

3RD QUARTERLY MEETING

Wednesday 2nd October 2013

State of the Industry - Barbados

- Long stay arrivals recorded a decrease of approx. 6.3% for Jan to September 2013
- Decreases were seen in all markets except Germany, other Europe, & Brazil.
- Combined with the decrease in long stay arrivals is the reduced visitor spend
- Retail revenues down 10 to 20% year to date
- Some attractions operating reduced days
- BII has assisted in retaining some growth in business for attractions during the period May to August compared to last year. However compared to 2008 their sales are 40% below
- Lost AI inventory has affected all the major markets

Airlift

UK

- BA flts. reduced to 7 per wk for the summer but will return to 10 per wk for the winter. Looking for 2 additional for winter 2014
- VA changed aircraft from 747 to A330 in the summer with a reduction of 185 seats per flight
- VA will fly the 747 aircraft 3 x's per wk for the winter
- New airlift – Thomas Cook Charter (Condor) will fly 2 twice per wk from Manchester commencing 10th November
- Sales on these flights about 35% behind other destinations, originally no competitive advantage for T/Ops this has changed

Airlift

US

- AA Flight from JFK will cease flying as of 14th Jan 2014. reduction of 7 flts. per wk.
- Requested AA to provide airlift from Dallas again
- JetBlue – discussions re increasing no of flts. from 5 to 7 per wk. to help reduce the loss of seats from out of JFK
- Talks on going with a number of airlines to obtain airlift from either JFK or Newark – will continue at Routes conference next week

Airlift

Canada

- Integrated plan to support both Air Canada and West jet
- Lost capacity with AC of 13K for the year, however reduced to 7K seats as additional rotations added during Jan to April. Actively working to reduce the loss of seats further.
- Challenges with AC due to the refit of their 767 to convert to 3 classes for Rouge
- Awaiting delivery of 787

Airlift

Europe

- TUI Nordic – Stockholm, Helsinki and Copenhagen – 2 wk stay
- Concern re stop sales by hotels
- Excess inventory work with the BTA & give to Europe with a discount programme
- Lack of competitive rates and AI rooms
- Hamburg – TUI – 11 rotations for 22 wks 1500 seats – working with cruise programme/cruise & stay
- Condor – one flt. Per wk. To increase as last winter to 2 flts. per wk.

Airlift

Brazil

- GOL – continues with 1 flt. per. wk this flight will arrive earlier at 7 p.m. & overnight in Bds. & leave on Sunday morning @ 9.15a.m.
- Asking hotels to consider comp. night for the lay over.
- Discussions on going with Avianca re a flight from Columbia via Brazil

Caribbean

- Working with CAL and LIAT re a specific fare with a special code to use to drive business for special events e.g., Rihanna, Food& Wine and Rum etc.

Cruise

- Improvement for this next winter season - projection of 770K for Oct 2013 to Oct 2014.
- Cruise passengers to
- P&O returning with Azura for a full season so Ventura and Azura will be back to the 2 day overnight calls starting Nov 7th for 22 wks
- Pullmantur cruises - a French ship the Horizon returning to Barbados after a hiatus of 5 yrs. from Nov every wk.
- New RC ship Quantum of the Seas making calls in 2014

Cruise cont'd

- NCL with the new Norwegian Breakaway coming from NY to Barbados in early 2014
- Disney Magic will make 4 calls in Sept and Oct. 2014 homeporting out of Puerto Rico
- RC summer ship is back Jewel of the Seas
- Southern Caribbean Cruise Alliance – a meeting to be held in Barbados October 21st – marketing region as a collective destination

Advocacy

- President detailed the Advocacy initiatives working on all of the various areas of concern
- TDA 2002 to 2007 – Taskforce working on a response to the draft submitted by the MOT&IT
- Project with Multilateral investment Fund re strengthening SME and hotel linkages with agriculture – invited hotels & restaurants to a meeting tomorrow – looking to reduce costs

Membership

- 12 New Members since June
- 2 Accommodation, 6 DTS and 4 supporting out of the 4 supporting 3 are rejoining the Association
- Accommodation – Santa Neta Apts. & Rosebank Apts.
- DTS- Voyager rent-A-Car, Tach Wellness, Tile Gallery, Bellevue Plantation, Blakey's Restaurant and Bar, Juma's Restaurant
- Supporting – Almond Bay catering, Amalgamated Security services , H.H.E Distributors, Yankee Garments
- Trade show – at all quarterly meetings a chance to show what you have to offer the members

Membership cont'd

- Membership communications officer has been out on the road visiting members and potential members
- An interactive sales tool developed for visits
- Positive feedback from members visited
- The discount listing for members & all discounts offered has been placed on the website
- Members newsletter has been placed online – only 30% of members opening the newsletter
- Survey membership re the newsletter
- Stats to be placed in the newsletter

BHTA.org Website

- Press room added to the website – dedicated to press releases for members of all categories
- Developed to create a channel where visitors to the website can easily find the latest/updates on BHTA members.
- Members' only centre added to the site & passwords created for members who are financial
- Stats, research, documents, presentations, information, minutes, speeches etc.

