



BHTA  
ANNUAL GENERAL  
MEETING  
2014

# Global perspective

- A perpetual state of crisis globally – Russia, Europe, Middle East, Syria & Israel, North Korea & South Korea, & China & Japan
- Impact of one of the worse winters affecting air services, both land and cruise vacationers impacted
- US economy – recovering slowly with customer confidence rising , despite rising commodity prices, persistent unemployment, housing challenges & slow down of trading in Europe & China
- Canada – consumer confidence rose in March in tandem with the US to its highest level in 3 months
- Canada's energy resource grew with a huge new oil find in deep waters off Newfoundland
- AC had its best financial results in 2013 in its 77 yr history

# Global perspective cont'd

- UK – Aggregate consumer spending over the last 18 months has grown steadily
- Most positive households were found in NorthEast & greater London areas
- GDP growth for the UK is projected to increase from 1.8% in 2013 to 2.9% for 2014 & Inflation is under control
- More confidence about the UK market for the Caribbean vacationer
- Eurozone – improving slowly – the Eurozone nations brought their combined budget deficits in line with targets for the first time in over 5 yrs. France did not reach target
- Projected modest growth of regional GDP of 1% with Germany at 1.8%

# Global Perspective

- Brazil's economy forecast a 4<sup>th</sup> year of sub-par growth with 2014 GDP revised downwards to an avg. of 1.8%
- Election in October will cause a slow down in foreign investments
- LAN/TAM is now a member of Oneworld Alliance & codeshares with AA. Looking to joint ventures with BA and Iberia
- GOL is expanding internationally & its joint venture partner Delta has a 3% ownership investment.

# State of the Industry

- The long stay arrivals to the 23<sup>rd</sup> May showed minimal decline of 0.1% over 2013 which is considered as flat, with positive increases from the UK, Germany & Other Europe
- The month of April showed an increase of 2.6% & up to 23<sup>rd</sup> May an increase of 2.7%
- There have been a number of recent investments in the sector, including the purchase of Amaryllis by Gordon Seale, Butch Stewart proposing to purchase ABV, & Sandy Beach & Four Seasons also being sold.
- The improved concessions being offered for the hotel sector is definitely one of the factors driving the new investment interest.
- With these properties coming back on stream we should be able to regain the room stock of 6,500 that was available in 2008

# State of the Industry cont'd

- 2 new attractions are on offer - #1 Bajan Bus – 1963 Barbados Rocklyn Transport open bus – originally restored by Banks & now being operated by Attractions of Barbados.
- Blackwoods Screw Dock – The attraction offers a unique historical maritime centre and is part of the Historic Bridgetown designated area. It is the last serving screw dock in the world.

# Airlift

- AC Rouge Barbados to Toronto route will revert to AC from 1<sup>st</sup> October
- In addition AC will introduce a 777 on the route from 1<sup>st</sup> Dec. Through April 2015.
- Celebrating AC's 65<sup>th</sup> Anniversary of service to Barbados in Dec
- Jet Blue has placed their newest aircraft A321 with 190 seats on the route for Barbados. An additional flight will operate from mid June to 3rd September - A320 with 150 seats
- Condor – three flights per week for the Winter season
- BA – increasing flights to 12 per week for winter
- Other airlift from the US will be announced very shortly
- Continuous dialogue re airlift by the BTA

# Cruise

- Cruise arrivals until the end of May show an increase of approximately 1% over the same period of 2013 with 8 additional ship calls during the same period.
- 6 new ships came to Barbados in 2013/4 season
- A new addition was the Norwegian Breakaway with a capacity of 3,800 pax. came out of New York
- Home porting business is up by 15% and the new 46Ksqft homeport terminal has created a good passenger experience
- 5 months of the year cruise ships utilise Barbados as their home base. Provisioning & maintenance is on going
- In September/October - Barbados will welcome 4 Disney Ship calls
- The Government has entered into a joint venture agreement with SMI Investment Inc. & Royal Caribbean to develop the new cruise pier facility "Sugar Point" this project will commence in the very near future.



