distance Education Programs



Human Resource Development

- Development and implementation through PROINVEST of the “Hospitality Assured,” service excellence program in 8 pilot countries
- Support for Caribbean Knowledge and Learning Network for the development of distance education programs in tourism/hospitality, with the support of the Open Campus of the UWI.
- Distance learning course being developed on Sustainable Tourism, with the support of the Commonwealth of Learning and Open Campus, UWI
- Providing direction on CTO’s role in the coordination and development of food quality standards and certification
- Providing support for the Total Visitor Satisfaction project





Human Resource Development

- Implementing an annual Tourism HR Conference in collaboration with host countries
- Ongoing development of a children's and youth programs such as the Conde Nast My Caribbean essay contest and the Travel+Leisure Youth Congress
- Management of the CTO Scholarship Foundation and assisting with special events related to the Foundation; over \$800k since inception
- Designing and implementing a region-wide public awareness campaign to highlight tourism's contribution to the Caribbean
- Leading the effort to make tourism a CXC subject



Human Resource Dept.





CTO Marketing

The Regional Marketing Fund (RMF) is the main budget for promoting the Caribbean as a region in all major markets, including intra-Caribbean.

It pays for the Public Relations, marketing agencies and professionals contracted in the US, Canada, the UK, France, Germany, Holland and Italy.

It provides a benefit to the entire list of member countries by raising the awareness of the Caribbean brand and providing opportunities for individual member countries to take advantage in their own specific ways.



CTO Marketing

- The RMF pays for the technology and services behind the live-streaming of various events, allowing a member country's home audience to participate 'live' almost as if they were present at the event.
- The RMF provides the means to create online CTO TV, a channel that allows our Ministers and Directors of Tourism to present their own features and videos to a vast Internet audience, through CTO's membership website www.OneCaribbean.org



CTO Marketing

- The RMF pays for the monthly Tourism Executive Brief, as well as the market intelligence reports and surveys that keep our members current on the trends affecting their business.
- Monthly CTO Newsletter that keeps our members updated on projects and programs.
- The RMF is the funding source for managing newspaper campaigns, travel agent education programs and other activities that allow us to bring economies of scale to our countries, giving them group values and discounts which individual countries simply could not acquire.





The Official E-Newsletter of the Caribbean Tourism Organization

Welcome

Welcome to *CTO News*, the Caribbean Tourism Organization's e-newsletter. As a partner and stakeholder in Caribbean tourism, we've created this as a tool to help keep you up to date on issues, events and opportunities impacting the region. We welcome your participation and feedback. Please feel free to e-mail us at jjohnrose@caribtourism.com to express your views or offer suggestions for future content.

VIRTUAL CARIBBEAN

What's on OneCaribbean
Download the latest statistical review of how the Caribbean tourism industry performed in 2010 and see what the projections are for 2011 - it's on OneCaribbean.org
[Link](#)

SPOTLIGHT ON

Cayman Islands
CTO News celebrates one CTO member destination each month. This month, our spotlight is on the Cayman Islands.
The defining moment of your Cayman Islands vacation could well be that moment in time when you realise you can do as much ... or as little ... as you choose. From beach, to forest reserve, to surf park, from



IN THIS ISSUE

- Improve your bottom line through Sustainable Tourism
- Opportunities await you at Caribbean Week in New York
- Caribbean pro-ACTIS-tive in Brussels
- APD announcement a "small but important victory" for Caribbean
- CTO engages the Diaspora
- The Caribbean meets the world at ITB
- CTO announces German media awards winners
- Spotlight on German Market



Crisis Communications



CTO Marketing



- The RMF pays for OneCaribbean.org, the membership site that is replete with statistics, presentations, best practices, templates, proposals, work plans, historical data and a wealth of other useful information for our members, the press and potential investors in Caribbean tourism.
- Attendance and Caribbean branding at the major European Trade and Consumer Fairs, including ITB, Berlin; WTM, London; Fitur, Madrid; and consumer events in New York, Las Vegas, London, Manchester, Glasgow and Dublin.





CTO Marketing

- Seed funding for the UK and Dutch chapters to enable them to produce a full calendar of promotional activities throughout the year.
- Networking sessions, major publications, travel agency training, marketing forums, European workshops and media recognition awards.
- Advocacy/Representation on major issues such as Aviation Taxation, Emissions Trading Schemes, regulator matters and more.



