

U.S. Department of Justice
Washington, DC 20530

Supplemental Statement
Pursuant to the Foreign Agents Registration Act of 1938, as amended

For Six Month Period Ending December 31, 2013

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.

Caribbean Tourism Organization USA, INC. 991

(c) Business Address(es) of Registrant
80 Broad Street, Suite 3302
New York, NY 10004

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- (1) Residence address(es) Yes No
- (2) Citizenship Yes No
- (3) Occupation Yes No

(b) If an organization:

- (1) Name Yes No
- (2) Ownership or control Yes No
- (3) Branch offices Yes No

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes No

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes No

If no, list names of persons who have not filed the required statement.

N/A

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes No
 If yes, furnish the following information:

Foreign Principal Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes No
 If yes, furnish the following information:

Name and Address of Foreign Principal(s) Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Anguilla, Antigua and Barbuda, Bahamas, Barbados, Belize, Bermuda, Bonaire, British Virgin Islands, Cayman Islands, Curacao, Dominica, Grenada, Guadeloupe/St. Barts, Guyana, Haiti, Jamaica, Martinique, Montserrat, Puerto Rico, St. Eustatius, St. Kitts, Saint Lucia, St. Maarten, St. Martin, St. Vincent & the Grenadines, Trinidad and Tobago, Turks & Caicos Islands, United State Virgin Islands, Venezuela
 Note: The Caribbean Tourism Organization USA Inc. is the principal and the countries are the members of the Caribbean Tourism Organization.

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes No

Exhibit B⁴ Yes No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, identify each foreign principal and describe in full detail your activities and services:

Promotion of Tourist travel to the Caribbean region by means of Public Releases, distribution of Tourist Folders and Public Relations on the joint interest of the Foreign Government Islands and the USVI and Puerto Rico, as well as Allied Members engaged in operations of hotels in the Caribbean covering centralized general activities for the Government Islands which are members of the registrant.

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes No

If yes, describe fully.

⁵ The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
See attached Schedule A showing monies received			\$710,572.00

\$710,572.00

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, have you filed an Exhibit D to your registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes No

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
See attached schedule B showing monies disbursed			\$932,424.00

\$932,424.00

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes No

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²

Yes No

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes No

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Caribbean Tourism Organization USA, Inc

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

\$582,480.00 received from ou member countries listed on page3, line 9 for July to December 31, 2013.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Other (specify) _____

Electronic Communications

- Email
- Website URL(s): onecaribbean.org
- Social media websites URL(s): _____
- Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) _____

21. What language was used in the informational materials:

- English
- Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes No

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

March 20, 2014 _____

/s/ Sylma Brown _____

eSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

SHORT-FORM REGISTRATION INFORMATION SHEET

The Department records list active short-form registration statements for the following persons filed on the date indicated by each name. If a person is not currently functioning in the same capacity directly on behalf of the foreign principal, please indicate the date of termination in Item 5 of the supplemental statement.

Short Form List for Registrant: Caribbean Tourism Organization, USA Inc.

<u>Last Name</u>	<u>First Name</u>	<u>Registration Date</u>
Bramble	Sylma Brown	03/27/2012
Riley	Clyde Hugh	12/10/2002

CARIBBEAN TOURISM ORGANIZATION USA Inc.
SCHEDULE A

HO (Barbados)	582,480.00
CARIBBEAN WEEK INCOME	6,648.00
CARIBBEAN DIASPORA	0.00
TRADE SHOWS	0.00
INTEREST INCOME	6.55
SUSTAINABLE TOURISM CONFERENCE	36.00
STATE OF INDUSTRY CONFERENCE	119,966.00
TOTAL	709,136.55
CHAPTERS	1,435.00
TOTAL RECEIVED	<u>710,571.55</u>

CARIBBEAN TOURISM ORGANIZATION USA Inc.
SCHEDULE B

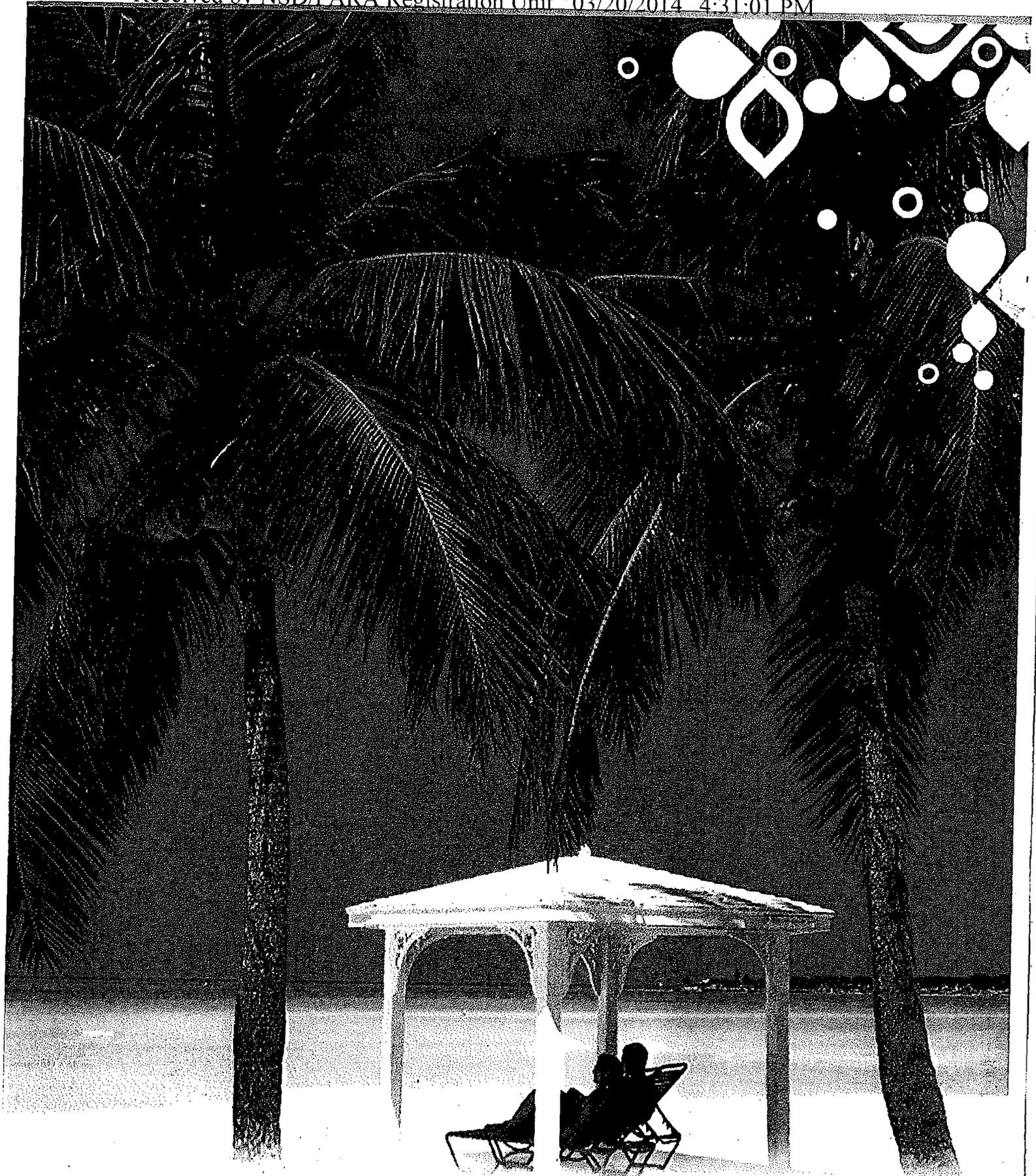
<u>DISBURSEMENTS</u>	\$
SALARIES AND WAGES	283,536
PAYROLL TAXES	19,777
EMPLOYEE PENSION	26,277
EMPLOYEE MEDICAL INSURANCE	53,570
EQUIPMENT RENTAL/MAINTENANCE	9,243
OFFICE RENT	33,392
OFFICE SUPPLIES	9,265
POSTAGE/SHIPPING/MESSENGER	2,807
INTERNET SERVICES/WEBHOSTING	19,872
FOOD & BEVERAGE COSTS	14,781
SUSTAINABLE TOURISM CONFERENCE	0
CTC CONFERENCE	106,431
TRADE SHOW EXPENSES	31,878
CARIBBEAN DIASPORA	782
IT MAINTENANCE & SERVICE	30,742
MAINTENANCE GENERAL	4,768
INSURANCES	7,104
TELEPHONE & FAX	17,188
PROMOTION	0
TRAVEL MARKETING	6,932
CONSULTANCY FEES	900
ALLIED WORKSHOP EXPENSES	0
PUBLIC RELATIONS	10,000
BANK/CREDIT CARDS SERVICE CHARGE	5,111
TRAVEL EXPENSE-OTHER	11,129
SUBSCRIPTIONS/advertising	345
OTHER EXPENSE	4,521
RELOCATION	0
PENSION ADMIN COST	0
ENTERTAINMENT	271
INTERN STIPEND	2,200
BOARD & OTHER MEETINGS	72
CARIBBEAN WEEK EXPENSES	164,991
LEGAL FEES	6,575
AUDIT & ACCOUNTING	42,775
	<hr/>
	927,235
TOTAL DISBURSEMENTS BY CHAPTERS	5,189
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TOTAL DISBURSEMENTS	932,424
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CTO MEMBER COUNTRIES