# 4 Pillars & Membership

- Advocacy
- Marketing
- Public relations
- Research
- Membership

# Advocacy

- **National Consultation on the economy** – highlighted areas of concern, marketing, product development, revision of the TDA, input costs especially electricity.
- **Concessions for the hotel sector**- Major initiative for the past 8 months - working closely with the Ministers of Finance and Economic Affairs, Tourism and International Transport and technical advisors.
- **Reduction in the rate of VAT to 7.5% for DTS** – now being calculated on 75% revenue from tourism rather than 75% revenue in foreign exchange
- **TDA** – revision of the core of the Act – awaiting response from the MOT

# Advocacy

- **National Tourism Master Plan** - EVP and members involved in various workshops, focus meetings and interviews. Final document completed and to be presented to Cabinet in the very near future.
- **National Tourism Host Program “Barbados Together”** – the first phase developing the actual programme has been completed. It is hoped that the programme will be launch on 20<sup>th</sup> September 2014.
- **Linkages** – Continually working with the MOA re initiatives, BAS & Agrofest & Gourmet Taste. The MOT with a linkages program - the chef table initiative BMA – suggested online brochure to be developed & linked to the BHTA website.
- **Ten Point Tourism Plan** – St. Lawrence Gap

# Marketing

- **BII Package** – Introduced again for 2014. The first booking window has been completed . The UK market did not participate
- **VIP card** for this market is being considered. Visitor to buy one attraction and get the other at 50% off.
- **Gimme 5 and Fly** – 60 travel agents being brought to the island from tomorrow by BA which coincides with BA's 60<sup>th</sup> anniversary of flying to Barbados – additional 40 agents arriving 15<sup>th</sup> June. Package agenda and a very interactive Attractions day on Sunday.
- Annual road show event in the UK market entitled “**Barbados – Summertastic 2014**” commencing 30<sup>th</sup> June to 27<sup>th</sup> July 2014. Visiting Double decker bus wrapped with VisitBarbados livery will tour through 12 cities culminating in Glasgow at the Commonwealth games. Upstairs is a radio studio and the BTA will be working with Capital FM radio . Trade and consumer orientated and events will be held during the day under a marquee.

# Marketing cont'd

- **Connect Barbados** - 3-7 September – 90 Tour operators from around the globe will be attending. B2B meetings, an attractions day and inspections will all be a part of the itinerary.
- **“Barbados in Town”** – 27<sup>th</sup> to 31<sup>st</sup> October. One day dedicated to each of the 4 major tour operators during the week. Sales meetings, res training & competitions etc. Last day will be held in London to meet with other tour operators.
- **WTM** – Discussion to withdraw from the show however Barbados will be in attendance this year at a smaller stand & it is pay to play!

