



THIRD QUARTERLY MEETING

WEDNESDAY 21ST SEPTEMBER 2016



BHTA ACTION

- Action 1 – Improve Engagement with Members
- Action 2 – Institutional Strengthening
- Action 3 - Incentives, BWU & Business Facilitation
- Action 4 – Marketing
- Action 5 – Research and development
- Action 6 - Changing the perception of the Association and the industry as a whole

BHTA ACTION

- 25 meetings with the Chairman and CEO
- Ministers of Government, Private sector associations, Public sector entities & influencers
- Not just courtesy meetings but utilising the BHTA action plan to identify collaborative action items for the betterment of the members of the Association and the tourism sector as a whole

ACTION 1. – IMPROVE ENGAGEMENT WITH MEMBERS

- Welcome to our 12 New members
Surfside Restaurant and Bar, Beach One Restaurant, Spago Restaurant and Bar, Barbados Cricket Association
- Andre Miller - Barbados Blue Water Sports
Nicole Forde-Niles - Caribbean Dreams
Allison Kearn - & Marsha Watts - Relish Epicurea
Dostin Delany – American Chamber of Commerce for Barbados & the Eastern Caribbean
Jason and Sarah Cole – Paddle Barbados
Sam and Arthur Taylor – Lobster Alive
Peter Lauer – Primo Bar and Restaurant
- George Newton & Ricardo David Earth Smart - our sponsor

ACTION 1. – IMPROVE ENGAGEMENT WITH MEMBERS

- New Members Orientation – encourage new members to attend & learn about the Association, how to be engaged & maximise your membership
- Membership application and brochure has been redesigned
- Membership satisfaction Survey – reviewing the results so that an action plan can be implemented from your feedback
- Website – updated with press stories, speeches, photo library
- Restaurant Forum – meeting of restaurant members will take place in October
- Restaurant week from October 22nd 2016 in conjunction with BTMI. Re-Discover and BHTA will be launched on 1st October - encourage all restaurants to participate- special offer dinner menu
- Live streaming of the Quarterly meeting on Facebook

ACTION 2 – INSTITUTIONAL STRENGTHENING

- The Secretariat and Board are reviewing a number of Association management software applications to improve both the data collection & research capabilities of the Association
- Internal communication – the secretariat team are now using 'SLACK' to improve communication within the office & to transmit documents and files as required
- A credit card machine is to be introduced to the Secretariat which will allow for members to be able to pay using their credit card for their dues & moving forward to pay for events etc.
- A big thank you to Janelle Murray who we said goodbye to last week after 4 years of service with the BHTA

ACTION 2 - INSTITUTIONAL STRENGTHENING

- Kathy Ann Grant has been transferred to Membership on an acting basis & we welcome Akeila Martin to the position of Administrative Assistant on a short term contract until January 2017.
- The position for the new CEO for the BHTA was advertised & a shortlist of candidates have been interviewed.

ACTION 3 – INCENTIVES, BWU AND BUSINESS FACILITATION

Incentives

- A workshop with BRA, Customs and Customs Brokers was held to discuss any issues re the importation of goods & food & beverage items under the TDAA second Schedule
- This workshop was well attended and a number of actions & decisions were made that have subsequently been put in place resulting in smoother operations for the hotels with respects to the importation of goods
- The BHTA continues to meet quarterly with BRA and Customs & will discuss any issues as they arise
- Proposals for the sector were submitted to the Minister of Finance & Economic Affairs for his budgetary review that was presented in August

ACTION 3 – INCENTIVES, BWU AND BUSINESS FACILITATION

- One submission that was actioned in the budgetary review was that of the limitation on the frequency of certain items that can be imported duty free. The BHTA is currently working with the Ministry of Finance, BRA, Intimate Hotels & Customs to put in place a temporary administrative solution for this particular issue
- Food and Beverage concessions – A list of 47 additional items has been submitted to BTII for consideration to be added to the system. Some of these items should be available by the end of September.
- The reduced VAT rate of 7.5% for DTS companies was discussed with Minister Sinckler & he is to investigate at what stage the changes required to the act have reached
- Discussion with MOT re the inclusion of car rentals in the TDAA

ACTION 3 – INCENTIVES, BWU AND BUSINESS FACILITATION

BWU

- The back pay & the increase in wages has been paid by all of our hotel members
- There are currently 5 outstanding issues with respects to terms and conditions of the collective agreement– Meal allowance, the 12 hour rest period between shifts, percentage occupancy re layoffs, service charge on complimentary rooms & the definition for supervisor.
- At the last meeting under the chairmanship of Sen. Dr. the Hon. Esther Byer Suckoo, it was decided that a small committee of members of the BWU and the BHTA would look at the wording re all aspects of service charge & the 12 hour rest period & that this new wording would be presented to the Minister for further discussion to effect agreement by both parties