Anguilla	Jamaica
Antigua and Barbuda	Martinique
Bahamas	Montserrat
Barbados	Puerto Rico
Belize	Saint Lucia
Bermuda	St. Barts
Bonaire	St. Eustatius
British Virgin Islands	St. Kitts and Nevis
Cayman Islands	St. Lucia
Cuba	St. Maarten
Curaçao	St. Martin
Dominica	St. Vincent & the Grenadines
Grenada	Trinidad and Tobago
Guadeloupe	Turks and Caicos Islands
Guyana	United States Virgin Islands
Haiti	Venezuela

To learn more about our members visit: www.OneCaribbean.org



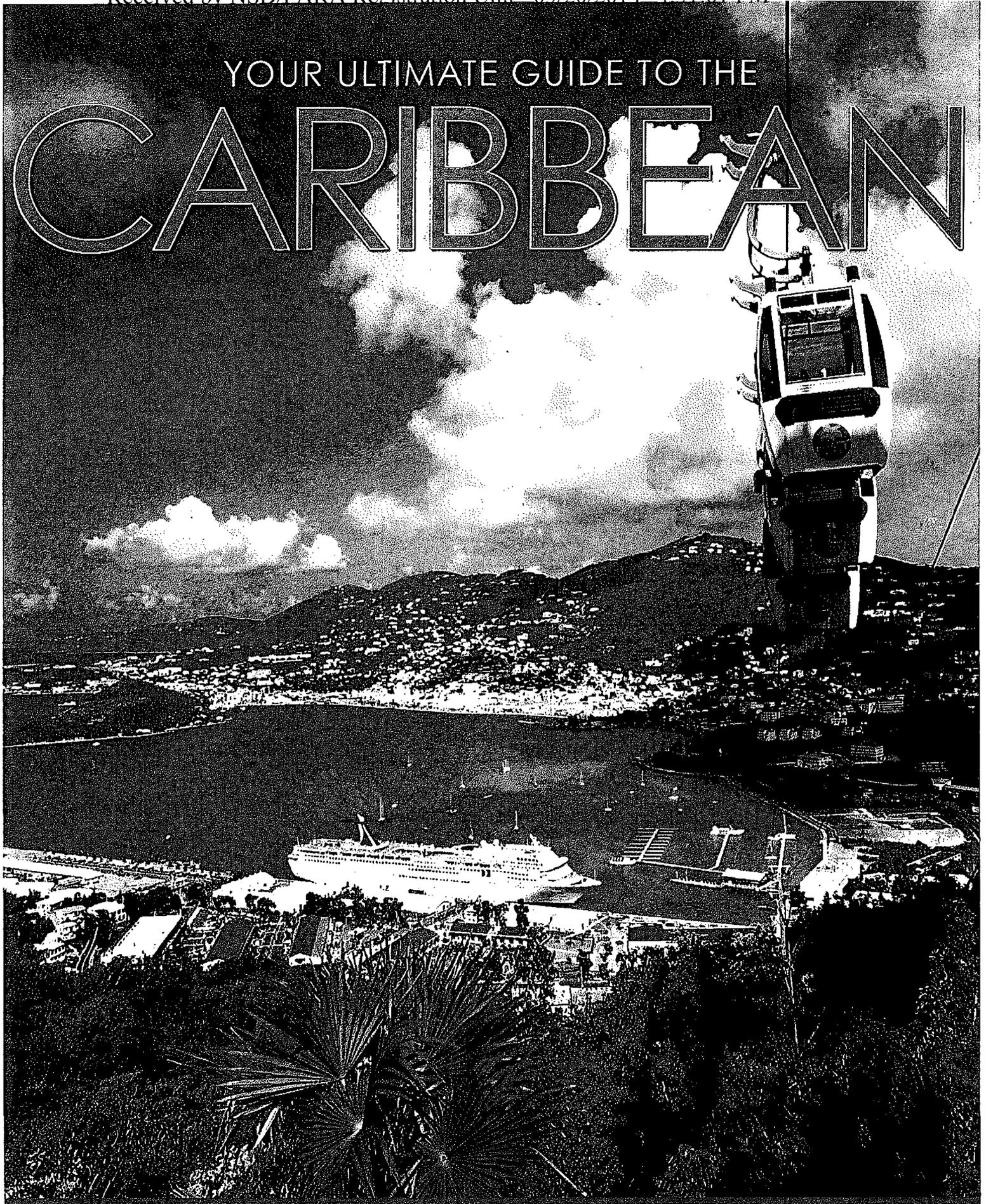
It's Better In The Bahamas

Our 700 islands are treasures waiting to be discovered. Each has its own rich history and culture, offering our visitors and residents a truly unique experience every time they visit. Make your next vacation an island in The Bahamas.