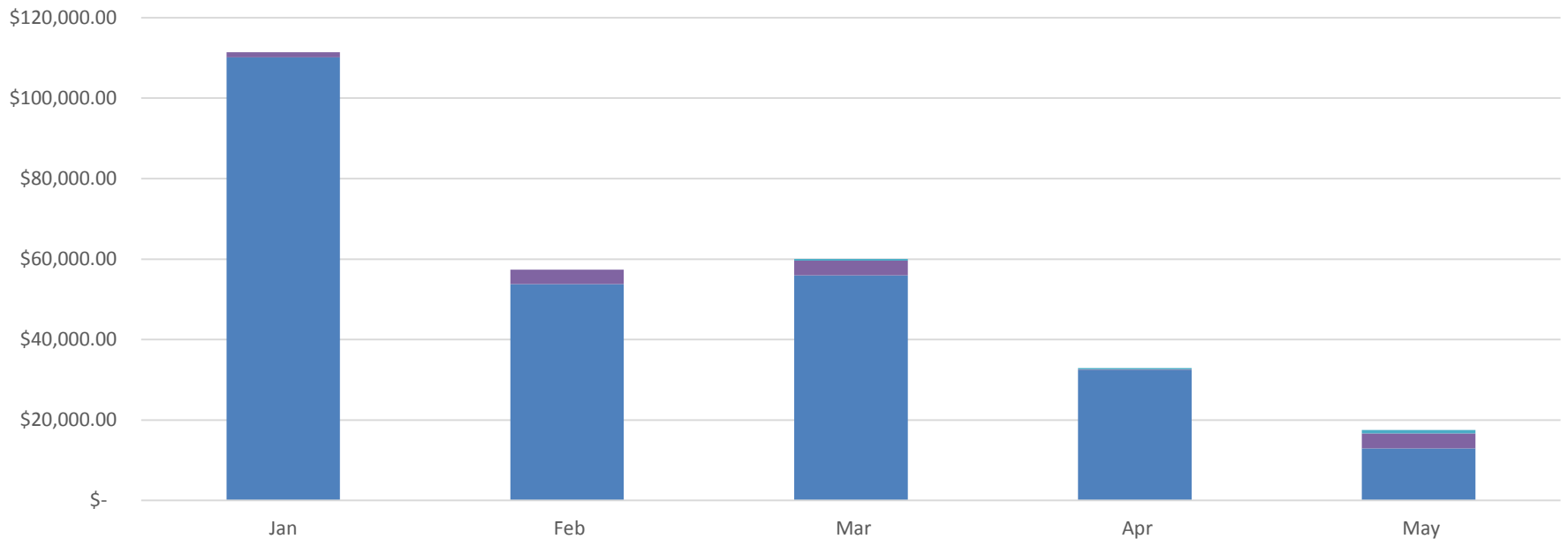
# Marketing cont'd

- **Product Clubs** –3 active product clubs– Romance, MICE and Water Activities. Hoping to launch a heritage product club but after researching the activities being carried out by the many entities involved in this niche it was felt that we would just duplicate what was being effectively done
- MICE – attended Ignite & IMEX trade shows – the latter very successful re confirmed bookings of groups. Working with BTA re an incentive package for the niche
- Water Activities – attended DEMA & the Birmingham Dive Show
- Romance – working on the product on the ground, working with the Romance package that has recently been launched

# BBN Production 2014

2014	jan	feb	mar	apr	may
bhta	\$ 110,152.82	\$ 53,789.91	\$55,926.65	\$ 32,390.17	\$ 12,979.96
caricom	\$ 1,275.00	\$ 3,603.43	\$ 3,702.00	\$ 158.00	\$ 3,662.00
attractions			\$ 425.00	\$ 372.12	\$ 854.75
<b>total</b>	<b>\$ 111,427.82</b>	<b>\$ 57,393.34</b>	<b>\$ 60,053.65</b>	<b>\$ 32,920.29</b>	<b>\$ 17,496.71</b>

Revenue 2014



❖ May numbers are based on reservations made up to May 13, 2014.

