

4th Quarterly Meeting



Wednesday 12th December 2012

Presentation

- State of the Markets
- State of the Industry
- Airlift
- Membership
- BHTA website
- BookBarbadosnow.com
- Marketing
- Product Clubs
- General Activities
- CHTA



State of the Market -UK

- The UK economy still in a very fragile state & only crawled out of recession in this last quarter, mainly due to the Olympics
- Payrolls have increased by over 700,00 since the bottom of the recession, & today it was announced a further increase of 82,000 jobs mostly in private sector as government has cut jobs & outsourced services
- Major credit crunch & continued job fears have resulted in reduced consumer spending



UK cont'd

- On top of a compromised economy the addition of increases in the crippling APD tax were announced last week
- Declining Product Quality and perception of value for money has been registered as a concern by the leading tour operators
- Consumers have numerous alternative destinations & competition for the market is high



UK cont'd

- Lack of air lift to Barbados in key regions such as Scotland & Ireland
- Pressure for the need of more All Inclusive product
- Today's announcement of Singapore Airlines selling their stake in Virgin Atlantic to Delta – not likely to be completed before the end of 2013. Main attraction for purchase is the opening of Heathrow slots for Delta



State of the market -USA

- Presidential election is over
- Sandy challenged the tri-state area – disappointing bookings with the Book Barbados Now Fall Getaway 2012
- Good news, bad news syndrome throughout the year has in general not affected Americans' appetite for travel
- The Caribbean's major competitors for sun vacation Hawaii and Mexico are having banner years, albeit after weak arrivals in 2010/11



USA cont'd

- Loss of hotel plant and inventory especially the All Inclusive has impacted on this market
- Loss of airlift in the recent past e.g., Jet blue summer rotation from JFK, & the AA service from the Dallas gateway
- Elements of the on-island product are not fully aligned with the market expectations



State of the Market -Canada

- The Canadian economy continues to outperform the US by a slim margin & is in a much better position to withstand another downturn
- Employment numbers are improving for most regions except Toronto
- Canada does not suffer the immense sovereign debt crisis that overhangs the US economy
- A new low-cost air service from a new Air Canada subsidiary should provide additional incentives for increased travel



Canada cont'd

- Intense competition as new destinations enter the tourism sphere with numerous, high quality product offerings
- Barbados is a higher priced vacation experience
- Lack of airlift in western Canada



State of the Market -Euro Zone

- Dangerous political management has led to a crumbling financial system & soaring debt levels
- Several European nations unable to repay without relief from outside sources like the IMF or a big trading partner like China
- Germany is almost alone with a healthy economy & balance of payments.
- Germany has been paying heavily to assist Greece and other nations in Europe to the detriment of the electorate who are becoming increasingly reluctant to accept that Germany should continue to pay
- Spain, Portugal and Italy all in disarray

State of the Market - Latin America & the Caribbean

- Strong Economy in Brazil
- Challenges with GOL as the airlift from Brazil
- The loss of Red Jet adversely affected the performance of the Caribbean market as the cost of inter-regional travel increased again
- Recession & high cost of living impacting consumers in the Caribbean
- Perception of Barbados as an expensive destination
- Increase in oil prices
- Aggressive competition from regional destinations



State of the Industry - Barbados

- Long stay arrivals recorded a decrease of approx. 6.0% for Jan to November 2012
- Decreases were seen in all markets except Germany, Other Europe, Trinidad and Tobago and other.
- Further closures of attractions e.g., Bajan Roots & Rhythms dinner show & Cockspur Visitor Centre
- Closure of Restaurants e.g., McBrides & Rush



Cruise Tourism

- Cruise arrivals decreased by 16% for the period Nov. 2011 to April 2012 & ship calls declined for the same period by 7.6%
- 10% decline between June and September 2012
- Only one ship call per wk for summer 2012.
- Knock on effect for attractions, taxi drivers and retail.
- Returning ships for 2013/14 season
- New infrastructure planned for the port



Airlift

- AA JFK returned to 7 days per week from 15th Nov.
- AA Miami continues with 2flts. per day
- Jet Blue 7 days a week from New York, except for the period Jan 22nd to Feb 14th reduced to 5 days per wk.
- US Airways continues 1 flt. per wk Charlotte
- BA will operate 10 flts. per week for the Winter. This is 2 flts. less per wk compared to Winter 2011 however capacity remains constant as all 10 flts. will operate to Barbados only compared to 5 of the 12 flts. operated last Winter being shared with other Caribbean islands.



