



DHTA Fact Sheet Aug - 1 Sept 2007

All members are encouraged to indicate what they would like to see in upcoming Fact Sheets.

We try to have something which interests everyone! ☺

Inside this Issue: Press Release on DOMINICA'S 2007 WORLD CREOLE MUSIC FESTIVAL . Information on the Caribbean Small Hotels Retreat, Sept. 26-28, 2007 . **Useful tips for improved performance during the Hurricane Season** . India Embraces Cruise Travel . **High-Flying Women Of The World** . Karibik Journal . **Special offer of HALF PRICE** on second ticket available on Corsair from France to Fort de France and St. Martin . **Baroness Scotland talks about her cabinet appointment** . Raising the Tourism Bar . **Netherlands failing to tackle sex tourism**. Thailand to Change name back to Siam? . **Beijing International Airport to test Olympic readiness** . **INSURANCE PLANNING AND HURRICANE PLANNING GO HAND-IN-HAND** : :A better understanding of insurance can reduce storm losses

PRESS RELEASE

DOMINICA'S 2007 WORLD CREOLE MUSIC FESTIVAL TO FEATURE GIANTS OF REGGAE, ZOUK AND AFRICAN MUSIC

Roseau, Dominica: August 13, 2007 ----- Patrons to the **11TH Annual Dominica World Creole Music Festival** will have the rare opportunity of experiencing a mix of top class reggae, Zouk, Kompas, Cadence, Bouyoun, African and other indigenous forms of world Creole music during a two week period of the festival which climaxes with the main event, "Three **Nights of Pulsating Rhythms**" between **October 26th – 28th**. **Read more here. Hope it helps with the formulation of packages and promotion during that period. Read the rest [here](#).**

Information on the Caribbean Small Hotels Retreat, Sept. 26-28, 2007

Below is information on the upcoming Caribbean Small Hotels Retreat. Please take note of the **Non-CHA member** rate and the incentives for the Hotel Association.

Best regards,
Ivette

[Incentives for National Hotel Associations:](#)

- Free registration for all Association Executives;
- AE's from a small association (up to 2,500 hotel rooms) who get 5 hoteliers to register for the CSHR will get one additional free conference registration (i.e. the 6th registration free for another hotelier), or the AE may claim one free nights accommodation;
- AE's from a large association (2,501 hotel rooms and over) who get 10 hoteliers to register for the CSHR will get one additional free conference registration (i.e. the 11th registration free for another hotelier), or the AE may claim one free nights accommodation;

Non Member Rate:

Non CHA Members (must be members of the National Hotel Association) fee is US\$275.00 (US\$75.00 will be applied towards CHA membership if the hotel joins within 30 days of the event). **Bring your group and Save!** For a group over 10 hoteliers, the registration fee is: US\$125.00 per delegate for CHA members; US\$200.00 per delegate for non-members.

E: imartinez@caribbeanhotelassociation.com

W: www.caribbeanhotelassociation.com

Five no-nonsense reasons to attend the Caribbean Small Hotels Retreat

1. The focus on small group discussions departs from the formality of traditional, large conventions that may inhibit optimal participation to be valuable.
2. Topics are approached from the perspective of the small hotel operation. It's one thing to talk about potential revenue streams when a hotel has 500 rooms; quite another when it has 50. And let's not go into the budget implications of redecorating, public relations, and marketing.
3. Two words: bull sessions. Quite the opportunity to powwow with people who know exactly where you're coming from, because they have been - or are -there themselves. You set the tone with your participation.
4. "We must learn to live together as brothers or perish together as fools." That's Martin Luther King, Jr. and religion or politics aside, his statement holds true for the small hotels of the Caribbean, often referred to as the very essence of Caribbean hospitality...
5. ...and back down to the nitty gritty. At the early bird hotelier registration fee of \$150.00, the price is right. Combine that with the deals Air Jamaica is offering (starting at US\$50.00 round trip-see details below) and the opportunities to strike a good deal with suppliers that cater to small hotels.

Click here for your [Registration Form](#)

TIP PIT

Useful tips for improved performance!

We are the peak of the Atlantic hurricane season, which generally runs from June 1st to November 30th. The season is most active during the month of September. The first major hurricane was Dean which caused significant damage to the agricultural sectors of Martinique, St. Lucia, Jamaica, the Yucatan and Central Mexico. From all reports, the tourism centres in the affected Caribbean islands including the Mexican Riviera Maya coast were spared much damage and have continued their business operations without much difficulty. Business continuity is so vital for maintaining a vibrant and resilient tourism sector.

Here are a few tips:

1. Your facility preparedness plan should not only detail specific actions at the onset of a storm threat, but should also provide the steps to effective recovery.

2. If your property has secured any physical damage, be sure to secure it as soon as feasibly possible after the storm has passed.

3. Take before-and-after photographs of essential assets.

4. Ensure that you have 'mutual aid agreements' with building contractors and suppliers in order to avoid any delays to or price escalations in your recovery effort .

5. Ensure that your critical employees and their families are also well cared for – you will need them in the recovery effort.