YOUR ULTIMATE GUIDE TO THE

CARIBBEAN





FOR IMMEDIATE RELEASE

Contact: Johnson JohnRose, CTO
Tel: (246) 427-5242
E-mail: jjohnrose@caribtourism.com

**INTERNATIONAL TRENDS CONSULTANT DANIEL LEVINE TO KEYNOTE
REGION'S LEADING TOURISM CONFERENCE**

*~ The CTO State of the Industry Conference (SOTIC) takes place from
15 to 18 October in Martinique ~*

BRIDGETOWN, Barbados (24 July, 2013)- The "Ultimate Guru of Cool" is to deliver the ultimate lessons on perfect visitor experiences and authenticity to hundreds of the Caribbean's most influential tourism minds at the region's leading tourism conference.

The international trends consultant, Daniel Levine, will deliver the keynote address at the State of the Industry Conference which takes place in Martinique from 15-18 October.

Named the "Ultimate Guru of Cool" by the American television news network, CNN, Levine is the executive director of the Avant-Guide Institute (AGI), a New York-based trends consultancy for travel and consumer marketing, where he leads a team of over 8,000 international "trend hunters" who track the latest ideas and experiences from around the globe. He will speak on the topic, "Delivering More Perfect Visitor Experiences - How to turn Authenticity into Greater Visitor Numbers".

"We are pleased that Daniel Levine is bringing his considerable experience and award-winning 'trend spotting' expertise to the State of the Industry Conference, where he will deliver a targeted and meaningful keynote message to conference delegates about providing more perfect visitor experiences," said Sylma Brown, the director of CTO-USA Inc., the Caribbean Tourism Organization (CTO)'s New York-based office which oversees events in the Americas.

The State of the Industry Conference (SOTIC) is the Caribbean's leading tourism conference, bringing together decision-makers from the public and private sectors, academics,

travel professionals and journalists from the region and around the world. At this year's event, themed, "Perfecting the Experience; Delivering Authenticity," delegates will explore a range of elements that are critical to the development and success of the sector in the region. These include training and education, service quality, standards, visitor satisfaction, and community involvement.

"The conference should be particularly appealing to a cross section of the Caribbean tourism industry because experts will focus on how we utilize the latest technology with the attributes that make the Caribbean unique – the blessings of a vibrant and diverse culture, our welcoming and hospitable nature, our innate sense of humour, our musical talents and an enhanced dose of customer service to provide the authentic experience that our visitors seek and that will increase business to the region," remarked Ms. Brown.

"Every participant will leave with ground-breaking ideas that will give the region a competitive edge because the authenticity of the Caribbean cannot be replicated. The media will leave with new story angles; the service providers will better understand from best practices the importance of overall excellent customer service; and the destinations will be exposed to the latest trends in technology that can keep their visitors connected and informed while in the region," she added.

SOTIC is spearheaded by the CTO in conjunction with the Martinique Tourism Bureau. An exciting programme is being finalized, which includes a line-up of dynamic presenters.

The 15-18 October conference will be preceded by a series of business meetings, including the meetings of the board of directors and the Council of Ministers and Commissioners of Tourism at Hotel La Pagerie, on the Isle of Flowers, Martinique. For more information on the conference and registration, visit the CTO website: www.onecaribbean.org.

Martinique

Martinique is magical, a rich and vibrant tapestry of French chic and authentic Creole spice woven across an absolutely fascinating tropical setting nestled in the heart of the Lesser Antilles. An overseas region of France, Martinique stirs wanderlust and passions with the Caribbean's most delectable culinary delights, awe-inspiring natural beauty, a rich cultural history, warm smiles and so much more. Its various nicknames -- The Caribbean island with French flair, The Isle of Flowers, The Rum Capital of the World -- hint at the uniquely special experiences that await visitors here, as do such celebrated awards as "Top Caribbean Island for Delectable Dining" (Caribbean Travel + Life: 2009), "Best Caribbean Destination" (About.com: 2010), and induction of The bay of Fort-de-France in The Most Beautiful Bays of the World (2011).

Napoleon's bride, Empress Josephine, was born and raised here. Majestic Mt. Pelée and The Pompeii of the Caribbean, St. Pierre, is found here. The finest French products and the wonders of Caribbean authenticity are readily available here. A special place, to be sure, with so much to offer – Martinique c'est magnifique! For photographs visit:
http://www.martinique.org/photos_gallery/index.php

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About the Caribbean Tourism Organization

The Caribbean Tourism Organization (CTO), with headquarters in Barbados and offices in New York and London, is the Caribbean's tourism development agency comprising membership of over 30 countries and territories including Dutch, English, French and Spanish, as well as a myriad of private sector allied members. The CTO's vision is to position the Caribbean as the most desirable, year-round, warm weather destination, and its purpose is Leading Sustainable Tourism – One Sea, One Voice, One Caribbean.

Among the benefits to its members, the organization provides specialized support and technical assistance in sustainable tourism development, marketing, communications, advocacy, human resource development, research and information technology.

In addition, the CTO, in partnership with the Caribbean Hotel & Tourism Association, jointly and equally owns the Caribbean Tourism Development Company, a marketing and business development entity dedicated to promoting the Caribbean brand worldwide.

The CTO's Headquarters is located in Baobab Tower, Warrens, St. Michael, BB 22026 Barbados; Tel.: (246) 427-5242; Fax: (246) 429-3065; Email: CTOBarbados@caribtourism.com.

The CTO's New York office is located at 80 Broad St., Suite 3302, New York, NY 10004, USA; Tel.: (212) 635-9530; Fax: (212) 635-9511; Email: CTONY@caribtourism.com.

The CTO's London office is located at The Quadrant, Richmond, Surrey TW9 1BP, England; Tel.: 011 44 208 948 0057; Fax 011 44 208 948 0067; Email: CTOLondon@caribtourism.com.

For more information on the Caribbean Tourism Organization please visit:
www.onecaribbean.org. Get the latest CTO updates on Twitter at <http://www.twitter.com/ctotourism>. Connect with CTO on Facebook at <http://www.facebook.com/CaribbeanTourismOrganization>.

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REGIONAL TOURISM LEADERS VISIT CTO MEMBER COUNTRIES

~ Visits by CTO leaders to four member countries last week is continuation of country & territory visits which began last year ~

ST. THOMAN, USVI (29 July, 2013)- The Caribbean region's tourism development agency, the Caribbean Tourism Organization (CTO), continues to engage its member-countries at the highest levels on some of the most critical regional tourism matters.