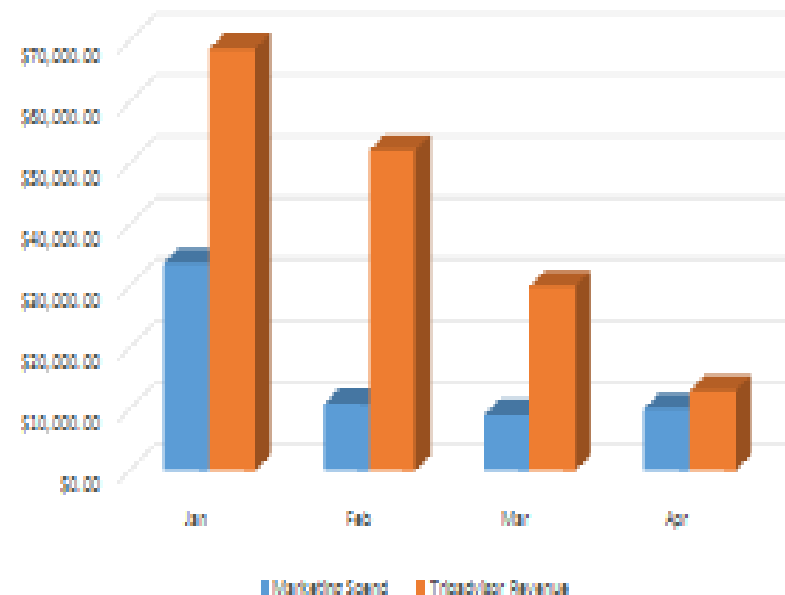
■ bhta ■ caricom ■ attractions

# Marketing Overview

	Marketing Spend	Tripadvisor Revenue	Tripadvisor ROI
Jan-14	\$ 33,815.51	\$ 88,760	\$ 2.633
Feb-14	\$ 10,905.91	\$ 51,201	\$ 4.757
Mar-14	\$ 9,073.27	\$ 30,098	\$ 3.317
Apr-14	\$ 10,158.18	\$ 13,044	\$ 1.287

- Tripadvisor marketing remains the largest marketing channel with over 95% of the spend. It also remains the highest in terms of return on investment.
- We continued marketing BBN on Travelzoo, Dealbase and ClickTripz throughout these months but performance has been low and continuing these channels is under review.
- We are constantly reviewing other channels to support the marketing of BookBarbadosNow.com.

Marketing 2014 - Spend vs. Revenue





# Upcoming projects for BBN

- **Online Marketing**—Throughout 2014 deliver a targeted marketing message to a traveler's Facebook timeline if they visit the BookBarbadosNow.com booking engine, but fail to convert.
- **Mobile Marketing**—Working on strategic partnerships to reach broader audience (i.e. Digicel text messaging for arriving passengers)
- **Hotels' Extranet**—New extranet is in final process of review expected by end of the month; will include all current features and include new usability features.
- **Attractions' Extranet**—Improvements in banner displays, restriction functions and adding a video feature to be implemented by August.
- **Villas**— Focus on finding a solution for booking villas on BookBarbadosNow.com
- **Packaging Tool**—By 2015, BookBarbadosNow.com will offer guests the ability to book packages, combining hotel stay with pre-determined activities.

# Public relations

- “Tourism Talks” – re-introduced the newspaper pages in the Nation and Advocate & started Business Today

Page 10 www.barbadosday.bb 24/02/14

## Tourism Talks

COMPILED BY THE BARBADOS HOTEL AND TOURISM ASSOCIATION

### Tourism everyone's business

“TRAVEL IS THE BEST EDUCATION” and “TO TRAVEL IS TO LIVE” are two phrases which are used to describe the joys of travel. Tourism is the most important business sector in Barbados and the world. It is a multi-billion dollar industry and is a major source of foreign exchange for the country. The Barbados Hotel and Tourism Association (BHTA) is the industry's representative body and is committed to promoting the sector and ensuring that it remains a key driver of economic growth for the island.

Barbados has a long and rich history of tourism and is a popular destination for visitors from around the world. The island's natural beauty, cultural heritage, and world-class amenities make it a sought-after destination for tourists. The BHTA works closely with the government and other stakeholders to ensure that the tourism sector continues to grow and contribute to the island's economic development.

The BHTA is committed to providing its members with the latest news, insights, and opportunities in the tourism industry. Through its “Tourism Talks” series, the association provides a platform for industry leaders to share their experiences and expertise. The series covers a wide range of topics, including marketing, operations, and customer service. The BHTA also offers a variety of services to its members, including advocacy, training, and networking opportunities.

The BHTA is proud to be a part of the Barbados community and is committed to supporting the island's economic growth and development. Through its “Tourism Talks” series and other initiatives, the association continues to work towards a bright future for the Barbados tourism industry.

**BHTA Tourism Fund Projects**

THE BHTA TOURISM FUND, a voluntary contribution account, was set up in 2003 to support the Association's marketing and promotional activities. The fund has been instrumental in financing a number of key projects, including the development of the Barbados Tourism Board and the Barbados Tourism Board's marketing and promotional activities. The fund has also supported the development of the Barbados Tourism Board's website and the Barbados Tourism Board's social media presence.