Advocacy



Advocacy



Advocacy



Advocacy



CTO Marketing

- The RMF pays for special events such as Caribbean Weeks in Toronto, Montreal and New York and the Annual Caribbean Tourism Summit.
- Trade and consumer shows across the United States and Canada as well the exploring new, potentially productive markets.
- Pays for CaribbeanTravel.com, Caribbean.co.uk and the companion sites in Canada, Germany, Holland, France, Italy and Spain. These sites are portals to every member country's site, generating traffic to our members that is sometimes in excess of what they themselves generate.





Caribbean Week 2010



Travel Agent Day - Canada



Leadership Strategy Conference 2010



Leadership Strategy Conference 2010





CTO marketing + CHTA marketing
= CTDC

CARIBBEAN



**Caribbean Tourism Development
Company**

To own, promote, protect, advance and
enhance the Caribbean brand.



Caribbean Tourism Development Company



- CTDC: create the most favorable conditions for the profitable and sustainable growth of tourism for the benefit of the people of the Caribbean.
- Build the Caribbean brand... one phenomenal experience at a time.



The task

Using the theme *“Life Needs the Caribbean”*, create a website that delivers the best of our tourism product.



Home | About us | Site map | Contact us | Log in



The official tourism site of the Caribbean

LIFE NEEDS THE CARIBBEAN

DESTINATIONS
PLACES TO STAY
THINGS TO DO
FESTIVALS & EVENTS
NEWS & FEATURES

BOOK NOW

FLIGHTS	HOTELS	PACKAGES
From...	3/19/2008	
To...	3/26/2008	
1 adult	0 children	
0 seniors		

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HOT DEALS

Receive up to \$300 Air Credit Bahamas: Stay at the Wyndham Nassau Resort located on the ...

[more great deals](#)

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E-mail:

SEARCH THE CARIBBEAN

Search the whole Caribbean

CARIBBEAN TRAVEL UPDATE

NEW THIS WEEK: CARIBBEAN TOURISM DEVELOPMENT COMPANY INTRODUCES CONSUMER AND TRADE ...

PLAN YOUR VISIT






FIND A CARIBBEAN TRAVEL SPECIALIST



The best of the British Virgin Islands...
The beautiful 32-acre estate on Tortola's finest mile long beach



La Sika
ALMA LA RAIN, St. Lucia
Tel: 759 454 6323
Fax: 759 454 6255
la.sika@stluciatourism.com



Caribbean Tourism Organization



The official tourism site of the Caribbean ©2008



Caribbean Hotel Association







St. Martin
The friendly island



You are here: Home / Destinations / St. Martin

ST. MARTIN

The friendly island

Introduction | Places To Stay | Events | Weather | Official web site

The pressures of St. Martin are lightened from its haute cuisine to its golden beaches. When you arrive St. Martin, you've entered France, and not just figuratively speaking. St. Martin is as much a part of France as it is a part of the Caribbean. It's a unique blend of cultures, and a sight here from Paris is a common sight.

Visit the capital Marigot on market days when, in most of the harborside bistros and boutiques, vendors fill the tables with goods from home-brewed liquors to sunbed pads overflowing with diamonds, jewelry and chili peppers. St. Martin is action-packed but also peaceful. Orient Beach, perhaps the Caribbean's best-kept secret, offers the Caribbean's best-kept secret location for water sports from windsurfing and jet skiing to parasailing on a boat-towed parachute.

For a different kind of adventure, visit Loterie Farm, where a former slave trail leads you upward to beautiful views overlooking from the original boats brought to the Caribbean aboard the W.M.S. Bounty. A trail leads to Rio Paradise, the island's highest point.

You can feast at one of the Caribbean's largest collection of restaurants, but you can also eat well within a small budget. In the village of Grand Case, the endless line of beachside bars, patios, and cafes culminate in the "hood," a series of wooden shacks overlooking the sea where you can feast on a variety of local food. The Grand Case beach and parking lot is about 100' from the lowest area called Sandy Ground to Marigot and the sea village Little Bay, so why cook at home? In Marigot, visit the Butterfly Farm - where such beauties as the Caribbean Wood nymph and the Brazilian blue morpho turn your day into a fluttering parade of color - to the historic Vernon plantation, where you'll journey back through the history of rum production to view the life of a slave's son.