The organization's leadership completed a tour of four member-countries last week, continuing a series of country visits which began last year. CTO Chairman Beverly Nicholson-Doty and Secretary General Hugh Riley, along with the newly appointed Director of Membership Services Faye Gill, met with senior tourism officials in Montserrat, St. Lucia, Grenada, and St. Vincent and the Grenadines.

In addition to gaining a greater appreciation for member-country needs and challenges, the CTO leadership discussed opportunities and initiatives such as CTO's Total Visitor Satisfaction programme, Tourism Satellite Accounts, regional marketing initiatives and the importance of cruising and aviation to the Caribbean.

"Our meetings have been enlightening and successful," reported Nicholson-Doty, who also is Commissioner of Tourism of the United States Virgin Islands.

In Montserrat the CTO team met with Premier Reuben Meade, who is also Minister of Finance, Tourism and Economic Development; in St. Lucia, Lorne Theophilus, Minister of Tourism, Heritage and the Creative Industries; in Grenada, the recently appointed Alexandra Otway-Noel, Minister of Tourism, Civil Aviation and Culture; and with Cecil Mckie, Minister of Tourism, Sports and Culture in St. Vincent and the Grenadines.

“The exchanges with my cabinet colleagues in the Eastern Caribbean have underscored one important thing – that we in the Caribbean need each other, and the only way to move tourism in the region to another level is by closely collaborating on key issues,” added Commissioner Nicholson-Doty, who along with Hugh Riley and Faye Gill also interacted with technical tourism professionals of the various ministries of tourism and national tourism offices.

These meetings formed part of a series of member-country visits being undertaken by the CTO leadership to exchange information on the issues involving Caribbean tourism on an individual country and territory basis and to identify solutions. Since this mission began in 2012, the CTO leadership has met senior tourism policymakers and officials in both the public and private sectors in the Dutch, English, French and Spanish-speaking member-countries of the CTO.

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About the Caribbean Tourism Organization

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Among the benefits to its members, the organization provides specialized support and technical assistance in sustainable tourism development, marketing, communications, advocacy, human resource development, research and information technology.

In addition, the CTO, in partnership with the Caribbean Hotel & Tourism Association, jointly and equally owns the Caribbean Tourism Development Company, a marketing and business development entity dedicated to promoting the Caribbean brand worldwide.

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For more information on the Caribbean Tourism Organization please visit:
www.onecaribbean.org. Get the latest CTO updates on Twitter at
<http://www.twitter.com/ctotourism>. Connect with CTO on Facebook at
<http://www.facebook.com/CaribbeanTourismOrganization>.

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**DELTA EXECUTIVE CHRISTINE KENNEDY TO SPEAK AT
STATE OF THE INDUSTRY CONFERENCE IN MARTINIQUE**

*~ The GM for international network planning and scheduling for the
Caribbean and Latin America will explain how Caribbean governments can
influence the airline to fly to their destinations ~*

BRIDGETOWN, Barbados (19 August, 2013)- Caribbean destinations seeking to attract additional air service will discover the secrets to success from a senior executive of one of the world's leading carriers at the region's leading tourism gathering in Martinique in October.

Christine Kennedy, Delta Airlines' general manager for international network planning and scheduling for the Caribbean and Latin America, will explain the route planning process and what influences the airline's decisions when it considers flying into new destinations, when she addresses delegates on the opening day of the State of the Industry Conference.

Ms. Kennedy will join a panel entitled, "Fasten your Seatbelts!" at which airline experts will bring stimulating and insightful thoughts on volatile and sometimes controversial aviation issues.

"As a representative of Delta's Latin American and Caribbean network planning team, I look forward to participating on the panel in October and providing insight regarding the route planning process," said Ms. Kennedy. "My presentation will discuss what factors drive Delta's decisions to implement new service and what a destination can do to positively influence that outcome."

Delta operates an extensive US and international network, serving all continents except Antarctica. The airline and its subsidiaries operate over 5,000 flights every day and transport over 160 million passengers a year.

The State of the Industry conference which brings together decision-makers from the public and private sectors, academics, government officials, hoteliers, travel professionals and journalists from the region and around the world, will be held from 15-18 October in Martinique.

Themed, "Perfecting the Experience. Delivering Authenticity," the conference is organized by the Caribbean Tourism Organization (CTO) in collaboration with the Martinique Tourism Authority. For more information on how you can register and learn more about the conference, visit www.onecaribbean.org.

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**TRAVEL MARKETING EXPERT TO REVEAL SECRETS TO
PENETRATING EMERGING MARKETS AT STATE OF THE INDUSTRY
CONFERENCE IN MARTINIQUE**

*~ Optriant VP Paul Cohen to deliver feature address on new markets
at the 15-18 October conference ~*

BRIDGETOWN, Barbados (29 August, 2013)- Travel marketing expert Paul Cohen will provide Caribbean and international tourism stakeholders with the key ingredients needed to increase business from major emerging markets during a presentation at the State of the Industry Conference (SOTIC) in Martinique in on Friday 18 October.

Mr. Cohen, who is the vice-president of the US-based travel services company, Optriant, will focus specifically on the so-called BRICS (Brazil, Russia, India, China and South Africa) nations. He is expected to analyze current trends in international travel, advise how those looking to penetrate these emerging markets can measure results and reveal the secrets to understanding these growing markets and expectations of the travellers.

"International travel is expected to reach a new all-time high in 2014 and the growth is driven by emerging markets," Mr. Cohen said. "China, Russia and Brazil are growing markets but which of these are ready to visit the Caribbean? Does our destination have the tourism product available that these travellers are looking for?"

An innovator in assisting tourism marketing organizations, travel suppliers, and corporate partners solve problems and generate results, the Optriant executive will also share information on when nationals from these emerging markets travel, what they want in a destination and how they go about researching and booking travel.

“Destinations looking to attract visitors from these markets must also have basic information about these travellers, including age, income level, average spend and travel behaviours,” he said, adding that Caribbean countries must determine whether they have the tourism product that these travellers are looking for.

A division of Preferred Hospitality Group, Optriante is a leading global provider of representation, reservations, and consultation services for tourism board and travel-related companies. Tapping into the collective expertise and reputation of Preferred Hospitality Group and its network of more than 210 professionals in 24 global offices, Optriante supports its clients with comprehensive sales, marketing, and distribution solutions.

The theme for the State of the Industry Conference is “**Perfecting the Experience. Delivering Authenticity.**” The annual conference which brings together tourism professionals, academics, researchers, policy-makers and journalists is organized by the Caribbean Tourism Organization in conjunction with the Martinique Tourism Bureau.

The State of the Industry conference will be held from 15-18 October. It will be preceded by the CTO business meetings – including meetings of the CTO Board of Directors and the Council of Ministers and Commissioners of Tourism.

