



## DHTA Fact Sheet December 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:** "A Successful Approach to E-marketing", American Expands Service to Dominica, Dominica's ranking on the list of most appealing islands by National Geographic, Caribbean quake triggered alarms in California, Sound Off: One Caribbean marketing scheme, Remittances to Grenada is equivalent to 31.2% of GDP, Competition picking up, Levy proposed as global warming impacts Caribbean tourism, Tourism innovation featured at December Cmix in St. Lucia and MORE...

## DHTA's E-marketing Workshop

### "A Successful Approach to E-marketing"

The Dominica Hotel & Tourism Association (DHTA) sponsored an internet marketing workshop titled "A Successful Approach to E-marketing", at the Fort Young Hotel on December 5<sup>th</sup> at 9:30am. This initiative coincided with the launch of the new DHTA internet magazine or "webzine". The DHTA internet seminar covered useful topics like designing an effective website, how to market & promote your site, measuring the productivity of your marketing initiatives, an effective web response system, the appropriate reservation system for your operation, detecting internet fraud plus much more.

**This workshop was in collaboration with Jungle Bay Resort & Spa and Delphis Ltd.**

Visit: <http://www.destinationdominica.com/> to subscribe and download your copy of the Destination Dominica Webzine, now!

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## Discover Dominica Authority

### American Expands Service to Dominica

October 25, 2007

Starting December 13, American Eagle will expand its San Juan to Dominica service with the addition of a 1 p.m. flight to Dominica on Wednesday, Thursday, and Friday. (The flight arrives in Dominica at 2:51 p.m.) The addition of a second flight will supplement the existing

daily service, allowing more travelers to make a same-day connection to the island, especially those who fly into San Juan nonstop from airports in the eastern half of the United States.  
The addition of a second flight to Dominica reflects ... [Click here](#) for more on this story.

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## National Geographic Traveller

### Dominica's ranking on the list of most appealing islands by National Geographic

Dominica  
Score: 77

"Beautiful country. Still largely forested, amazing biodiversity, great bird watching and scuba diving. Because Dominica doesn't possess the traditional beaches of the Caribbean, it is often overlooked."

"The Nature Isle is aptly named—awesome power and incredible beauty of nature unspoiled. Its lush mountains, indigenous population, art, craft, agro-based products, and small-scale accommodation facilities all add to... Read more [here](#)

More articles on this story below

### Dominica tops for sustainability

Thursday, November 15 2007 @ 02:43 PM GMT

**Dominica was officially ranked as the top sustainable island in the Caribbean** and among the top ten in the world by National Geographic Traveler.

National Geographic's Center for Sustainable Destinations (CSD) surveyed conditions on 111 selected islands and archipelagos in its fourth annual Destination Scorecard survey, which appears in the November/December 2007 issue of National Geographic Traveler.

An independent panel, which consisted of 522 well-traveled experts and aided by George Washington University in Washington DC, considered the qualities that make world-wide island destinations unique using six criteria weighted according to importance: environmental and ecological quality; social and cultural integrity; condition of historic buildings and archaeological sites; aesthetic appeal; quality of tourism management; and outlook for the future. More on this story can be found on the DHTA's website at <http://www.dhta.org/news.cfm>.

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## Caribbean360.com

### Caribbean quake triggered alarms in California

**BRIDGETOWN, Barbados, December 3, 2007** - The earthquake that shook the Caribbean last week also triggered a series of false alarms in California according to media reports there.

The seismic energy released by the Caribbean quake was picked up by seismographs in California which "confused" computers there into "thinking" the quake was on the American west coast. The computers tried in vain... [more on this story](#).

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## **E- Turbo News**

**Sound Off: One Caribbean marketing scheme**

By eTN Staff writer

Could marketing the Caribbean as one destination work? eTN readers weigh in.

Marketing the Caribbean as one destination? Lofty initiative but a total waste of time, funds and energy in the sense of measurable marketing results.

Brandnaming the Caribbean as "the" vacation region of the world? Definitely.

Too many independent nations, different languages, currencies and... Click [here](#) for more info.

**Want some information on this topic? Click [here](#) to read another article.**

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## **E-Turbo News**

**Remittances to Grenada is equivalent to 31.2% of GDP**

By Linda Straker

A study released by the International Fund for Agricultural Development and the Inter American Development Bank shows that Grenada received US\$162 million in remittances during 2006.

