



## DHTA Fact Sheet April 27, 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 Re: Visit of (CHA) Caribbean Hotel Association president, PUERTO RICO'S COMMITMENT TO SUSTAINABLE TOURISM LAUDED, Caribbean named as home to four top ten eco-resorts, Effective "pr" on a limited budget, TOURISM TIDBITS, Looking for Jean Rhys, MEETING THE EPA DEADLINE: WHAT'S AT STAKE FOR THE CARIBBEAN, A Large Chunk of Americans Stress Importance of Eco-Friendly Travel, Eco Tourism In Tibet, Women's Only Destination

The Dominica Hotel & Tourism Association (DHTA) as part of its second DHTA Tourism Awareness Month will be hosting ***"An Evening with CHA's President, Mr. Peter Odle"*** on Thursday May 3, 2007 from 6.00 to 8.00 p.m. at the Garraway Hotel. DHTA's members and the general public are invited to hear Mr. Odle address the challenges facing small hotels in the region and CHA's efforts at addressing these challenges.



Peter Odle is a tourism veteran with over 25 years of industry experience. He began his tourism career in 1977 building the 14-unit Regent Apartments in Barbados. In the same year he entered into a lease agreement to run a 23-room heritage property, Island Inn, in the historic Garrison Area of Barbados as well as the 20-room Palm Beach Hotel on Barbados' west coast. He later purchased both properties. In 1993 he extended Palm Beach, opening as an all-inclusive 60-room property "Mango Bay Hotel & Beach Club". He has recently fully renovated this property adding 10 additional deluxe rooms and 2 penthouse suites. Completing his portfolio of properties is the 24-room "Sunswept Hotel" on Barbados' west coast. Mr. Odle also

owns Island Caterers, one of the premier catering businesses in operation in Barbados.

In 2000 Peter Odle was named CHA's "Caribbean Hotelier of the Year". He is currently President of CHA for the 2-year period 2006 – 2008 and is Chairman of the Barbados Tourism Authority and the National Tourism Marketing Committee in Barbados. He was President of the Barbados Hotel & Tourism Authority four times and sits on their Board of Directors. He is Chairman of Caribbean Aircraft Handling which represents several major airlines serving Barbados. He was instrumental in setting up the Tourism Development Corporation, a private sector body mandated to raise funds for tourism development in Barbados, and sat on their first Board of Directors.

Mr. Odle's other interests include property holdings, restaurants and Sports Bars in Barbados. He is an active member of the Barbados Turf Club and polo fraternities and co-owns Sassman Publishing producing "Signature" and "Caribbean Architect" glossy magazines.

**An added feature for the evening will be a short presentation from Ms. Tanya Lazarus, Director of Membership, Sales & Development, Caribbean Hotel Association (CHA) who will speak of the benefits of being a member of the Caribbean Hotel Association.**

**A small fee of \$20 will be charged to DHTA members and \$25 for non-members. Wine and quiche will be served.**

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## Counterpart International

### PUERTO RICO'S COMMITMENT TO SUSTAINABLE TOURISM LAUDED

SAN JUAN, Puerto Rico (April 27, 2007) – "Puerto Rico is the perfect location for next month's Caribbean Media Exchange on Sustainable Tourism (CMEx) because its leadership so closely aligns with our social and philanthropic mission," said Lelei LeLaulu, president of Counterpart International which organizes the events.

"It is wonderful to see how Puerto Rico under the inspired guidance of Terestella González Denton (Executive Director of the Puerto Rico Tourism Company) and her team are fully committed to helping the Caribbean and international media to understand more deeply the relationship between sustainable tourism and the development of healthier and wealthier communities," he added.

González Denton welcomed the Caribbean Media Exchange back to her island (May 17-20, 2007) for the second time in just over a year and asserted: "We strive to lead by example in sustainable tourism development and we know we can only be successful if we also play a part by actively providing comprehensive information about sustainable tourism initiatives and the importance of safeguarding the environment and enriching our communities."

She added that "communication is the basis for life and by keeping the media, and thus the public, fully informed and providing opportunities for public and private sector involvement in these initiatives, we all gain a better understanding of the value of tourism for everyone."

