

THE BARBADOS
HOTEL AND TOURISM
ASSOCIATION



ADMINISTRATIVE REPORT

By Sue Springer
December 9th^h 2009



**WELCOME TO
THE BHTA'S
4th QUARTERLY MEETING**



New Members

Welcome to our 16 new Members

- ❖ Travel Essentials Inc.
- ❖ Barbados Villa Services
- ❖ Nicholls Baking Co. Ltd.
- ❖ The Wine Rack Ltd.
- ❖ Almond Casuarina
- ❖ Sunswept Beach hotel
- ❖ Bajan Investments Ltd.
- ❖ PTRS Inc.



AND More New Members

- ❖ Jammin Catamaran Cruises
- ❖ The Banks Bar
- ❖ Island Grill
- ❖ Direct Car Rentals
- ❖ Barefoot Meetings & Incentives
- ❖ Brydens Distribution
- ❖ Juliet Barbados Holidays
- ❖ Best E Villas



State of the Industry -

- ❖ Long stay arrivals recorded a 10.5% decrease for Jan to first week of November.
- ❖ 434,685 Long stay arrivals for the first 10 months.
- ❖ Over Bds.\$100,000M down in revenues in the first 7 months of the year.
- ❖ Cruise arrivals increased by 6.7% to the end of October
- ❖ 475,293 cruise arrivals for the first 10 months.
- ❖ New cruise ships calling.



State of the Industry

- ❖ UK Market decline of 14.3%
- ❖ Canada increase of 11.3%
- ❖ USA decline of 12.5%
- ❖ Germany increase of 15.8%
- ❖ Trinidad and Tobago decline of 8.2%
- ❖ Other Caricom decline of 14.3%



Airlift

- ❖ AA daily New York, 2 days per day from Miami & 3 days per wk San Juan
- ❖ Jet Blue 7 days a week from New York commenced Oct 1st
- ❖ Westjet from Toronto 5 days per week from November 2nd
- ❖ US Airways from Philadelphia 4 days per wk until 17th Dec & then daily
- ❖ Delta varying schedule averaging 3 days per wk
- ❖ BA ten flights per week
- ❖ VA 7 days per wk from Gatwick & 1 per wk from Manchester



More places to sleep & rest

Marriot Court Yard Hotel – will open mid 2010 - 120 rms. & meeting facilities situated behind the Barbados Pavilion

Ocean Two – Condo-hotel opening June 1st 2010 on Dover Beach, 4star, offering 1 & 2 bedroom condo residences, rooftop terrace with plunge pool, fitness facility in room spa services, restaurant & swim-up pool.



More places to rest & sleep

Island Inn – Major renovations renovating rooms, conference area, lobby & expanding the F&B facilities re-opening Feb 1st 2010.

Accra Beach Hotel – Increased conference capacity with 5 conference rooms. The new Christopher Room is an intimate 884sq ft & can accommodate 60 persons theatre style & 40 banquet style. The Sand Bar has been redesigned – continental bkft. & snacks during the day.



More places to rest & sleep

Sugar Cane Club Hotel & Spa

New beach facility in walking distance from the hotel

The Spa Garden has been expanded with a large gazebo,
additional deck & seating

Next year the bar & restaurant will be expanded.

The Crane Resort & Residences

“The Crane Village” with shops, D’Onofrio’s Italian Restaurant,
art Gallery and the Town Hall for meetings and functions.