The report which was release today in Washington shows that the US\$162 million is equivalent to 31.2% of Grenada's GDP, putting the island in the number one position regarding the impact of remittances on GDP.

In second position was St Vincent and the Grenadines who received US\$123 million which is equivalent to 26.4% of that island GDP; third was Jamaica which US\$1,049 in remittances representatives 18.3% of its GDP.

Other countries on the list are Barbados who received...[Full Story](#)

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## **Caribbean Hotel Association**

## **Competition picking up**

With demand increasing in emerging markets – in the Middle East for instance – it will become increasingly harder for tourism destinations in this part of the world to hold on to the positions that they now hold, tourism based officials from all over the world were warned in London [at WTM]. It was against the backdrop of a stern reality check that CTO Secretary General Vincent Vanderpool-Wallace again pointed to the need for the Caribbean region to operate as a single space to become more marketable and competitive...[read more](#)

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## **E-Turbo News**

### **Levy proposed as global warming impacts Caribbean tourism**

#### **Experts weigh in on climate change and its impact on Caribbean tourism.**

SAN JUAN, Puerto Rico (eTN) - Ministries of tourism all over the world have received alarming data from the Intergovernmental Panel on Climate Change (IPCC) confirming a more obvious fingerprint of human influence on a different major environmental systems including surface temperature, humidity, water vapor over oceans and barometric pressure.

The pace of climate change is very likely to increase over the 21st century. It has already affected the decision-making in the tourism sector worldwide. "Climate change and the impact at tourism destinations will be felt in mountain regions, coastal areas and natural and cultural heritage sites,"... More [here](#)

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## **Counterpart Internatinoal**

### **Tourism innovation featured at December Cmex in St. Lucia**

WASHINGTON, DC (October 25, 2007) – Tourism innovations which benefit people of destinations is one of the issues for review at one of the Caribbean's leading media gatherings in December.

Counterpart International announced the island nation of St. Lucia will host the 16th Caribbean Media Exchange on Sustainable Tourism (CMEx) to be held December 6 to 10, 2007 in the "Helen of the West".

Lelei LeLaulu, president of Counterpart International, announcing Castries as the site for the innovative media and sustainable tourism gathering noted St. Lucia's commitment to sustainable tourism development is solid and strong. [More](#) on this story

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## Notices

### 3rd Caribbean Sales & Marketing Conference

December 13- 14

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#### Trade 2008 Show Dates:

Adventures in Travel Expo--NEW YORK  
January 12-13 + Pier 94

Adventures in Travel Expo--CHICAGO  
January 26-27 + Donald E. Stephens Convention Center

Los Angeles Times Travel & Adventure Show--LONG BEACH  
February 9-10 + Long Beach Convention Center

Adventures in Travel Expo--WASHINGTON D.C.  
March 29-30 + Washington Convention Center

For more information, Click Here

Call: 203-878-2577 x100

Email: sales@adventureexpo.com

Web: www.adventureexpo.com

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1° Annual Global Infrastructure Leadership Forum  
"Building a More Productive World, Together."

Dec. 12 - 14, 2007

New York, NY

[7 World Trade Center](#)

<http://www.cg-la.com/qilf.php>

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**“MATKA 2008”**

“Helsinki Fair Center - Finland”

January 17 - 20, 2008

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## Links of Interest:

- [Dominica-Prince Georges Tourism Development Protocol signed at University of Maryland](#)
- [Opening of National Stadium Slide Show](#)
- [Caribbean Tourism Conference and other Caribbean Events videos](#)
- [Africans to Dominicans](#)
- [Girl killed in Guadeloupe earthquake](#)
- [Too drunk to go to hospital after croc attack, tourist sleeps instead](#)
- [Barbados Considers Opening Tourism Office in Hong Kong](#)
- [An arbitrary reshuffle](#)
- [Does the Eastern Caribbean Education System Adequately Prepare Youth for the Global Economy?](#)
- [Caribbean hotel sector overtaxed in detriment of revenues for the wider economy PLUS MORE](#)

**Members are also reminded to keep visiting the DHTA's website for updated information**  
[www.dhta.org](http://www.dhta.org)