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**INSEL AIR CEO TO SHARE SUCCESS STORIES AT
STATE OF THE INDUSTRY CONFERENCE**

~ Albert Kluyver along with the CEOs of Liat and Seabourne Airlines will debate The Realities of Intra-Caribbean Tourism. And Who Gets It ~

BRIDGETOWN, Barbados (2 Sept, 2013)- Regional carriers can be major contributors to the development of the Caribbean by providing reliable intra-Caribbean service and by bringing in visitors from the rest of the Americas, a senior Caribbean airline executive has said.

Albert Kluyver, the CEO/ President of the Curacao-based Insel Air, has made this observation as he prepares to share his insights and recommendations at the Caribbean Tourism Organization (CTO)'s State of the Industry Conference (SOTIC). This year's conference will be held from 15-18 October in Martinique and will focus on the theme: **Perfecting the Experience, Delivering Authenticity.**

Mr. Kluyver said he was eager to share his views on the role of regional carriers as major contributors to the Caribbean tourism industry, as well as the advantages they bring and possible ways of growing the value proposition for the travelling public.

"We will explore major elements for improvement that could increase the efficiency and volume of the transportation sector in the Caribbean," he said.

Mr. Kluyver co-founded Insel Air in 2006, building on experience honed at Ernst & Young and as commercial director of ABN AMRO Bank. Together with his brother and business partner, Niko, he founded and currently manages Willemstad Private Equity Fund, which invests in a variety of Caribbean-based companies involved in trade, financial services, transportation and real estate.

He will join a panel that explores **The Realities of Intra-Caribbean Tourism. And Who Gets It.** This general session on Thursday 17 October, will be moderated by the former Liat CEO Brian Challenger and will also feature the current Liat CEO, Ian Brunton and Gary Foss, the CEO Seaborne Airlines.

In what's expected to be an explosive session, the panellists and conference delegates will explore some of the major elements of the transportation dynamic including challenges of maintaining a regional transportation network; the potential of a regional yachting sector, trends in Caribbean cruising and the value of sharing intelligence and expertise among member countries.

About SOTIC

The CTO State of the Industry Conference is CTO's annual convocation where Caribbean tourism practitioners, policy makers and strategic partners, at the highest levels, gather to discuss issues, identify solutions and generally develop courses of action that will benefit the region's tourism industry.

Speakers of international acclaim provide best case practices and winning strategies on a wide range of topics that are critical to the growth of regional tourism, all with a view to positioning the Caribbean as the most desirable, year-round warm weather destination.

Youth from several CTO member countries will make their contributions to the discussions at a Youth Congress, one of the vehicles through which CTO encourages the best and brightest to consider tourism as a career.

The 15-18 October conference will be preceded by a series of business meetings, including the meetings of the board of directors and the Council of Ministers and Commissioners of Tourism at Hotel La Pagerie, on the Isle of Flowers, Martinique. For more information on the conference and registration, visit the CTO website: www.onecaribbean.org.

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**CUSTOMER SATISFACTION TO BE A FOCUS OF DISCUSSION AT CTO STATE OF
THE INDUSTRY CONFERENCE IN MARTINIQUE**

*~ Former CTO SG Vincent Vanderpool-Wallace to lead panel entitled,
It's the Experience, Stupid! ~*

BRIDGETOWN, Barbados (5 Sept, 2013)- It's the Experience, Stupid! That's the topic of a special general session on customer satisfaction at the upcoming State of the Industry Conference (#SOTIC2013) in Martinique.

The former secretary general of the Caribbean Tourism Organization (CTO), Vincent Vanderpool-Wallace, will lead a panel which will discuss the delivery of total customer satisfaction as a means of ensuring that visitors to the Caribbean get their money's worth.

In his presentation, Mr. Vanderpool-Wallace will focus on harnessing visitor satisfaction through service delivery. He will illustrate how to anticipate, manage and exceed visitors expectations at every level of the tourism industry, using those principles to shape memorable experiences for visitors, therefore, influencing them to spread positive messages about the Caribbean.

"It is so much easier today and getting easier every day to share one's impression of a destination, hotel or other travel experiences via social media. These ubiquitous digital impressions are so powerful that they have been described as permanently archived word of mouth," said Mr. Vanderpool-Wallace, a former tourism minister of the Bahamas. "Instead of focussing only on 'managing social media,' people who understand the power of those impressions begin to focus far more on delivering a better experience for their customers and on

addressing and correcting any negative experiences before the customer departs. Those who do not adapt to this posture suffer the consequences far more than ever before. Some say that at a destination level this is difficult to address. It may be difficult, but it is not impossible.”

The panel will also include Maureen Allen of Sectus Technologies and Commissioner of Tourism Karine Roy-Camille of Martinique.

The conference has its theme, “**Perfecting the Experience. Delivering Authenticity**”, reflecting the seriousness with which the CTO views total customer satisfaction, said Hugh Riley, the organization’s secretary general. To this end, the CTO has launched a Total Visitor Satisfaction (TVS™) programme to measure and rate the quality of the experience that member countries offer to visitors.

“It is the quality of the experience that will determine if our guests develop such an emotional attachment that they become influencers and repeat visitors. The whole Caribbean will enhance its competitive advantage by providing unique and memorable experiences to our visitors. By introducing a programme that enhances and measures the entire visitor experience, from hotels to food to infrastructure, we can improve the product, share best practices, lift service standards, attract more tourists, and continue to thrive for years to come,” Mr. Riley said.

The State of the Industry Conference (#SOTIC2013) will be held in Martinique from 15-18 October, and is being organized by the CTO in collaboration with the Martinique Tourism Bureau. For more information on SOTIC, including how you can be part of this historic event, visit www.Oncecaribbean.org.

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TRAVEL TECHNOLOGY SPECIALIST JOINS SOTIC PANEL

~ TrustYou VP Alan Young to speak on new markets at the 15-18 October conference ~

BRIDGETOWN, Barbados (9 September, 2013) – Today’s visitors are using their mobile devices when they travel and want experiences that are optimized for these devices. And tourism marketers are faced with the challenge of being mobile-compliant in order to successfully reach these travellers.

Alan Young, the senior vice president of marketing and strategic partnerships at TrustYou, an online reputations service for the global hospitality industry, will be joining an elite panel of speakers to discuss this and how destinations can use technology for the benefit of the visitor and the tourism sector during the Caribbean Tourism Organization (CTO) ’s State of the Industry Conference (#SOTIC2013) next month. Specifically, he will share insights on how tourism players can adjust their marketing strategies in light of rapid shift to mobile.

“I shall be talking about the way we, as an industry, need to market destinations more effectively using all of the user-generated content available on the Internet. Working together as a destination or a region and leveraging all the content available – reviews, images, etc. – and how using it together will ensure that all aspects of the tourism environment are enhanced,” Mr. Young explained.

