



DHTA Fact Sheet April 20, 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:

DHTA's Tourism Awareness Month, Brace for rollercoaster ride this hurricane season, St Kitts-Nevis government moves to assist locally-owned hotels, Caribbean Ready to Meet Growing Demand for Creative Travel Experiences, Dispute Panel To Rule On EU's Banana Import Regime, BMEX Show Barbados, Application for Admission, Institute of Tourism & Hotel Management, Austria, The Triangle of Hotel Success

DHTA's Tourism Awareness Month

Tentative Schedule - DHTA TOURISM AWARENESS MONTH - MAY 2007

THEME: *"Tourism – Driving the Economy"*

- Week 1:**
- May 1 (Tuesday) - DHTA's President's Message
- Launch of Tourism Fund
- Minister's Message - MOT
 - May 1 (Tuesday) - DBS "Talking Point" – *"Tourism – Driving the Economy"*
 - May 4 (Friday) - T-Shirt Day (for the sector and other stakeholders)
 - May 5 (Saturday) - National Hike – Collaboration with major hiking groups
 - May 6 (Sunday) - Swinging Stars Dance @ Springfield Guest House
- Week 2:**
- May 8 (Tuesday) - DBS "Talking Point" – *"Health & Wellness"*
 - May 9 (Wednesday) - Marpin "From All Angles" – *"Tourism – Cutting across the Economy"*

May 10 (Thursday) - E-marketing Workshop – Garraway Hotel

May 11 (Friday) - Police Programme “On the Beat” – DBS – “*Crime & Tourism*”

Week 3: May 14 (Monday) - Secondary School Quiz – KIWANIS
Collaboration

May 15 (Tuesday) - Kairi Radio Programme – TBD

May 17 (Thursday) - SAT Telecoms – “*Careers in Tourism*”

May 19 (Saturday) - Bar Tenders Competition
- Bar Tenders and Waitressing Race

Week 4: May 22 (Tuesday) - Q-95 Radio Programme – DHTA/SHAPE
Collaboration

May 24 (Thursday) - SCOPE’s Activity - ISP Schools Outreach

May 26 (Saturday) - DHTA’s Awards Dinner
- Feature Speaker – Jean Holder

Week 5: May 31 (Thursday) - National Tourism Disaster Plan Consultation

Caribbean News Digital

Weather

Brace for rollercoaster ride this hurricane season



Professor William Gray (left) and Philip Klotzbach

BRIDGETOWN, Barbados, April 4, 2007 - Brace for an active Atlantic hurricane season, possible torrential rains, and flooding this year.

The warning from the United Nations specialised agency on meteorology which was based on a forecast of the El Nino Southern Oscillation (ENSO), an influential weather signal, came as private sector forecasters at the Colorado State University issued their prediction of nearly double the number of storms and hurricane of the normal long term average.

WMO FORECAST

According to the World Meteorological Organization (WMO) the most recent El Niño, the periodic weather pattern that can have repercussions around the world from torrential rains and floods in some parts of the world to droughts in others, has now ended and a transition to its mirror image, La Niña, is a substantial possibility, according to the latest United Nations forecast.

Both phenomena refer to large-scale changes in sea-surface temperature across the central and eastern tropical Pacific, with a warm pool located in the central and western Pacific expanding to cover the tropics during El Niño but shrinking to the west during La Niña. Thus La Niña (or cold episodes) produces the opposite climate variations from El Niño.

El Nino tends to suppress the formation of deep rain clouds in the Caribbean and hence suppress hurricane formation but La Nina achieves the opposition and is a major rain producing influence for the region. [FULL Story](#)

Caribbean Net News

St Kitts-Nevis government moves to assist locally-owned hotels Published on Friday, April 13, 2007

BASSETERE, St Kitts (CUOPM): Small business owners and locally-owned hotels in St Kitts and Nevis are to get a shot in the arm.

The St Kitts-Nevis Labour Party Administration has approved concessions for the refurbishment of small hotels and the duty free concessions for small businesses. [Full Story](#)

Caribbean News Digital

Caribbean Ready to Meet Growing Demand for Creative Travel Experiences

Thursday, 12/04/2007

The Caribbean is in a unique position to meet the rapidly growing global demand for more creative and individualized experiences, says a marketing communications executive.

Andy Dumaine, who has developed strategies and marketing programs for some of the world's most recognized brands and destinations, says global culture increasingly imposes "a certain uniformity on life," raising the demand for more creative and individualized experiences.

[Full Story](#)

Trade Watch

DISPUTE PANEL TO RULE ON EU'S BANANA IMPORT REGIME

The European Union (EU) is facing a second World Trade Organization (WTO) challenge to its banana import rules from Colombia one day after WTO Members agreed to establish a panel to examine whether the EU's banana import policies violate multilateral trade rules, in response to a complaint by Ecuador on March 20th.

Colombia made a request for consultations on March 21st, the first step in the WTO dispute settlement procedures. As a third-party observer in Ecuador's case Colombia will be unable to impose retaliatory sanctions against EU even if Ecuador was victorious.

Colombia like Ecuador is claiming that the EU's Brussels' banana import rules violate its WTO obligations, by discriminating in favor of bananas from African Caribbean and Pacific (ACP) countries. Like Ecuador, it argues that the ACP-specific quota violates the WTO rules on quantitative restrictions. The EU's latest reform, introduced at the beginning of 2006, levies a 176 euros per ton tariff from most favoured nation (MFN) suppliers alongside with a duty-free quota of 775,000 tonnes for ACP bananas.

BMEX Show Barbados 25th – 28th May - 2007

Re-DISCOVER the Caribbean will have a stand to promote our **re-DISCOVER REWARDS Card** at the upcoming BMEX show which is one of the most attended on Barbados.

If you would like **your** brochures and marketing material displayed and distributed at the show, we would be happy to do so for a contribution fee of just US\$20.

Please FEDEX material with a US\$20 check or money order to:

re-DISCOVER
Peach and Quiet
Inch Marlow
Christ Church
BARBADOS
BB 17050

Alternatively, if you would like to attend the Show as an exhibitor and operate from the **re-DISCOVER stand**, there is a fee contribution of US\$100 per person.

Space is strictly limited and offered on a first-come basis.

email: re-discover@caribsurf.com

We have arranged special accommodation rates at the Hilton Hotel.
The **re-DISCOVER the Caribbean Show** is the regions **only** event entirely
dedicated to building **intra Caribbean travel**.

www.re-discover.com

NOTICES

- [**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

- **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

Please do not hesitate to contact Kalim Shah at 202-466-7464 ext. 20 or kshah@c-cao.org.

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Links of Interest:

- [**The Triangle of Hotel Success**](#)
- [**New Environment-Friendly Resort Set to Open in Belize next Month**](#)
- [U.S. hotel and resorts market report](#)
- [**Carnival Updates Take-Aboard Beverage Policy**](#)
- [Caribbean niche database website](#)
- [Hotels starting to offer "star" treatments](#)

- [Caribbean Trade Ministers Assert Their Position On WTO Negotiations](#)

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

www.dhta.org