Attractions

Harrison's Caves –

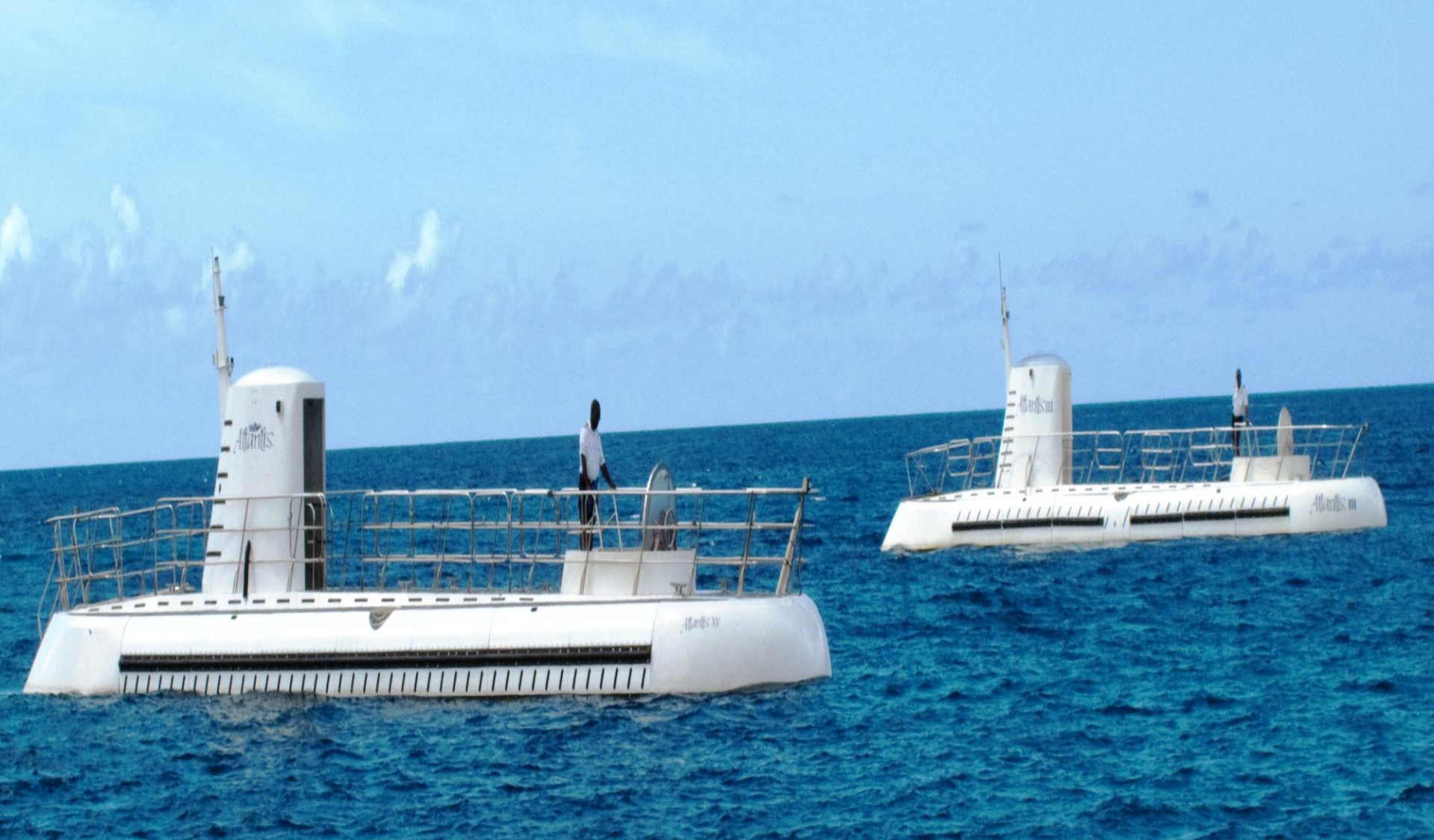
Will reopen in the beginning of 2010 – The new facilities will include A Visitor's Reception Centre, Cave Interpretation Centre, New glass fronted Elevators from cliff top to gully floor, New Trams, an Amphitheatre, Conference facilities , Event opportunities.

Atlantis Submarines

Have “upped the ante”

Not 1 BUT 2 48 passenger submarines launched Nov 2009.

“Tea under the Seas” – 5 star champagne tour





Sports Tourism

Apes Hill Golf Club –

- ❖ Magnificent estate established in 1686. The 18 hole golf course designed by Landmark Land Co., opened 9th December 2009. The club house overlooks to the east golf holes 1,9,10 & 18 & the Caribbean Sea to the West & to the south are views of the Waterhall polo field.



Restaurants

Paulo's Churrasco do Brazil - St. Lawrence Gap
Brazilian Steakhouse opened last night.

Azul Restaurant @ Sea Breeze Hotel - opening Jan 2010
– Located on the cliff front with views of Oistins Bay

Tapas Restaurant – Hastings Opened Sept 09 with a tapas
& full dining menu overlooking the sea

Lexy's Bar – situated in Holetown now offering Sushi

Fusion Restaurant @ South beach Resort & Vacation Club
offering an eclectic mix of Japanese, Thai & Cantonese

Flindt – Offering Sushi in Holetown



Product Clubs

- ❖ MICE – Roseanne Myers
- ❖ Romance & Weddings - Shelly Williams
- ❖ Epicurean – Alvin Jemmott
- ❖ Watersports – Austin Husbands
- ❖ Cruise – Ralph White
- ❖ Small Hotels – Denis Tull
- ❖ Golf – Dennis Roach