AIRPORTS/GATEWAYS/FLYING TIMES: Although Princess Juliana International Airport (St. Maarten, St. Martin, P. W. I.) **Martinique** (Guadeloupe) (St. Martin, P. W. I.) **Martinique** (Guadeloupe) (St. Martin, P. W. I.) **Martinique** (Guadeloupe) (St. Martin, P. W. I.) **Martinique** (Guadeloupe) (St. Martin, P. W. I.) **Martinique** (Guadeloupe) (St. Martin, P. W. I.)

CLIMATE: Average daytime temperature in winter is about 80-85 degrees F. Summer is a few degrees warmer. Evenings are cool in the winter.

SEARCH

Search this site plus the cream of the crop of Caribbean travel sites

St. Martin

BOOK NOW

FLIGHTS	HOTELS	PACKAGES
From...	10/6/2010	
To...	10/12/2010	
1 adult	0 children	
0 seniors		

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HOT DEALS

Nevis- Nisbet Plantation Beach Club Pre-Holiday Br...
St. Kitts & Nevis

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26

DESTINATIONS
PLACES TO STAY
THINGS TO DO
FESTIVALS & EVENTS
NEWS & FEATURES





Whatever you want, the perfect place is waiting in the Caribbean - and we are waiting to welcome you.

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PLACES TO STAY

St. Martin

Introduction | [Places To Stay](#) | [Events](#) | [Weather](#) | [Official web site](#)

Your search results for all hotels in St. Martin

<< Previous 1 2 3 4 5 Next >>

Alamanda Resort

> More Details

Captain Oliver's Resort

Intimate waterfront hotel with ocean and marina views. Uniquely located on the French/Curaçao border. Three restaurants, four bars, marina, glass-walled pool, dive shop, boating charters, shark aquarium, free taxi-boat to beach, ferry to St. Barts...

> More Details

Esmeralda Resort

Elegant villa-style resort with accommodations ranging from rooms with balconettes to 2+ bedroom suites including full kitchens. Beach villa with private pool. Over a mile of white sand beach, 3 min to Grand Case & 20 min to Marigot.

> More Details

Grand Case Beach Club

Newly renovated condo hotel, 12 min from Juliana Intl Airport and 1/4 mi from L'Esplanade Airport. Within walking distance to restaurants of Grand Case. Lit tennis courts, Restaurant/Bar, Mas/river pool, boutique, car rental, complimentary...

> More Details

Green Cay Villas

Exclusive private villas on fabulous Orient Bay, the best beach in St. Martin. Green Cay Village features among oriental tropical foliage and combines the best of both worlds. Amenities include: 2 pools, 2 bars, 2 pools, 2 villas.

8 P. #168 Grand Case
97071, Bais Orientale
St. Martin F.W.I.
Tel: 590-590-92-8740
Fax: 590-590-92-8741

97180 Oyster Pond
21st Floor
St. Martin F.W.I.
Tel: 590-590-87-4028
Fax: 590-590-87-4028

Bais Orientale 97071
PO Box 6143, Bais
Orientale
St. Martin F.W.I.
Tel: 590-590-87-3836
Fax: 590-590-87-3328

21 Rue du Petite Plage
97130 Grand Case
St. Martin F.W.I.
Tel: 590-590-87-5187
Fax: 590-490-28-5006

Parc de la Bais Orientale
Saint Martin 97130
Grand Case

SEARCH

Search this site plus the cream of the crop of Caribbean travel sites

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PACKAGES

From...

To...

1 adult

0 seniors

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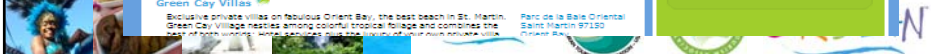
HOT DEALS

Double Summer/Fall Fun
British Virgin Islands:


More great deals


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PLACES TO STAY

St. Barthelemy

Introduction | [Places To Stay](#) | [Events](#) | [Weather](#) | [Official web site](#)

Your search results for all hotels in St. Barthelemy

<< Previous 1 2 3 4 Next >>

Hotel Guanahani & Spa

Beachfront resort with 68 rooms incl 35 suites, 14 w/ pvt swimming pool. Ocean facing in all categories (except 7), 2 pools, 2 tennis courts, 2 restaurants, 2 bars, 1 lounge, watersports, boutique, fitness, spa, 6 butler suites, compl, internet...