ACTION 3 – INCENTIVES, BWU AND BUSINESS FACILITATION

Business Facilitation

- At a meeting with Sen. Darcy Boyce we were informed that BRA would soon be installing software to manage all their incoming data which would ease the flow of information between the various governmental departments, especially relating to tax certificates etc. This system would result in greater efficiency thus assisting businesses
- The BHTA raised concerns re the application process for liquor licences at a meeting with Minister Donville Inniss. Subsequently a meeting was called by the Minister with all the key stakeholders to discuss the current system & to make their recommendations. The Ministry is to review the suggestions & a proposal is to be submitted to the stakeholders by the middle of October. Once accepted it will be sent for Cabinet to review & it is hoped that the new system would be in place by the beginning of 2017

ACTION 4 - MARKETING

State of the Industry

- Long stay arrivals for the month of August showed an increase of 3.2% with a year to date increase of 5.3%
- The US is up 10%, UK up 2.7%, Trinidad & Tobago up 19% and Other Central & S. America up 5.3%, Canada remained flat
- Hotels are reporting good occupancies for November & for the beginning of the winter season
- The rate of exchange for the pound sterling is beginning to have its effect as we are seeing UK visitors cutting back on tours, using buses etc. This may not have such an effect as we enter the winter season
- The major selling period for tour operators in the UK market is the 6 weeks after Christmas. Sales during this period will be a measurement of what effect BREXIT has or has not made on travel from the UK

ACTION 4 - MARKETING

Airlift

- There is increased airlift from nearly all of our major markets
- Jet Blue is adding additional service from Boston beginning December 4 as well as a new flight from Newark from 19 November to 7 January
- Air Canada Rouge will bring 3 weekly services from Toronto and from Montreal - doubling capacity from November to April
- West Jet – is to upgrade the equipment for 3 days of the week from November to April increasing the seat capacity by 2.6K
- British Airways will bring 13 flights weekly for the winter & 14 during the Christmas week
- There will be a new flight from Munich by Condor together with 2 flights from Frankfurt

ACTION 4 - MARKETING

- BookBarbados.org – continues to bring new services to the site and the villa portal is about to go live
- CMITE – This event was very successful and the top meeting and incentive agents were very impressed with what Barbados had to offer
- IMEX show will take place in October and 8 companies will be attending. New collateral for MICE is currently being developed
- The Food and Rum Festival was launched last night & to add to the festival during the month of November there will be a number of culinary experiences taking place throughout the community as well as the restaurant week.
- WTM – The BHTA through the tourism fund will be supporting WTM To date 21 companies have registered to attend

ACTION 5 – RESEARCH AND DEVELOPMENT

- Data collection survey – Moving forward every 2 months a survey will be sent to the membership. These surveys will be done utilising Google forms which allows for real time reporting in both chart & spreadsheet format.
- The BHTA through the tourism fund will once again be funding the registration for all hotel members to be a part of the STR data collection. To date 40 hotels are registered. STR will be conducting a training workshop on 20th October 2016.
- The latest report shows that the average occupancy ytd has decreased by 1.1%, the ADR has increased by 1.7% and Rev Par is flat at +0.6%

ACTION 6 – CHANGING THE PERCEPTION OF THE ASSOCIATION & THE TOURISM INDUSTRY

- Environmental Initiatives – moving forward the BHTA will be collaborating with the BCCI and their environmental committee. Working with another private sector organisation and strengthening the resources. The number one initiative that we would like to pursue is the removal of the use of plastic bags in shops and to find an affordable alternative for Styrofoam.
- Public Relations – David Ellis' Business programme on STARCOM recently featured Vanita Comissiong & more of our members shall be featured over the coming months.
- Changing the perception - Encouraging the young leaders of the industry to become more involved – our panel today is an example

CHTA

- The President and CEO of CHTA attended SOTIC recently, during their visit a presentation was given to the Board of Directors of the BHTA updating the activities of the CHTA. We would like to publically thank Tapas restaurant for hosting this business luncheon
- Webinars
- Studies – Sargassum, Shared economy, Cuba etc.
- May I remind you of the upcoming conference CHIEF that is to be held in Puerto Rico at the end of September, our Chairman will be a member of one of the panel discussions

MOVING FORWARD

- The Association is discussing a number of initiatives with GAIA Inc. regarding special advertising rates for our members, the possibility of opening a group car rental office, and the development of a hospitality suite for arriving hotel guests
- The Association will be continuing the dialogue with Government re accommodation listings on AirBNB with respects to standards, safety & a possible levy
- Advocacy will continue re the incentives, business facilitation & transportation issues
- Continuous research on relevant and current topics will be carried out in partnership with BES and the UWI
- MIF SME's project – central facility

THANK YOU