6. Look after the immediate needs of the adjacent community wherever you can. People remember those who came to their aid quickly and when they most needed it.

Share your own best tips with us at:

cast@cha-cast.com.

CAST delivers hurricane preparedness

workshops. Contact your local hotel

Caribbean News Digital

India Embraces Cruise Travel

Thursday, 06/09/2007

India is taking note of the appeal of a cruise vacation and to entice more lines to include India's ports on its itineraries, the government is looking to ease rules and restrictions and make it less burdensome for tourists to obtain visas.

India's government is considering waiving the 12.33 percent service tax on services rendered on cruise ships and ferries, while also easing immigration restrictions for tourists, The Economic Times in India writes.

The government cites cruising growth, which annually increases between 10 percent and 20 percent, as a reason to implement the new policies. One official cited the Caribbean and Latin America as models to follow.

Marketing & Tourism Trends

High-Flying Women Of The World

It's no longer a niche market says [CNN](#). Nearly half of business travelers are women, and the early lip service of an odd nail file in vanity bags and hotel doors with security peepholes, are no longer enough to give businesses an edge.

Hotels are thinking up innovations that go beyond the standard fare. Reception staff are better trained to be discreet when checking in women guests and avoid saying their room numbers out loud. Spas and fitness centers offer in-room exercise programs and treatments. Business centers provide webcams, which helps working mothers keep in touch with children. In-room facilities are improving, too, to include full-view mirrors and powerful hair-dryers (positioned close together), as well as skirt hangers.

But global market research firm Mintel says that the business environment and its facilities still require a touch of 'feminizing', with accommodation requiring better pampering products, as well as childcare facilities for working mothers on the road.

Their research found that hotels are, on the whole, less inviting to women, who may prefer to return home rather than stay away overnight. It can be more difficult for women to dine and drink alone in a hotel as they can be the target of unwanted attention. While room service is an option, it can be a lonely one. Hotel maitre d's can play a vital role in welcoming single female diners and, for example, placing them together at a table.

Businesswomen may still be underserved by the travel industry but hotel booking agency Expotel says life for the lone female is improving. They launched a Woman Aware campaign a decade ago, flagging up "female friendly" hotels, which fulfill ten key criteria and have been nominated by three independent female travelers. Currently, seven of the ten criteria relate to security, including a well lit, secure car park or valet parking, and permanently lit corridors.

NOTICES

Discover Dominica Authority

Let me first introduce myself in my new capacity as Marketing Executive, responsible for the European and Caribbean markets at the **Discover Dominica Authority**. I sincerely hope that we can work together and provide the mutual support that is required for

developing our destination into a major player in the world tourism market.

The **Karibik Journal**, the only German language magazine worldwide about the Caribbean, is looking for news on weddings and honeymoons for the upcoming issue. Do you have anything new and exciting; any newsworthy information that we can use?

We look forward to your response

Maxine C Alleyne
Marketing Executive - Europe & Caribbean
Discover Dominica Authority
www.DiscoverDominica.com
Valley Road, Roseau, Commonwealth of Dominica
T: 1 767 448 2045 (Ext 109)
F: 1 767 448 5840
US toll free: 1 866 522 4057

Special offer of HALF PRICE on *second ticket* available on Corsair from France to Fort de France and St. Martin

Exemple de prix: pour deux personnes les caraïbes **Paris Fort de France 674 € ou **Paris St-Martin 854 €****

More information at http://www.vacancespratiques.net/2ieme-billet-a-moitie-prix!_a6535.html?preaction=nl&id=3881320&idnl=25258&

Discover Dominica Authority

-
- [Caribbean Marketplace 2008](#)
January 13-15, 2008 | Atlantis Paradise Island, Bahamas. Early bird deadline: September 28, 2007.
 - Caribbean Small Hotels Retreat
Sept. 26-28, 2007
Click [here](#) for more information.
 - 30th Caribbean Tourism Conference -
Click [here](#) and [here](#) for details and registration forms
 - Third Tourism Leadership Summit
19th to 21st of September, 2007
Click [here](#) for more details on this
 - The fifth annual
re-DISCOVER the Caribbean Show

Friday 25th and Saturday 26th APRIL – 2008
at the Sherbourne Conference Centre – Barbados

A 10x10ft draped stand costs US\$250 if booked by latest 31st
December 2007.

Increased media coverage will include TV 'ads', full page print 'ads'
and live radio coverage.

You can book online at
re-discover@caribsurf.com & visit www.re-discover.com

Links of Interest:

- [Baroness Scotland talks about her cabinet appointment](#)
- [Raising the Tourism Bar](#)
- [Netherlands failing to tackle sex tourism](#)
- [Thailand to Change name back to Siam?](#)
- [Beijing International Airport to test Olympic readiness](#)
- [INSURANCE PLANNING AND HURRICANE PLANNING GO HAND-IN-HAND : :A better understanding of insurance can reduce storm losses](#)

**Members are also reminded to keep visiting the DHTA's website for
updated information
www.dhta.org**