Airlift cont'd

- VA 7Flts. per week from Gatwick and twice weekly from Manchester
- Air Canada re-introduce Montreal 2Flts. per wk from mid Dec. Toronto daily service for the winter, with reduced capacity by 16% in Jan, Feb & March due to the change of aircraft from B767 to an A319
- West Jet will continue 5 flts. per wk. from Toronto
- Air Transat will operate a weekly service out of Toronto commencing 23rd December



Airlift cont'd

- Condor will operate twice weekly out of Frankfurt – introduced 9 wks. earlier this year.
- TUI Nordic – 12 weekly rotations alternating between Stockholm and Helsinki – 14 day stay
- GOL – will continue to operate a weekly service
- LIAT & Caribbean Airlines will continue to operate multiple Caribbean destinations in to Barbados
- Discussions ongoing with Copa from Panama



Membership

- 13 New Members since June 2012
- 3 Accommodation, 3 Direct Tourism Services & 7 Supporting Members
- Lost 6 members due to closure of business or financial challenges
- New Members orientation meeting was held at Rush restaurant
- Developing an interactive sales tool



Membership cont'd

- Membership officer will be out on the road from Jan. 2013– our very own new road runner!!!!
- Updating discount listing for members & all discounts will be placed on the website
- Members mingle will be hosted at the end of January 2013
- Members newsletter will be online from February



BHTA Website

- Population of updated information has been completed
- Secured log-in information for members only area will be available from January 2013
- Stats, information, presentations, speeches etc. available for members only
- FB, Twitter & Pinterest - being utilised
- BHTA micro marketing site – will be launched mid January



Marketing

- Book Barbados Now Fall Getaway 2012 launched for the last quarter in the US & Canadian Markets
- Island Inclusive – marketing package for 2013. To be launched at Marketplace, with travel commencing from 1st April 2013.
- Three core elements together with offers from attractions
- Added component of discounts & offers for other events on island on a monthly basis.
- Staycation website updated & brochure re-launched



Marketing cont'd

Rihanna Campaign major marketing campaign by the BTA

- Launch by 14th December 2012
- Tag line “Tourist or Traveler? Find your path
- Campaign will start with a Barbados brand video uploaded to FB, Youtube & the Microsite
- Video includes footage of the Rihanna photoshoot & features her latest song “Diamonds” - #1 in US & 12 other countries



Marketing cont'd

- Campaign will be hosted on Barbados' FB & Microsite extending to Twitter. Instagram will also be used.
- Relevant parties should “Like” the Barbados FB page and “Follow” Barbados on Twitter to stay abreast with the campaign
- Members should also track postings on Rihanna's FB page to get a comprehensive assessment on visibility/awareness the campaign achieves
- We encourage all members to send a notice about this campaign to your respective userbases



BookBarbadosnow.com

- Fully launched & while there has been excellent growth the site needs sustained marketing dollars
- This is the only national booking engine which Barbados has – we are behind the competition
- Need help from members – hotels need to put their best rates on the site
- Hotels were late with 2013 rates which lost us business
- Sign –on of DTS fully. Working to get the villas on board.