> More Details

Francois Plantation

Hillside Caribbean Style hotel. 12 Cottages with panoramic view of the sea or nestled in a tropical garden. 1 - one bedroom villa with ocean view and private pool. Swimming pool and gourmet restaurant. WIFI high speed connection in our dining room...

> More Details

Grand Cul De Sac
97133 Grand Cul
De Sac
St. Barthelemy
F.W.I.
Tel: 590-590-276660
Fax: 590-590-277070

Colombier 97133
Colombier
St. Barthelemy
F.W.I.
Tel: 590-590-298022
Fax: 590-590-276126, From 800-593-2871

SEARCH

Search this site plus the cream of the crop of Caribbean travel sites

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FLIGHTS
HOTELS
PACKAGES

From...

To...


1 adult

0 seniors

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HOT DEALS

Kids stay, play and eat free at Holiday Inn SunSpr
Aruba:
Children 00 - 17 Yrs.; Stay Free
When Sharing Same...



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CARIBBEAN

PRINCESS MARGARET SCHOOL

Home / News & Features / Weather

WEATHER

News / Photo Gallery / Related Sites

Beautiful weather is a specialty of ours in the Caribbean. Use the drop down menu to select your destination and view a current weather forecast.

AccuWeather.com

Currently: Partly sunny 81°F

RealFeel: 85°F

Winds: NE at 16 mph

Your Extended Forecast:

- High 89°/Low 79° Partly sunny, increasing clouds
- High 89°/Low 79° Partly sunny
- High 89°/Low 79° Clear
- High 89°/Low 79° Partly cloudy
- High 89°/Low 79° Partly cloudy

Antigua & Barbuda

Weather in other areas:

- Barbados
- All Saints
- Falmouth
- Carriacou Bay

SEARCH

Search this site plus the content of the entire Caribbean travel press.

Antigua & Barbuda

BOOK NOW

FLIGHTS | HOTELS | PACKAGES

From:

To:

1 adult | 0 children | 0 seniors

travocity

HOT DEALS

Escape a beautiful island!

Enjoy a Romantic 3 Night Romantic Getaway Package in St. John's

BOOK NOW

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CARIBBEAN

CARIBBEAN

IMAGE LIBRARY

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Countries

Advertising Opportunities on CaribbeanTravel.com

The screenshot displays the CaribbeanTravel.com website interface. Key features include a navigation menu at the top, a main content area with sections for 'BOOK NOW', 'HOT DEALS', and 'SEARCH THE CARIBBEAN', and a sidebar with 'THINGS TO DO'. Red circles highlight a search bar in the sidebar, a sidebar section titled 'THINGS TO DO', and a footer area containing logos for Caribbean Tourism Organization, Caribbean Travel & Life, and Caribbean Hotel Association.

Caribbean Travel & Life

- Using their writers for our special sections
- Images on our website
- Logo in every issue
- Leveraging the relationship with this definitive expert: *The Official Consumer Magazine of the Caribbean*



The bottom of the slide features a collage of Caribbean-themed images including a woman in traditional dress, a diver, a tropical landscape, a cruise ship, a sunset, a beach, and a waterfall. Below the collage are logos for Caribbean Travel & Life, Caribbean Hotel Association, and Caribbean Tourism Organization.

Communicating through newspaper campaigns....



A large advertisement for 'CARIBBEAN go guide'. The top part shows a collage of three images: a couple dining by the water, a person on a wooden walkway over a lagoon, and a scuba diver. Below this, the text 'CARIBBEAN go guide' is prominently displayed. A blue oval contains the text 'WIN A CARIBBEAN VACATION!'. The background is a vibrant tropical beach with palm trees and a blue sky. At the bottom, the 'CARIBBEAN' logo is shown, along with the website 'CaribbeanTravel.com'.



Open Article

There's a seat to the Caribbean waiting for you.

There are some places where the sun feels warmer. The tropical songs sound better. And umbrella drinks taste better. That's why AirTran Airways is offering low fares to the sunny beaches of Key West, Nassau/Paradise Island, Montego Bay, Aniba and San Juan. Book at airtran.com for our lowest fares, an affordable Business Class, and Wi-Fi on every flight. Go. There's nothing stopping you.