Product Club Work

MICE

- ❖ Trade Shows in Canada, USA & Cuba
- ❖ “Host Barbados” - educate corporate Barbados re the product club

Romance & Weddings

- ❖ Trade Shows
- ❖ Training of local wedding coordinators
- ❖ Upgrading the area where licences are obtained
- ❖ Develop compelling wedding & honeymoon packages



Product Club Work

Epicurean

- ❖ Join International Culinary Tourism Association
- ❖ Establish Caribbean Culinary Symposium
- ❖ Work with the new Food & Wine festival in 2010
- ❖ Establish taste Trails of Barbados
- ❖ Trade Shows – South Beach Wine & Food Festival, Taste of London
- ❖ Support BTA market culinary events



Product Club Work

Dive

- ❖ Trade Shows in USA & UK
- ❖ Develop Dive Packages with hotels
- ❖ Develop collateral material – Dive video on DVD or pen drive
- ❖ Look at developing a new dive site

Cruise

- ❖ Develop a program to invite cruise passengers to return
- ❖ Focus on product development to ensure a good experience
- ❖ Hospitality training for front line persons e.g., taxi drivers
- ❖ Support for tram service at the Cruise Terminal



Product Club Work

Small Hotels

- ❖ Develop packages to increase sales
- ❖ Trade Shows & fam trips
- ❖ To develop 2 marketing & 2 development projects

Golf

- ❖ This committee will meet for the first time this week



2010 & moving forward

Membership

- ❖ Further develop student membership
- ❖ Complete the BHTA website (adding new features i.e., product clubs, members only area ect.)
- ❖ Business card networking Fridays
- ❖ Re-define membership package benefits
- ❖ Enhance membership package & discount card programme
 - a. Corporate discounts – Hertz, Overseas hotels, airlines
 - b. Membership e-book on website.



2010 and moving forward

Environment

- ❖ Year long environmental/greening Barbados programme – partner with strategic partners
- ❖ Collect metal campaign (w/ Clean up Barbados)
- ❖ Arbour Day Event – A green team event with all member green teams
- ❖ Develop a project for schools – partner with TEAM through MOT
- ❖ Plant a tree each month
- ❖ Develop a flyer for members “It’s So EASY being Green”
- ❖ Investigate grant funds to assist environmental initiatives



2010 & moving forward

Marketing & Product Development

- ❖ Facilitate the Product Clubs
- ❖ Seek funding for all the Product Clubs
- ❖ Re-establish CAB
- ❖ Develop a HSMAI Chapter
- ❖ Increase membership of the Tourism Fund to assist with Marketing & Product development



2010 & moving forward

Government & Lobbying

- ❖ Seek an annual Government subvention
- ❖ Increase PR presence – e.g., Monthly BHTA page in the newspaper
- ❖ Facebook group on website – encourage discussion & comments
- ❖ PCS study – “A study on the competitive Tourism Environment which Barbados Faces: Its Challenges & Solutions”



2010 & moving forward

Events

- ❖ President's Awards Gala – June
- ❖ Taste of the Caribbean – June
- ❖ Quarterly Gourmet Evenings
- ❖ America's Chef – November
- ❖ Food & Wine Festival – November
- ❖ Backin Barbados – December
- ❖ At a Chef's Table Series – Meet local & expat chefs as they use local products partner with BMA



2010 & moving forward

HR & Training

- ❖ Complete the Collective Agreement
- ❖ Establish a Wellness Committee
- ❖ Develop a Training Calendar for the year courses to include:- Disaster Management, Serve Safe, Green Teams, Concierge, Tour Guide, Stress Management, Pastry , Food Costing, Wine training, Middle Management, HR Management especially steps to Disciplinary Action all new legislation ect.
- ❖ “Who Stole My Cheese”
- ❖ National ASAE Symposium for local Associations.



Tourism Fund

- ❖ Garrison signage
- ❖ Garrison Benches
- ❖ Taste of London
- ❖ “Staycations”
- ❖ Bulk Purchasing Programme
- ❖ Tennis pon de Rock
- ❖ MICE Cocktail party at Trade show
- ❖ Brian Talma – Action Man in Europe



Acknowledgements

- ❖ Strategic partners – public/private sector partnership
- ❖ Our members
- ❖ The Board of Directors
- ❖ The President – Mr. Wayne Capaldi
- ❖ The wonderful team at the Secretariat



*Merry Christmas
& Happy New Year*

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