



DHTA Fact Sheet March 2-9, 2007

All members are encouraged to voice their opinions of the Fact Sheet and what they would like to see in upcoming Fact Sheets.

Inside this Issue:

DHTA's Food For Thought Luncheon, Dot-Travel Domain May Boost Online Bookings, REGIONAL HOTEL INVESTMENT CONFAB ATTRACTS INTERNATIONAL A-LIST, Carbon Neutral Accommodations, Disaster Preparedness Tips, The rise, fall and rise of Brazil's biofuel

DHTA's Food For Thought Luncheon

The Dominica Hotel & Tourism Association (DHTA) is inviting its members and the general public to a "Food for Thought" Luncheon on **Monday 2 April 2007** at which **Mr. Jonathan Tourtellot** will be addressing issues pertaining to geotourism.

The event will take place at The Garraway Hotel. Tickets are available from the DHTA office at a cost of \$50.00

Dot-Travel Domain May Boost Online Bookings to \$1 Trillion

.travel is the Internet top level domain exclusively for businesses, organizations and individuals in the travel and tourism industry. Registering a **.travel** domain name(s) (Internet addresses, such as utah.travel) will lift travel agents, and all other travel trade members, out of the anonymity of a "dot-com" web, thereby reinforcing their presence on the Internet. In addition, **search.travel** will pioneer product and service listings and "exact search" using a proprietary search directory tailored to the needs of the travel industry and its customers.

The Registry (Tralliance Corp.) for **.travel**, has stated that if its initiative creates only 40,000 new Web sites, the \$150 billion that was spent online specifically in travel and tourism in 2005 (which represented almost one-third of all global transactions on the Internet), can grow to **\$1 trillion** in online

travel transactions within five years. If you are a travel marketer, **.travel**, with its reach of over 100 million, provides you an opportunity to either expand your outreach or take advantage of another chance to capitalize on the power of the Internet as a sales tool.

Visit <http://register.travelregistrar.com/store/about>

REGIONAL HOTEL INVESTMENT CONFAB ATTRACTS INTERNATIONAL A-LIST

The international hospitality investment community will congregate at the 2007 Caribbean Hotel & Tourism Investment Conference (CHTIC) to weigh in on what is – and what will be – in the region’s industry. The 11th annual CHTIC, to be held from May 8 to 10, 2007, at the World Trade Center in Curaçao, will assemble a corps of hotel executives, investors, lenders, developers, and professional advisors for a two-day program that will emphasize the conduct of business. The conference hosted by the Curaçao Hospitality & Tourism Association alongside the Curaçao Tourist Board, is presented by the Caribbean Hotel Association (CHA), in conjunction with the Caribbean Tourism Organization (CTO), and Burba Hotel Network (BHN).

A new feature of the conference is the introduction of development track workshops. This strategy allows delegates to engage in interactive sessions on the various components of hotel investment and how they interrelate. “The goal is for the delegate to gain a well-rounded understanding of the broad picture,” said Barbadian hotel developer Peter J. Odle, president of CHA. Development track workshops, plenary sessions and keynote addresses will encompass key components of the hospitality investment equation: from the outlook and opportunities, to financing and deal-making, to ownership and asset management. The full program agenda with session descriptions and speakers is available at <http://www.caribbeanhotelassociation.com/CHTIC.html>.

Carbon Neutral Accommodations

New TravelGreen™ Carbon Offset Program for Hoteliers

Beginning this month, STI is offering TravelGreen™, a carbon offset initiative designed specifically for hoteliers. Through TravelGreen, hoteliers around the world can connect guests with the opportunity to support development of solar and wind power traveling.

At its most basic level, the TravelGreen program is a tool that for the sale of clean, renewable electricity generation through the

The advertisement features a scenic background of a green field with a single tree under a blue sky. The headline reads "Rest easier." Below this, text explains the program's purpose: "We're all responsible for greenhouse gas emissions that contribute to global warming. We create them every time we drive, fly, or use electricity. Some emissions are unavoidable; we all have to travel, but now we can travel green." It details how a typical hotel stay emits 35 pounds of greenhouse gas, and how a \$1 Mini-Green Tag can offset these emissions by funding 25 kilowatt-hours of clean energy. A circular logo for "TRAVELgreen" is visible, along with the text "an initiative by" and "INTERNATIONAL BUSINESS TRANSPORTATION". At the bottom, it says "For more information please visit www.Travel-Green.org".

their
the
while

allows

purchase of renewable energy certificates, also called Green Tags. More broadly, it's a valuable service provided to the public by hoteliers that allow guests to participate directly in taking actions that meet their own environmental values.