AirTran

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IT'S TIME FOR THE CARIBBEAN

It's time to get away from the every day and let your worries go as you relax on the beach. Whether you're in need of a romantic getaway, a family vacation, an all-inclusive experience or a luxury escape, you'll find it all and more in the Caribbean at a great value. With international allure in the Bahamas, tax free shopping on the US Virgin Islands, modern resorts on the Yucatan peninsula in the Mexican Caribbean and rich Mayan history in Belize, rejuvenation is waiting for you in the Caribbean. It's time to restore and revive. It's time for a Caribbean getaway.

THE CARIBBEAN WELCOMES AIRTRAN'S LOW FARES

You already know that with AirTran Airways you get the youngest all-Boeing fleet with Business Class, XM Satellite Radio, and Wi-Fi every time you fly. Plus there are over 60 great destinations to choose from. And now, AirTran Airways can take you on the Caribbean getaway you've been dreaming about. That's right, AirTran Airways is offering service to the sunny beaches of Nassau, Montego Bay and Aniba. And there's a seat to the beach waiting for you. Book at airtran.com today for our lowest fares.

AirTran Airways. Go. There's nothing stopping you.™

AirTran

AirTran Airways is offering low fares to the sunny beaches of Key West, Nassau/Paradise Island, Montego Bay, Aniba and San Juan, Puerto Rico.

LIFE NEEDS THE CARIBBEAN.

Published by Custom Marketing Group in partnership with the Caribbean Tourism Development Company.

Communicating through our members

the anguilla
ISLAND OF SOUL

A perfect blend of pristine beaches, world gourmet restaurants and breathtaking views, these members by invitation need all the amenities you need to enjoy.

www.anguilla.com
info@anguilla.com
878-8-ANGUILLA

feeling is believing™

CARIBBEAN

EXPLORE St. Kitts

Blessed by nature and rich in history, this lush tropical island invites you to experience a Caribbean destination like no other. From the golden sand beaches and cloud-fringed hillsides to the rich cultural heritage and warm, welcoming hospitality, St. Kitts invites you to share our unique island experience.

Log on to our Website for details on Hotel Accommodations and Exploring St. Kitts
www.stkitts-airtrantm.com
info@stkittsairtrantm.com • 1-800-582-6208

CARIBBEAN



America's Caribbean™

United States Virgin Islands
St. Croix | St. John | St. Thomas

arts & dining & events nature & accommodations culture nightlife calendar wildlife shopping recreation travel & weddings & film honeymoon office

St. Croix	St. John	St. Thomas

[Welcome Center:](#) [About Our Islands](#) [Download Brochures](#) [Island Maps](#) [Multimedia Gallery](#)

With our three beautiful islands of **St. Croix**, **St. John**, and **St. Thomas**, the United States Virgin Islands offers something for everyone. Breathtaking beaches with emerald water. Secluded coves, pristine coral reefs, and untouched rainforests. Friendly people with a unique music, cuisine, and culture. Posh hotels, cozy inns, and unspoiled campgrounds. Wonderful restaurants, world-class shopping, and exciting festivals. Our islands offer the most romantic setting for your special wedding or honeymoon. Come visit America's Caribbean and see what we have to offer you.

search

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[U.S. VIRGIN ISLANDS TO PROMOTE DESTINATION'S APPEAL AT 1st ANNUAL THE TRADESHOW IN ORLANDO, FLORIDA](#)

U.S. Virgin Islands copyright and privacy statement Official Website for the United States Virgin Islands Department of Tourism



Communicating through major trade and consumer events....



Communicating through sports





Communicating through public relations....



**Extensive PR coverage
generated by
our public relations agencies**















Waterparks making a big splash

Caribbean resorts, with their tropical climates and the hot Caribbean waters, are making a splash in the waterpark industry. The Caribbean is becoming a hot spot for waterparks, with many resorts offering state-of-the-art facilities. The Caribbean is becoming a hot spot for waterparks, with many resorts offering state-of-the-art facilities.

World's Most Endangered Coastlines

The Commission on World Endangered Coastlines (CWC) has released its list of the world's most endangered coastlines. The list includes 100 coastlines from 25 countries, including the United States, Canada, and the Caribbean. The list is a call to action for governments and the public to take steps to protect these vital ecosystems.

Coastal Tourism Conference

Barbados, Mar 26 (Oremia Latina) Some of the world's top voices on conservation and sustainability will examine the latest tourism environment during a special panel to be April 28 to May 1 in Turks and Caicos.