The TrustYou SVP will address the general session on Friday 18 October entitled “**There’s an App for that! Using Technology to Improve Your Bottom Line**”. He will be joined by lead presenter and moderator, Jim Brody, general manager, destinations at Travelzoo and Derek Whyte from the leading interactive and digital marketing agency, FCV, Canada. The panel will also examine the impact of SMS, social media and apps on travel and how industry

players can design seamless and personalized offerings, while generating more business and increasing profitability.

The theme for the State of the Industry Conference is **“Perfecting the Experience. Delivering Authenticity.”** The annual conference which brings together tourism professionals, academics, researchers, policy-makers and journalists is organized by the CTO in conjunction with the Martinique Tourism Bureau. It will be held from 15-18 October and will be preceded by the CTO business meetings – including meetings of the CTO Board of Directors and the Council of Ministers and Commissioners of Tourism.

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USVI GOVERNOR TO ADDRESS CTO TOURISM CONFERENCE

*~ Gov. John P. de Jongh, Jr. to make lunchtime special presentation
at the 15-18 October conference ~*

BRIDGETOWN, Barbados (15 Sept, 2013) – Authentic travel experiences are growing in demand and, according to the Governor of the US Virgin Islands, can be turned into a competitive advantage for Caribbean destinations with their diverse cultural, culinary, ecological and heritage tourism features.

Governor John P. de Jongh, Jr. will highlight the importance of delivering authentic Caribbean experiences during the Caribbean Tourism Organization's (CTO) State of the Industry Conference (#SOTIC2013) in Martinique.

Governor de Jongh Jr. will present during the luncheon session on Friday, October 18 in Le Deck restaurant at the Madiana Convention Centre. Attendees will hear his insights on how an ever stronger platform for Caribbean tourism can be created, with an emphasis on the importance of diversity of experiences.

Governor John P. de Jongh, Jr. said "savvy travellers are increasingly seeking cultural experiences on their trips and we in the Caribbean, with our glorious diversity of history, ecology and extraordinary people, are well placed to provide these experiences for our visitors."

The USVI will also be represented by Commissioner of Tourism and CTO Chairman of the Council of Ministers, Beverly Nicholson-Doty; and Deputy Commissioner, Chantal Figueroa, who is also Chairman of the CTO Board of Directors.

Governor de Jongh has also issued an invitation to his national tourism stakeholders to attend SOTIC 2013, encouraging them to participate actively in the many engaging and informative presentations scheduled.

The 15-18 October conference will be preceded by a series of business meetings, including the meetings of the board of directors and the Council of Ministers and Commissioners of Tourism, on the Isle of Flowers, Martinique.

About SOTIC

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**CTO SECRETARY GENERAL CALLS FOR LEGISLATION THAT REGULATES
DISPOSAL OF WASTE IN CARIBBEAN WATERS**

~ SG Hugh Riley delivered the keynote address at St. Eustatius Sustainable Conference ~

ORANJESTAD, St. Eustatius, (25 Sept, 2013) – The head of the Caribbean region’s tourism development agency has called for legislation to regulate the disposal of waste in Caribbean waters.

Delivering the keynote address at the opening of the 2nd Sustainable Conference in St. Eustatius this morning, Hugh Riley, the secretary general of the Caribbean Tourism Organization (CTO), said the Caribbean had a responsibility to protect and preserve its water resources.

The two day conference, organized by the St. Eustatius Tourism Development Foundation with support from the CTO, has as its theme, **Tourism and Water: Protecting Our Common Future.**

Reflecting on the theme, Mr. Riley reminded delegates, including Island Governor Gerald Berkel and the commission of tourism, Carlyle Tarr, that water was at the core of the Caribbean’s efforts at sustainability and that it was important that the necessary policies be put in place to safeguard this vital resource.

“We must never forget that we in the Caribbean have a duty to create policies and to engender behaviors in our people and in our visitors, that will safeguard our water resources for future generations,” the CTO secretary general told the audience gathered at the Mike Van Putin Youth Centre.

“We must practice sustainable water-use policies and observe appropriate waste-water management practices. We must not only enact, but also enforce legislation that regulates the proper disposal of waste in the waters that wash our shores, and we must severely punish all violators, because they endanger our health and jeopardize our children’s future,” he added.

Over the next two days delegates will debate a number of water-related issues, including who benefits from coastal management; the risks to wildlife and water along with the tourism opportunities that come with development; and water conservation in hospitality.

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Most recently, the island of St. Eustatius won an award: No Anansi Story! – Best Feature By A Caribbean Journalist by Ms. Rickisha St. Louis of Grenada. Her broadcast feature on St. Eustatius entitled, “St. Eustatius: The Caribbean’s Hidden Treasure” has been broadcasting on the Caribbean Media Corporation’s Carib-Vision <http://youtu.be/qrU-MQd0jv8>. St. Eustatius, The Caribbean’s Hidden Treasure was categorized in the Top 8 Caribbean Towns in the world <http://www.lonelyplanet.com/caribbean/travel-tips-and-articles/76984> by Robert Reid of Lonely Planet. On October 19, 2012, St. Eustatius was named “The Caribbean Shangri-La” story published in the famous Washington Post http://articles.washingtonpost.com/2012-10-19/lifestyle/35499555_1_kapok-scorpion-crater by Scott Elder. In 1991, the Simon Doncker House Museum won an American Express Award as best example of historic preservation in the Caribbean area. In 2008, The Simon Doncker House Museum received a St. Eustatius Development Foundation achievement Award. On April 26th, 2013, the Simon Doncker Museum received an Orange ribbon from The House of Orange. The St. Eustatius Tourism Development Foundation has a new updated website www.statiatourism.com.

About the St. Eustatius Tourism Development Foundation

The St. Eustatius Tourism Development Foundation is the agency responsible for promoting and developing tourism on St. Eustatius. The mission is to get the island Government to lend greater priority to tourism by providing adequate funding to effectively and efficiently promote tourism in key markets; ensuring a quality tourism product by introducing and controlling the minimum standard requirements; preparing future generations to take on greater responsibilities within this sector by means of teaching tourism as a subject on levels of the education system.

The STDF office is located at Fort Oranje, Oranjestad, St. Eustatius, Dutch Caribbean. Tel +599 318 2433, Fax +599 318 2433, Email: info@statiatourism.com. Please follow us on Facebook: <http://www.facebook.com/page/St-Eustatius-Tourism/184630988242982>

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The Caribbean Tourism Organization (CTO), with headquarters in Barbados and offices in New York and London, is the Caribbean’s tourism development agency comprising membership of over 30 countries and territories including Dutch, English, French and Spanish, as well as a myriad of private sector allied members. The CTO’s vision is to position the Caribbean as the

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**BAHAMIAN LOBBY STORE IS FIRST OF ITS KIND TO RECEIVE
HOSPITALITY ASSURED CERTIFICATION**

BRIDGETOWN, Barbados (24 Sept, 2013) – A Bahamian “lobby store” has created history by becoming the first business of its kind to earn the highly regarded Hospitality Assured (HA) certification, a symbol of service and business excellence in the tourism and hospitality sector internationally and in the Caribbean.