**Faces of tourism**

Barbados is a beautiful island with a rich history and culture. The island's tourism industry is a key driver of economic growth and development. The BHTA is committed to promoting the sector and ensuring that it remains a key driver of economic growth for the island. The BHTA works closely with the government and other stakeholders to ensure that the tourism sector continues to grow and contribute to the island's economic development.

**WHAT'S ON**

**Hayward wins contest**

Hayward, in the voice of the island's national song, captured the hearts of the island's residents and visitors alike. The contest was held in the heart of Barbados and was a great success. Hayward's performance was a highlight of the event and was well-received by the audience. The contest was a great opportunity for Hayward to showcase his talent and for the island's residents and visitors to enjoy a night of music and entertainment.

- Slam FM – augmented the PR Campaign with 30 min show hosted by Alex Jordan. Variety of guests & topics. 2 competitions

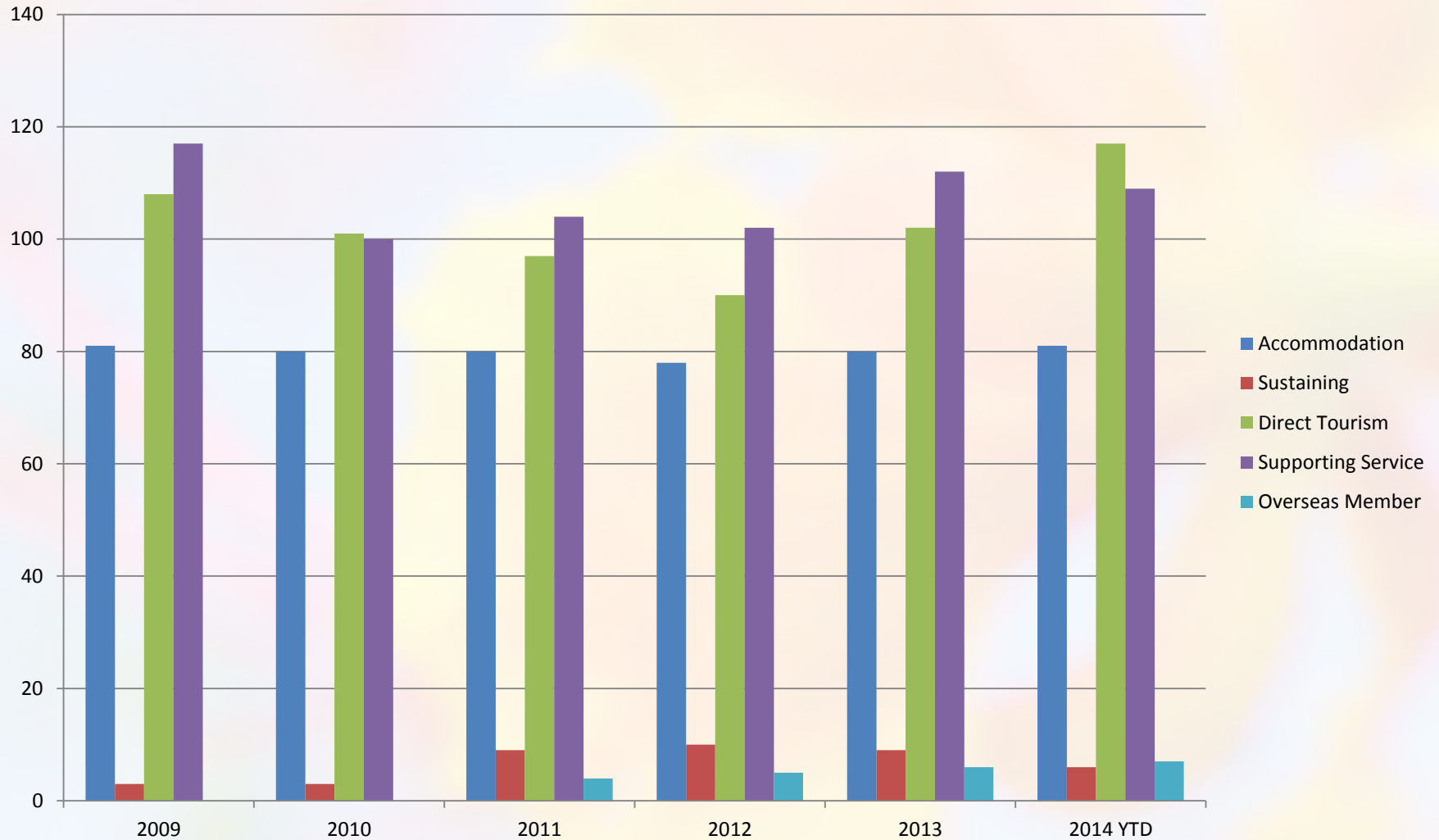
# Research

- Food and Beverage import costs – Terry Hanton and Paul Doyle assisted in the collection of data re the cost of imports for F&B for hotels – used re the concessions
- IADB – MIF SME's project – working with BHTA as a potential executing agency to explore the possibilities to augment the participation of local suppliers & service providers in the Hotel Value Chain.
- Input Costs – collated data re key cost areas, electricity, marketing, local food purchases, refurbishing/rebuilding etc.
- TWG- study completed re the economic contribution of Villas.

# Membership

- 25 new members since June 2013 & 4 returning members. 17 members lost due to closures & financial constraints.
- New members orientation held twice during the year
- Jamella Forde-Jones resigned from the position of membership liaison officer, after five years

# Membership from 2009 to 2014 ytd.



# BHTA.org

- Continually up dated
- Social media following expanding – Facebook 421 fans, Twitter 588 followers & Pinterest 4,417 fans
- The BHTA YouTube created with a number of videos posted on the account
- Press centre added which is dedicated to members' press releases so visitors to the site can get updates on members activities
- Tourism Talks newspaper pages given a dedicated area on the site for membership reference