LEFT: Two children in Anguilla.



Summer Getaways

is conference, at website www.OneCaribbean.org.










11:18 58°
abc 7






Jenna Wolfe, NBC TV





Last updated: 15 November, 2010 - Published 17:59 GMT

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Caribbean leading global anti-APD lobby

Caribbean countries are forging an international alliance to fight soaring increases in Britain's controversial air passenger tax.

Members of the Caribbean Tourism Organisation have used a big annual tourism fair in London to push their case that the distance-based duty penalises long-haul destinations.

The CTO has submitted its own proposals for what they say is for a more equitable reform of the tax, which has been blamed in part for a decline in visitors from Britain to the the region.



Region	Economy	Premium
USA	£60	£120
Europe	£12	£24
NZ	£85	£170

New air passenger duty rates

The APD puts the Caribbean in a high band





BREAKING!

travel news

Enjoyed Singapore
Vote for the World Travel Awards
Asia's Leading Airport

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Cruise

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CTO 'pleased' with APD hold

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Posted 24th Mar 2011



Officials at the Caribbean Tourism Organisation have welcomed an announcement from UK chancellor George Osborne Air Passenger Duty will not rise this year.

The chancellor's statement that the arbitrary nature of the bands "appeared to believe the Caribbean was further away than California." is also a clear recognition of a crucial issue raised by the organisation during lobbying efforts to have the tax reformed.

"In our various meetings with the British government the Caribbean Tourism Organisation opposed the idea of a Per Plane Tax for economic reasons," read a statement.








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COMPETITIONS
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You are here: Home > News & Analysis

CTO video puts case against APD

Mar 28, 2011 14:23

Abta, footballer Les Ferdinand, and politicians and businessmen with interests in the Caribbean all feature in a new video shot to highlight the case against APD.

The video, shot by the Caribbean Tourism Organisation, comes after chancellor George Osborne announced a freeze in APD until next April in last week's Budget.



Minister for tourism for St Kitts and Nevis and CTO chairman Ricky Skerritt pledges to do whatever is necessary to increase awareness about "how much APD is hurting the Caribbean".






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HOME > TRAVEL > TRAVEL NEWS > AIR PASSENGER DUTY

Air Passenger Duty: unfair, unclear and economically damaging

Air Passenger Duty is discriminatory, illogical, and already contributing to a decline in tourism to the Caribbean, says Hugh Riley.

By Hugh Riley
Published: 11:07AM BST 10 Sep 2010
4 Comments



Hugh Riley, left, with Caribbean Tourism Organisation chairman John Maguire.

Air Passenger Duty (APD), the British flight tax, was initially proposed as a 'green tax' to help mitigate a flight's carbon impact. Two years ago, a British holidaymaker typically paid £30 APD on a long-haul flight. Last November that was raised to £50. This November the amount payable for the same tax band will be £75 – a 150 per cent rise in two years. And it's not over yet. The Government is proposing to double taxes on flying over the next five years.

So why does it matter? Well, first of all because it's not a green tax. According to ABTA, the travel association, the Government has backtracked on claims that APD is a green

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Caribbean tourism bosses lobby government over airport tax hike

Last updated at 1:41 PM on 8th September 2010
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A high-level Caribbean delegation will begin a three-day lobby in Britain tomorrow against what it sees as unfair hikes in the amount of airport departure tax to the West Indies.

From November 1 this year, the amount of Air Passenger Duty (APD) Britons travelling to the Caribbean pay will have risen by up to 94 per cent in just two years.

The rise will mean a family of four travelling to the Caribbean in premium economy will pay around £600 in APD alone.

ASIA

CARIBBEAN



Communicating through branded merchandize....