Declaring Puerto Rico was "proud to host media exchanges like this that allow us to take part in CMEx's work," she went on to say, "sustainability is particularly important as the industry grows and we work to attract tourism to the various regions of our island and the various islands of our region. We must protect and maintain those things that make Puerto Rico and the Caribbean special – our history, our culture, our natural resources and the health and welfare of our people."

CMEx Puerto Rico, produced by Counterpart International, is sponsored and supported by Air Jamaica, Almond Resorts, the Association of Caribbean Media Workers, The Barbara Pyle Foundation, Bay Gardens Resorts, Black Entertainment Television (BET J), Caribbean Broadcasting Union, Caribbean Hotel Association, Caribbean Tourism Organisation, Caribbean World News Network, Coco Resorts, Continental Airlines, Counterpart Caribbean, LIAT - the Caribbean Airline, Puerto Rico Tourism Company, Ruder Finn, SpeakEasy M.E.D.I.A., Spirit Airlines, and the Tourism Development Company of Trinidad and Tobago.

For further information, visit [www.caribbeanmediaexchange.com](http://www.caribbeanmediaexchange.com).

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## **Caribbean360.com**

### **Caribbean named as home to four top ten eco-resorts**

#### **POINTE MULATRE, Dominica, April 23, 2007**

Jungle Bay Resort and Spa of Pointe Mulatre located in Dominica, the Nature Isle of the Caribbean, has been named as one of the Top Ten Luxury Eco Resorts by Forbes Magazine. Four of the top ten were in the Caribbean.

The article featured luxury nature-based resorts from around the world that are environmentally and culturally sensitive and benefit the local community in which they are located. [Full Story](#)

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## **CHA Weekly**

### **Effective "pr" on a limited budget**

For small businesses with limited marketing budgets, conducting public-relations campaigns is a cost-efficient and often effective way to find new customers and boost a quality reputation. But few entrepreneurs know how to approach the press, what kinds of things to highlight about their

businesses when they do...[more](#)

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## NOTICES

- **Applications for Tourism Licence in the Food & Beverage sector: Deadline was August 2006, persons are reminded to submit completed licence to the Quality Assurance Unit**
- [Application for Admission, Institute of Tourism & Hotel Management, Austria](#)
- Manuals for **Caricom Special Visas** are available at the DHTA office
- Puerto Rico – May 17-21, 2007 – will be the 10th edition of the Media Exchange which gathers representatives of the tourism industry, government officials, media, youth delegates and development specialists to examine ways of using tourism to improve the health, wealth, environment and culture of destinations.  
[www.caribbeanmediaexchange.com](http://www.caribbeanmediaexchange.com)
- **Central American Energy and Competitiveness Conference, on May 24-25, 2007**  
This Conference will focus specifically on encouraging dialogue between the public and private sectors involved in all aspects of energy and power generation. This will include government regulators and policy makers, energy suppliers, generators, transmission and infrastructure stakeholders, and customers. The emphasis will be on the regulatory framework required to meet the challenges of towards regional infrastructure integration, policy harmonization, improved investment climates and encouragement of energy alternatives.  
  
More information on the organization and the Annual Miami Conference can be found on CCAA's website at  
[http://www.ccaa.org/conferences/centralam\\_energy07/overview.html](http://www.ccaa.org/conferences/centralam_energy07/overview.html)  
Please do not hesitate to contact Kalim Shah at 202-466-7464 ext. 20 or [kshah@c-caa.org](mailto:kshah@c-caa.org).
- 1° Annual Mexico City Leadership Forum  
Infrastructure for the Next 20 Years  
June 13-14, 2007 · Sheraton Centro Histórico · Mexico City

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## Links of Interest:

- [TOURISM TIDBITS](#)

- [Looking for Jean Rhys](#)
- [MEETING THE EPA DEADLINE: WHAT'S AT STAKE FOR THE CARIBBEAN](#)
- [A Large Chunk of Americans Stress Importance of Eco-Friendly Travel](#)
- [Eco Tourism In Tibet](#)
- [Women's Only Destination](#)

Members are also reminded to keep visiting the DHTA's website for updated information

[\*\*www.dhta.org\*\*](http://www.dhta.org)<sup>T</sup>