BHTA.org cont'd

- Queries through the website about Barbados, BII accommodation & activities – work will be done on the “Barbados” section to improve the content map, flight information etc.
- On Pinterest there is a photo diary of things to do in Barbados highlighting members
- Pinning of pictures is ongoing
- Followers on Facebook 323
- Twitter 373
- Pinterest 369
- Appeal to all members - click like and follow us

BookBarbadosnow.com

- A marketing plan to maximise BBN has been developed & commenced in September supported by the Tourism Fund
- New Barbados booking engine version 3 has been launched
- Easier for customers to search when booking with children or booking more than 1 room
- Connected to the GDS - now able to book airlines
- Groups/conventions housing system launched
- The extranet system has been overhauled
- Dedicated team within Regatta set up to address Attractions issues.

Marketing

- Barbados Island Inclusive – the second booking window is about to end
- Ancillary services have reported that the BII has assisted with increased sales during the period of May to August
- Survey was carried out with the T/Ops on island during Connect Barbados re the BII program - await the feedback to determine the future of the program & its mechanics
- An APD initiative was put forward in the 10 point tourism plan – the current proposal being discussed is to issue a discount of an amount to be determined for all children under 16 staying for 7 nights or longer

Marketing cont'd

- Working with Trip Advisor to create a program to allow hotels to obtain business listing on Trip Advisor at a discounted rate.
- WTM – BHTA working in partnership with the BTA & for the first time the BHTA will be assisting with the cost of the stand. The Theme is “Barbados Island Inclusive”
- Working on a proposal for a mobile app for Barbados

Marketing – cont'd

- On going activities with the product clubs
- **MICE** - 6 members attended AIBTM in Chicago, IMEX next week again 6 members – working closely with government re conferences - setting up hospitality desks to maximise sales for DTS membership.
- **Romance** – The Knot website – 15 members featured – more work required to maximise this initiative.
- **Water Activities**- Members will be represented at the Birmingham DIVE show and DEMA this month. Training for disabled divers is to be finalised after the DIVE show.

Marketing – cont'd

- Revenue Management Training – initiative from the marketing committee
- Maximise the revenues for the persons that are travelling
- Maximising Food and Beverage sales & revenue – purchasing, cost control, SME marketing, new bar trends & bar sales.


Revenue Management training



Staycation

- Staycation website has been made live – www.staycationbarbados.com –
- Site is more user and mobile friendly
- Allows users to see more about the Staycation website
- Staycation partners encouraged to send any specials/offers to the BHTA as these can be shared on the website & the Staycation Barbados Facebook page - 4,117 followers.

Staycation Website



Register Sign In

Search * Near SEARCH

food, products or place Zip code or address

Home About Us Deals ▾ Staycation TV News ▾ Reviews Advanced Search Contact Us



You deserve it!

Build your own Staycation!

Sign up to build your very own Staycation experience!

Live ^{the} Barbados! Experience

Public Relations

- Launch of a PR program
- Page in the Nation twice a month, Advocate and Barbados Today once per month
- Radio program working with SLAM FM one of our members – discussions, competitions
- Dissemination of the Tourism Awareness & Information Tool
- Wrap a bus – “Get on Board” with tourism!
- Press briefings every other month

Tourism Fund

- Many of the activities re marketing & product development & PR have been possible due to the monies collected in the Tourism fund
- Now more than ever we need to maximise our funds so that we can make a difference & partner with the BTA we have major projects that have been presented to us for consideration & in order to support these we need money!
- We again appeal to all of the hotels to come on board & collect the fund it is voluntary

Human Resource Development

- There has been agreement between the BWU and the BHTA of a no wage increase for the period of December 15th 2012 to December 14th 2013.
- 6 committees co-chaired by the BWU & the BHTA have been set up
- The 6 committees include: Productivity committee, National committee, Research, Public relations & communications committee, Health, Safety & wellness committee, HR Management & Industrial relations committee & Education committee.
- Encourage everyone to support the work of these committees

Human Resource Development cont'd

- Clinics re the enacted Employment Rights Act and the Safety & Health at Work Act were conducted by Gail Springer and Ed Bushell
- Please note that October 15th 2013 is the deadline for full compliance re the ERA.
- Working in conjunction with the Heart & Stroke Foundation & TVET a total of over 400 persons certified as First Aid first responders – courses ran over the last year to September 2013.