The **CARIBBEAN** Collection

MENSWEAR – SS10 CLASSIC T-SHIRT
 100% ring spun cotton
 165gsm
 double needle stitching



colour options




The **CARIBBEAN** Collection

MENSWEAR – KB341 TREND T-SHIRT
 100% cotton jersey
 white contrast trims



colour options




The **CARIBBEAN** Collection

MENSWEAR – 220M COLLEGE T-SHIRT
 100% cotton
 200gsm
 velvet trim on inside neck





The **CARIBBEAN** Collection



MENSWEAR – 120M VINTAGE T-SHIRT
 100% cotton
 180gsm
 faded vintage effect



colour options




The **CARIBBEAN** Collection



WOMENSWEAR – SS75 CLASSIC POLO
 100% cotton pique
 170gsm
 4 button placket
 *Island flag on sleeve – optional extra



colour options




The **CARIBBEAN** Collection

WOMENSWEAR – SK042 FASHION POLO
 96% cotton / 4% elastane micro pique
 200gsm
 6 button placket
 *Island flag on sleeve – optional extra






The **CARIBBEAN** Collection

WOMENSWEAR – K730 SLEEVELESS GOLF SHIRT
 100% cotton pique
 white contrast placket
 170gsm
 hemmed armholes






colour options



The **CARIBBEAN** Collection

WOMENSWEAR – SK102 FASHION T-SHIRT
 98% / 2% spandex
 135gsm
 *Island flag on sleeve – optional extra



colour options




The **CARIBBEAN** Collection

WOMENSWEAR – FR17 BEACH OVERSHIRT
 55% cotton / 45% linen
 130gsm
 side vents




colour options




The **CARIBBEAN** Collection

CHILDRENSWEAR – GD05B T-SHIRT
 100% cotton
 orange / sapphire
 180gsm






The **CARIBBEAN** Co

BRANDED NECK LABEL, BUTTONS & SWING TICKETS







The **CARIBBEAN** Collection

ACCESSORIES – BG663 BEACH BAG
 washed canvas
 size: 46 x 35 x 12cm
 metal trims



colour options



The image features a vertical strip of small photos on the left side, including a smiling woman, a diver, a tropical landscape, a boat, a sunset, and a resort. At the bottom, there are several 'CARIBBEAN' logos in different styles and colors, along with a circular logo featuring a star and the text 'CARIBBEAN'.

The **CARIBBEAN** Collection

ACCESSORIES – QD103 LIGHTWEIGHT RUCKSACK
 micro ripstop polyester
 520gsm
 breathable mesh back panel



colour options



The image features a vertical strip of small photos on the left side, including a smiling woman, a diver, a tropical landscape, a boat, a sunset, and a resort. At the bottom, there are several 'CARIBBEAN' logos in different styles and colors, along with a circular logo featuring a star and the text 'CARIBBEAN'.

The **CARIBBEAN** Collection

ACCESSORIES – SK72 BEACH HAIR BAND
96% cotton / 4% elastene





The **CARIBBEAN** Collection

ACCESSORIES – 4205 BASEBALL CAP
linen / natural colour
sandwich peak





The **CARIBBEAN** Collection



ACCESSORIES – 4210 BASEBALL CAI
 100% brushed cotton
 navy / white
 sandwich peak




The **CARIBBEAN** Collection



ACCESSORIES – BC041 SPORTS VISC
 100% cotton
 pre-curved visor
 self fabric side adjuster






The **CARIBBEAN** Collection

ACCESSORIES – MM03 TEDDY BEAR
 12" bear
 cotton T-shirt
 printed





Tourism Industry 2012 and Beyond

- Competition will intensify; leading to a sharper focus on defining the right customers
- Greater emphasis on visitor recognition (even at source), incentives for referrals and rewards for loyalty
- Increased customization will create the necessity to better understand visitor's needs



Tourism Industry 2012 and Beyond



- More widespread use of mobile technology will contribute to individualizing the visitor experience
- Social media will evolve into greater use of customer generated content; a type of visitor i-report
- Visitor satisfaction will be paramount



Tourism Industry 2012 and Beyond



- Caribbean regional tourism will be redefined by single space considerations and innovative transportation
- Voluntourism will come home; more effective use of experienced travellers
- Greater use of travel as a gift and recognition of it as a tool for increasing understanding.



Conclusion

- Today's environment is different. Tourism practitioners must adapt.
 - Focus on and measure consumer behavior
 - Focus on and measure the experience
 - Focus on and clone our best customers
 - Create an environment that delivers an experience that is beyond the visitor's expectations
 - Make full use of unique attributes
 - Be competitive in all areas, including transportation, infrastructure, accommodations, and human resources
 - Take full advantage of collaboration & economies of scale
 - Use all available tools to effectively and efficiently increase brand-awareness
 - Focus on sustainability



Visit

www.OneCaribbean.org

for more
detailed information
on the
Caribbean Tourism Organization

Thank you!