Island Essentials, a local logo, sundries and souvenir shop in the lobby of the Sheraton Nassau Beach Resort in Cable Beach, Nassau, Bahamas, now has the Hospitality Assured quality framework in place, proof of its commitment to continuously raise service quality standards, focus on customers’ needs, increase customer satisfaction and loyalty and improve overall business performance.

A number of Caribbean hotels and attractions have received HA certification since the Caribbean Tourism Organization (CTO) launched the programme in eight pilot countries in 2010. However, Island Essentials is the first lobby story to be certified.

“The management and staff of Island Essentials are extremely proud and excited to have qualified for the prestigious ‘Hospitality Assured’ accreditation. The challenging economic times of the past few years have taught us that only the strongest companies survive during hard times and only the best run businesses thrive. Being strong and making best business practices part of a company culture is what ‘Hospitality Assured is all about,” said Rory Dean, the general manager of “Island Essentials” store.

In order to achieve HA certification, the management team and staff of Island Essentials undertook a rigorous review process conducted by an external assessor, that tested their internal systems, structures and procedures in critical areas such as business leadership and planning, operational planning and performance standards, customer research, the customer service promise and training and development. Mr. Dean said the exercise has benefitted both the company and its personnel.

“The process of applying for and qualifying to be 'Hospitality Assured' has definitely made us evaluate and upgrade our business practices, establish systems for every vital function, strive for innovation as well as crystallize our business plan and future goals,” he said. “Our company has been in the tourism industry for decades but we feel that reaching this accreditation is a milestone, a testament to our commitment to continuous improvement and to excellent customer service every minute of every day. Our staff has been invigorated by the project, knowing that by striving toward this accreditation, they are in fact taking part in building up an industry that is vital to the economy of the Bahamas. The increased focus on employee education and participation has meant greater growth in their professional development and led to greater job satisfaction. We are confident that achieving this accreditation will give us the competitive edge we need to grow our company in the short term and make it sustainable for years to come.”

The Island Essential general manager has encouraged other businesses in the service industry to strive to achieve the Hospitality Assured certification because, he said, this will mean a stronger, more profitable business.

“We are happy to assure our customers and the Management of BahaMar and the Sheraton Nassau Beach Resort that once they step into Island Essentials, Hospitality is Assured!” he said.

Hospitality Assured is an internationally recognized certification programme promoting service and business excellence in tourism and hospitality companies. It is owned by the Institute of Hospitality in the United Kingdom, and managed by the Caribbean Tourism Organization (CTO) in the region.

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**CTO CHAIRMAN INVITES REGION TO PROTECT OUR WATER RESOURCES
ON WORLD TOURISM DAY**

*~ Sustainable Tourism Activities Growing as a Travel Trend as Visitors Consider the
Environmental Impact of Holidays ~*

BRIDGETOWN, Barbados (27 September, 2013) - Sustainable tourism can be a source of competitive advantage for the region as more visitors choose to invest in green vacations, according to the chairman of the Caribbean Tourism Organization (CTO), Beverly Nicholson-Doty.

In a message to mark World Tourism Day today, the CTO chairman challenged regional decision-makers to ensure visitors enjoy a sustainable tourism product.

World Tourism Day, proclaimed by the global tourism body, the World Tourism Organization (UNWTO), will focus on the world's precious water resources, their role in tourism and all that can be done to protect them to the benefit of future generations.

"Increasingly visitors are becoming conscious of their carbon footprint when they travel. We need to ensure that they view the Caribbean as a desirable location, where they can engage in initiatives such as agro-tourism, educational tours, volunteer opportunities and other sustainable activities while they are on holiday," Ms. Nicholson-Doty said.

She reiterated the CTO's commitment to leading sustainable tourism through a number of programmes including standard setting and certification; the annual Sustainable Tourism Conference (STC); and the Caribbean Hotel Energy Efficiency Action Programme (CHENACT), which the CTO has managed in conjunction with the Caribbean Hotel and Tourism Association (CHTA) since 2009.

The latter is a public-private sector programme sponsored by the Inter-American Development Bank (IDB) that has saved region's hotel sector over US\$270 million annually in utility costs.

Ms. Nicolson-Doty challenged governments, private sector partners and Caribbean communities to work together to ensure sustainable tourism moves from a theoretical concept to become a part of our daily operational practices.

"We need a multi-sectorial approach – combining public policy and incentives; private-sector financing and endorsement; backed by effective community and visitor education and awareness programmes," she said.

World Tourism Day is observed on 27 September each year.

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STATIA SUSTAINABLE CONFERENCE DEEMED A SUCCESS

ORANJESTAD, St. Eustatius, (27 Sept, 2013) – The second St. Eustatius Sustainable Conference which ended here late Thursday, has been hailed as a success.

The two-day event, organized by the St. Eustatius Tourism Development Foundation (STDF) with support from the Caribbean Tourism Organization (CTO), delved into a number of issues critical to the sustainability of this eight square mile island of about four thousand people.

Themed, **“Tourism and Water: Protecting Our Common Future”**, the conference explored a number of water-related issues, including who benefits from coastal management; the risks to wildlife and water along with the tourism opportunities that come with development; and water conservation in hospitality.

“The conference was very informative, very successful. I was very impressed with what was presented. A lot of what was presented will inform us as to what is available, what we must do locally; and will assist us in the further development and sustainability of our island and our people,” said Carlyle Tarr, the island’s commissioner of tourism.

The event brought together some 75 local, regional and international delegates. However, it was the participation of the locals that touched the director of tourism, Charles Lindo. In the lead up to the event, the STDF had appealed to residents to take ownership of the conference.

“I was really impressed with the number of locals who participated. It makes us feel that we have done something right. Sustainability means to maintain, to preserve, to continue and we are preserving Statia and Statia is nothing but the people,” Mr. Lindo said. “The presence of the

people here has given me the added drive, motivation and fire to continue beating the drum of sustainability.”

As part of the programme and to strengthen the messages delivered at the conference, delegates are spending Friday on “Study Tours” to various places of interest on the island. These include a hike to the Quill National Park, the first official national park in the Netherlands Antilles; a historical walking tour and a bus tour of the island.