First Aid Training



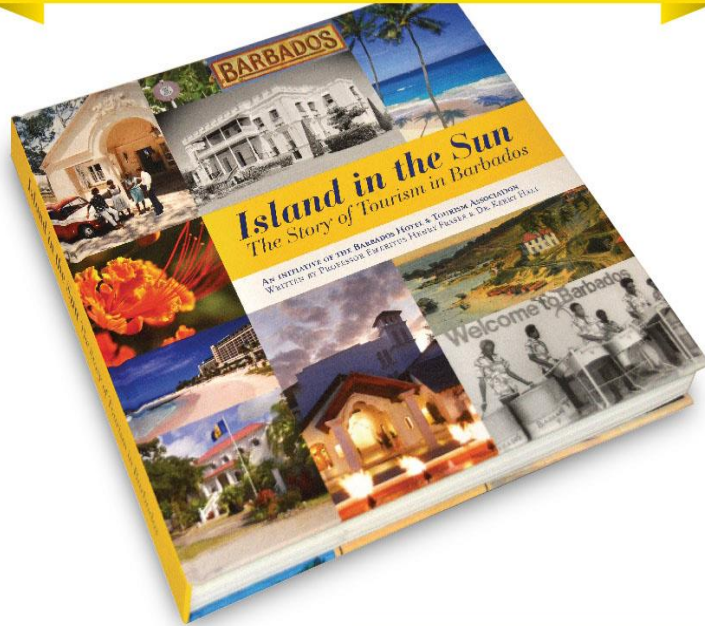
“Island In the Sun”

- “Island in the Sun” was officially launched in July
- Perfect gift for yourself, your guests, your staff, Christmas or any occasion!
- Already receiving orders from individuals, hotels & gift shops
- Available in Pages, Cloisters and the UWI book shop
- Order with the BHTA or Miller Publishing

SPECIAL OFFER EXCLUSIVELY FOR BHTA MEMBERS

Island in the Sun

The Story of Tourism in Barbados



As befits the telling of the Story of Tourism in Barbados, this lavish publication is a festival of fascinating facts, captivating tales, legendary characters, vibrant colours and a vast array of spellbinding photographs. Covering the period from the earliest days of 'Pioneers, Prostitutes and Steam Packets', all the way through to today, this stunning, beautifully designed book will have tremendous appeal for Barbadians and visitors alike.

- The perfect gift for yourself
- The perfect gift for your guests
- The perfect gift for your staff
- The perfect gift for any occasion

SPECIAL LAUNCH PRICE ONLY FOR BHTA MEMBERS

1-24 copies	BDS\$100 each
25-49 copies	BDS\$85 each
50 or more copies	BDS\$80 each

*Recommended Retail Price is BDS\$125

Signed copies available on request

Place your order by contacting the
Barbados Hotel and Tourism Association
Email: info@bhta.org
Tel: (t) 246 426 5041

- 1 – 24 copies \$100
- 25-49 copies \$ 85
- 50 or more copies \$80

- Recommended retail price \$125
- Signed copies available on request

Bartender Competition

- First round of the master Mixer competition held at Hilton Careenage bar last Saturday – 16 Bartenders competed
- Sponsored by Rums of Barbados
- Our competition held every 2 years to select the bartender to attend Taste of the Caribbean – collaboration with BIDC's Rums of Barbados & the Cooking Channel who are packaging the comp in a series called Master Mixer which will be aired on CBC TV at 8p.m. tonight
- The competition has 3 rounds – 2nd round Oct. 12th with top 10 & 3rd round on Oct. 26th with the top 5 – 2 spaces on the culinary team & a first prize \$4K
- Hilton Barbados, Strong Hold Entertainment & Acute Vision

Chef Competition

- Again partnering with NIFCA Professional Culinary Arts competition
- Select the Chefs to join the Barbados Culinary team to compete 2014 & 2015
- Chef Peter Edey is the coordinator of the competition
- BHTA will work on the coordination & management of the professional level competition
- Application forms available next week

General Activities

- Continued working with the consultants re the National Tourism Master Plan – the draft final document was discussed at a workshop last Friday
- St. Lawrence Gap Association – BHTA working together with BTII, MOT&IT, NCC & MOTW to re-vitalise the gap. Looking at the look, feel and activities in the gap that can be improved.
- BHTA sits on the steering committee for the “Barbados Together” - National Tourism Host Programme – this process is progressing and projected to launch in May 2014.

CHTA

- Jeff Vasser will assume the position of the new DG/CEO November 18th
- Presently President of Atlantic-City Convention & Visitors Authority. Worked previously with hotel brands, consulting firms and finance companies.
- The third CEO in the Associations' 51- year history
- Marketplace to be held in Jamaica – 12th to 14th January 2014
- CTDC –website Caribbeantravel.com - we ask you to register your hotel on the website.
- APD – CTO & CHTA continue to lobby UK Government - study completed re the affects of APD on Caribbean travel from the Caribbean Council

To our Strategic Partners
Our President and Board of Directors
The dedicated Team at the Secretariat
And to YOU our members
THANK YOU once again for your continued
support & encouragement
I thank you!