# Human Resource Development

- Collective Agreement – Moratorium on wages until December 2014 – BWU  
6 committees set up to examine areas of improvement within the hospitality sector - Productivity, Education, National Issues, Research, PR & Communications, Health, Safety & Wellness and HR management committee.
- PIBS – Performance Incentive Based Scheme – 10 hotels will start the process from September of this year
- New labour Legislation – workshops conducted for new labour legislations- the ERA 2013 and SHAW Act
- Training – Partnering with the Heart and Stroke foundation & TVET an additional 250 persons attended first aid training.  
A workshop with the MOH was hosted to explain the Food Hygiene Award scheme

# HRD cont'd

- Group Medical Plan – the claims experience with the medical plan became very high resulting in the insurer Sagicor increasing contributions & reducing benefits. After lengthy dialogue a decision was taken to move the group medical plan to Guardian Life as of 1<sup>st</sup> May.
- Recognition of BWU staff – Messrs. Clifford Mayers, David Giles & Levere Richards all retired from the BWU this year – Appreciation to them all
- Competency Based Training Fund – the BHTA is working with three companies and proposals for the fund have been submitted to cover training in various categories. Language training, Leadership and skills in front office, housekeeping culinary and F&B. We should receive information re the applications by July



# Tourism Fund

- Level of participation is still low
- 5 additional properties
- Now more than ever the necessity of maximising the collection of funds is critical
- Funding activities such as marketing for BBN.com, trade shows, WTM, marketing consultant, garrison, sporting activities, St. Lawrence Gap, staycations etc.

# CHTA

- Alec Sanguinetti retired from the position as CEO and secretary general of CHTA after a long period of management of the regional association
- Jeff Vasser has taken up the top position as CHTA's CEO
- Patricia Affonso-Dass has been nominated for the position of 4<sup>th</sup> VP for the executive board of CHTA and we trust her nomination will meet with success.
- 51 hotels and attractions are now listed on [Caribbeantravel.com](http://Caribbeantravel.com) and there are 5 pending the final uploading of their information. There are still 18 hotels that have not registered for the website.

I thank you!