Hotel guests can participate in the TravelGreen program at participating hotels by purchasing a TravelGreen Mini-Green Tag for \$1.00, which is equal to offsetting 35 pounds of greenhouse gas emissions and represents 25 kilowatt-hours of electricity supplied by new wind and solar power. The \$1.00 Mini-Green Tag can be purchased at the hotel upon checking in or out. Each TravelGreen traveler receives information on how they can continue to support the development of renewable energy sources and a website where guests can calculate their carbon footprint.

The TravelGreen program highlights the positive impact hotels can have on global climate change. The American Hotel and Lodging Association estimates that in the U.S. alone, 17 million international travelers stayed in a hotel or motel in 2005. Conservatively, one night in a hotel generates approximately 0.01 metric tons of greenhouse gases including carbon dioxide, which would equate to a minimum of 170,000 metric tons of CO₂ equivalent being generated in the U.S. during 2005. Offsetting that amount CO₂ is equal to 36,797 passenger cars not driven for one year.

Hoteliers participating in the TravelGreen Mini-Green Tag program do not incur any additional costs. STI provides each participating facility with TravelGreen Mini-Green Tags and related marketing materials. Hoteliers also have the option to offset the hotel's greenhouse gas emissions and purchase Mini-Green Tags in bulk quantities at wholesale rates, at which point they can resell the TravelGreen Mini-Green Tags for an additional profit. Hoteliers that choose this option are encouraged to reinvest in local environmental conservation and community development initiatives.

TravelGreen Mini-Green Tags are supplied by the Bonneville Environmental Foundation (BEF). All of BEF's Green Tag products are from 100 percent new, renewable resources across North America, and are certified by Green-e, the leading independent voluntary certification for green power products.

TiPPiT....

Preparedness Tips

We are now into March 2007 and the hurricane season is just 3 months away. Hard to believe! It is time to do the very ordinary things that will keep your property prepared and secure. It's high season in the travel & tourism business too and we are certain that most properties are too busy to stop and take note – but you should. Here are some key reminders:

- Pull out the emergency stock listings from last or previous years and review what emergency supplies were ordered and stocked. Examine these supplies for their expiration dates, usability and function.
- Get rid of any medical supplies that have past their expiration dates and make a list of needed medical supplies e.g. non-prescription drugs, first aid supplies, fuels, non-perishable food items, utensils, personal items etc.
- Send your prepared list of needed supplies to the accountant or finance department. Early budgeting means that your supplies will arrive in time for June 1st – the start of hurricane season.

Remember, preparedness is the first line of defense against disasters! Don't delay, get ready!

Were these tips helpful? Send your comments to cast@cha-cast.com

Conference on the Caribbean: A 2020 Vision

June 19 - 21, 2007

Washington, DC I. Conference Objectives The Caribbean (CARICOM) is proposing to host a *Conference on the Caribbean: A 2020 Vision* with four primary objectives: (i) to deepen and broaden the dialogue between the Governments and People of CARICOM and the Government and People of the United States of America; (ii) to identify priority areas for growth and development of the Caribbean for the next 15 years; (iii) to strengthen the relationship between the USA and CARICOM by addressing these priority areas in mutually beneficial and reinforcing ways; and (iv) to promote the Caribbean in the USA.

<http://siteresources.worldbank.org/INTLAC/Resources/BACKGROUNDnoteontheConference1.pdf>

NOTICES

- 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
-

Links of Interest:

- <http://www.ecotourismglobalconference.org/>
- <http://www.ecotourism.org/>
- **The rise, fall and rise of Brazil's biofuel**
Brazil discovered how to power cars on non-petroleum fuel before anyone else - but the idea fell from favour and is only now being revived, writes the BBC's Robert Plummer.
<http://news.bbc.co.uk/go/em/fr/-/2/hi/business/4581955.stm>
- **RNM Press Release 0704** - CRNM Presents New Industry Study on Agri-Food Distribution Services
http://www.crn.org/documents/press_releases_2007/pr0704.htm

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

www.dhta.org