BookBarbadosnow.com cont'd

- Working with Adhoc Inc to deliver packages to support the Rihanna Advertising Campaign
- Interface with BTA FB page
- Has a number of marketing agreements in place with travel sites that are dedicated to targeting consumers who are planning trips such as Google, Trip Advisor, travel Zoo, Sherman's travel, Dealbase
- New flight search targeting tool to assist us in reaching customers who may be thinking of coming to Barbados



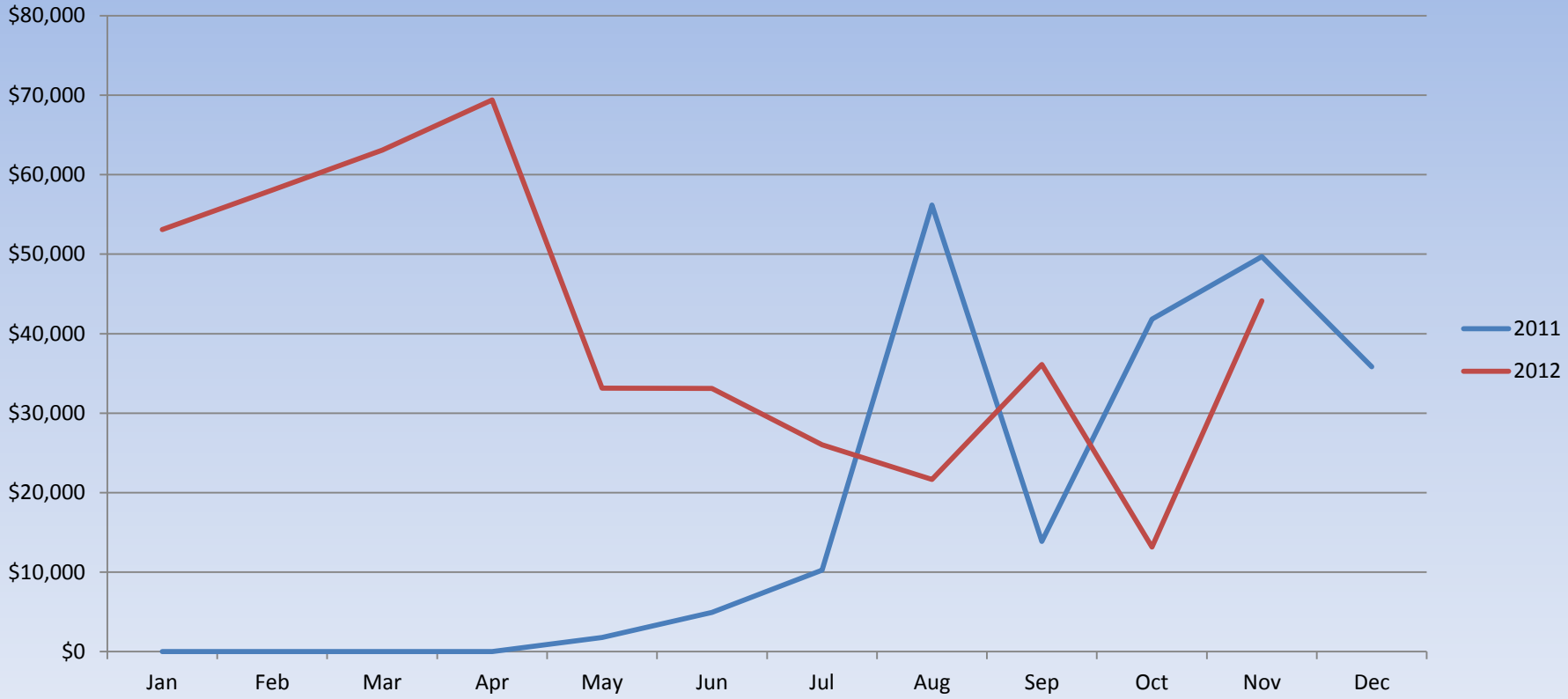
BookBarbadosnow.com cont'd

- Black Friday & Cyber Monday promotion – 20% off hotel rates – good response
- The TF cannot support all of the advertising for the site- needs a national effort & financial contribution
- The following slide shows the growth from inception in May 2011 to November 2012. August was extremely disappointing, given the high of the previous year. October also showed poor results – this was due to lack of visibility in the market – place. Total revenues for the period was US\$665,000



BookBarbadosnow.com cont'd

BookBarbadosNow.com Sales Growth
2011 v. 2012



MICE - Product Clubs

- 5 companies attended IMEX America in Las Vegas. To date companies have received 33 leads with tentative groups & 4 confirmed groups. Potential revenue to date Bds\$6.5M
- Members attended AIBTM in Baltimore & Incentive Works – in Canada
- The MICE e-brochure has been edited by the staff at the secretariat



Romance – Product Club

- “Bringing the Fabulous” – Wedding Symposium was very successful this year & will be repeated in 2013
- 29 Barbadians completed Wedding Planners Institute of Canada training & are now certified wedding planners
- I Am Woman Trade Show – Trinidad
- Bridelife Magazine – Weddings by Malissa launched an online magazine which gives an overview of the products & services available in Barbados for the wedding market. Can be used for promotion.



Romance – product Club cont'd

- Brazil Photoshoot – A photo shoot was conducted with a Brazilian magazine in conjunction with the BTA - 10 page spread.
- The Knot – A minimum of 15 of our members will have a presence on the Knot website – Destination Wedding resort finder - at a discounted rate



Water Activities – Product Club

- Attended the Birmingham Dive show in the UK and DEMA in the US
- Underwater Art Exhibition – Andrea Franke the famous Viennese photographer will exhibit his work by attaching his pictures by strong magnets to the SS Stavronikita – new attraction for this niche.
- The exhibition is to be launched on 27th December 2012. First of its kind in the Caribbean the only other exhibition is in Florida.
- Training for disabled divers will be conducted in 2013



Safety & Security

- The safety & security committee has been very active over the past six months
- Security Training being conducted by the retired Ins. Howell to date 90 officers trained – resuming training in April
- General meeting re Safety & Security with the Commissioner of Police, Crime Stoppers & key officials from the Ministry of Transport & Works & the Ministry of International Transport



General Activities

- Continued working with the consultants re the National Tourism Master Plan – progressing well
- The Tourism Coffee Table Book will be launched by March 2013 – thanks to Keith Miller of Miller Publishing
- Action Planning workshop conducted in October to direct the activities of the Association moving forward
- Staycation Flash sale a great success – thanks to all those who participated



General Activities cont'd

- Fund Raiser with Island Safari – thanks to Ann Smith, Ralph White & Sunbury Plantation
- Revitalise the Gap Association - a meeting is to be set up with owners of businesses in the Gap to look at how the look, feel & activities can be improved
- Launch of the Tourism Awareness and Information Tool – thanks to May Hinds of May Hinds Consulting
- Work attachment of the Executive Director of the Haitian Tourism Association financed by the CDB



CHTA

- Alec Sanguinetti CEO retiring January 31st 2013.
- Caribbean Marketplace – Jan 20 – 22 2013 Bahamas
- CHTIC – May 7 -9 2013 Trinidad
- Taste of the Caribbean – Miami – June 26 - 30
- CTDC –website Caribbeantravel.com launched in August
- APD – CTO & CHTA lobbying UK Government
- “Tourism is Key” Campaign continuing – New look for advertising



Tourism is key Campaign

- Tourism is Key was launched in Barbados in October 2011
- To emphasize this initiative the BHTA will be launching in conjunction with the CHTA an island-wide tourism awareness campaign
- This will be centered around a promotion that offers participants prizes including hotel stays, dinners & attractions



Tourism is Key Campaign cont'd

- The grand prize will be a one-week stay in a luxury condo in Orlando Florida courtesy of Interval International
- All participants have to do is answer a brief questionnaire re the importance of tourism for Barbados to have a chance to win
- The idea of the campaign is to highlight the benefits of tourism and how it impacts the wider economy



Tourism is Key Campaign cont'd

- And to raise the level of consciousness with the general public & especially our youth.
- We ask our members to support this positive initiative
- Full details of the competition will be released by the end of the week



To our Strategic Partners
Our President and Board of Directors
My fantastic dedicated Team at the Secretariat
And to YOU our members
THANK YOU once again for your continued
support & encouragement
May you have a very Blessed Christmas
& a Happy & Prosperous New year
I thank you!