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Most recently, the island of St. Eustatius won an award: No Anansi Story! – Best Feature By A Caribbean Journalist by Ms. Rickisha St. Louis of Grenada. Her broadcast feature on St. Eustatius entitled, “St. Eustatius: The Caribbean's Hidden Treasure” has been broadcasting on the Caribbean Media Corporation’s Carib-Vision <http://youtu.be/qrU-MO0jv8>. St. Eustatius, The Caribbean’s Hidden Treasure was categorized in the Top 8 Caribbean Towns in the world <http://www.lonelyplanet.com/caribbean/travel-tips-and-articles/76984> by Robert Reid of Lonely Planet. On October 19, 2012, St. Eustatius was named “The Caribbean Shangri-La” story published in the famous Washington Post http://articles.washingtonpost.com/2012-10-19/lifestyle/35499555_1_kapok-scorpion-crater by Scott Elder. In 1991, the Simon Doncker House Museum won an American Express Award as best example of historic preservation in the Caribbean area. In 2008, The Simon Doncker House Museum received a St. Eustatius Development Foundation achievement Award. On April 26th, 2013, the Simon Doncker Museum received an Orange ribbon from The House of Orange. The St. Eustatius Tourism Development Foundation has a new updated website www.statiatourism.com.

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**CTO FOUNDATION AWARDS OVER US\$40,000
IN SCHOLARSHIPS & GRANTS FOR 2013**

~ Fifteen Caribbean nationals receive assistance to pursue tourism related studies ~

BRIDGETOWN, Barbados (3 October 2013) - A total of 15 Caribbean nationals are gaining a boost to their academic and professional pursuits with support from the Caribbean Tourism Organization (CTO)'s scholarship programme, the CTO Foundation.

The Foundation has awarded over US\$40,000 in scholarship and grants in 2013 to students from 10 CTO member countries- Barbados, the Bahamas, Bermuda, Dominica, Grenada, Guyana, Jamaica, Martinique, St. Vincent & the Grenadines and St. Lucia.

A funding resource for tourism and hospitality career development, educational programmes and lifelong learning, the CTO Foundation supports Caribbean nationals who are committed to a career in tourism and hospitality by providing financial assistance to support their education and professional development at the certificate, diploma, associates, first degree, Master's (post graduate) levels, as well as language training for persons already working in the tourism sector.

"We at the CTO have recognized that it is becoming increasingly difficult for persons wanting to further their studies to access the necessary resources to do so," commented Bonita Morgan, the CTO director responsible for regional human resource development and who serves as the Foundation's secretary. "The Foundation is very pleased that it is able to give continuous support to individuals who are well-deserving of the kind of assistance needed to help further themselves academically and professionally."

Scholarships of up to US\$7,600 were awarded to three students pursuing studies in tourism and hospitality management at the Masters level, nine students received study grants of up to US\$2000 each, while one received just over US\$2,100 through a special scholarship in the name of the late Audrey Palmer Hawks, the former director general of the Caribbean Tourism Association, the precursor to the CTO.

"The Foundation seeks persons who are well-rounded," Ms. Morgan said. "We particularly look for those who have demonstrated their brilliance not only in a classroom setting but also in extra-curricular activities outside of the formal learning environment. This element we believe forms an essential part in deciding which applicants will be selected for the scholarship awards."

It is important to note, she stated, that the recipients have a diverse background of study areas and that the scholarship awards were not limited to core tourism and hospitality programmes.

"We were keen on supporting study areas such as language training and marketing which are important courses that can be effectively used within the tourism field," Ms. Morgan explained.

From its inception in 1997, the CTO Foundation has provided more than US\$760,000 in scholarships to over 200 deserving Caribbean nationals. The CTO Foundation is registered in New York State as a Not-for-Profit Corporation, formed exclusively for charitable and educational purposes. Its main aim is to provide scholarships and study grants to students and industry personnel who are Caribbean nationals, from CTO-member countries, who wish to pursue studies in the areas of tourism & hospitality and language training.

Editors' Note:

The 2013 scholarship & study grant recipients are:

Scholarships

- Shamma Phillipe-Harris, St. Lucia - (MSc, Tourism Management, New York University, New York)
- Marsha Banton, Jamaica - (MSc, Tourism & Hospitality Management, UWI, Jamaica)
- Isabelle Liméa, Martinique- (MSc, Tourism Management, Marne-la-vallée University, France)

- Aletha Connely, Guyana - (MSc. Tourism & Hospitality Management, UWI, Barbados)

Audrey Palmer Hawks Memorial Scholarship

- Kerwin Hinson, St. Vincent - CCertificate, Professional Marketing, Professional Institute of Marketing & Business Studies (PIMBS), Trinidad)

Study Grants

- Almer Lawrence, Dominica - (BBA, Hospitality Management, Monroe College, St. Lucia)
- Jodi Harvey-Reid - (BA, Hospitality and Tourism Management, University College Birmingham, UK)
- Donavaria Russell-Duncombe, The Bahamas - (Certificate, Spanish, Universidad de la Habana, Cuba)
- Vernelle Samuel, Dominica - (BBA Travel, Tourism & Hospitality Management, Johnson & Wales, Miami)
- Roger Skinner, Barbados - (Language training, Barbados Community College, Barbados)
- Jillian Roberts, The Bahamas - (Certificate, Art of Fruit & Vegetable carving, Siam Carving Academy, Thailand)
- Allison Caton, Grenada - (Certificate, Tourism Destination Management, George Washington University, Washington, DC)
- Jovari Hagley, Grenada - (BSc, Hospitality & Tourism Management, UWI, Trinidad)
- Tiffany Sanchez, Bermuda - (BSc, Travel, Tourism & Hospitality Management, Johnson & Wales, Rhode Island)
- Shama St. Hilaire, Dominica - (BSc, Hospitality Management, Monroe College, New York)

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**US TRANSPORTATION SECURITY ADMINISTRATION OFFICIAL TO PRESENT
AT STATE OF THE INDUSTRY CONFERENCE IN MARTINIQUE**

*~ Regional Director John Daly to speak on TSA's layered approach to security and
enhancing visitor experience ~*

BRIDGETOWN, Barbados (7 Oct, 2013) - A leading US security official will present some of the innovative methods the agency responsible for travellers' safety employs to keep airline passengers safe while enhancing the experience, when he addresses the region's premier tourism gathering next week.

John Daly of the Transportation Security Administration (TSA) has confirmed his participation in the State of the Industry Conference (#SOTIC2013) organized by the Caribbean Tourism Organization (CTO) in collaboration with the Martinique Tourism Authority. He will discuss the agency's approach to implementing Risk Based Security (RBS) initiatives to improve both security effectiveness and the passenger experience.

Mr. Daly is the regional director for the Western Hemisphere in the Office of Global Strategies, the Transportation Security Administration's international affairs division.

"I am honoured to receive and accept CTO's invitation to participate in the State of the Industry Conference on behalf of Transportation Security Administration's Office of Global Strategies. I look forward to sharing ideas with government and industry leaders on ways we can continue to work collaboratively on improving both security and customer service in the aviation sector," Mr Daly said.

The US security official will join the panel, *It's the Experience, Stupid!*, during which the panellists will discuss different areas of the importance of creating a visitor experience that is memorable and ultimately profitable.

Mr. Daly will be joined on the panel by Michael Ronan, the vice president of government relations for the Caribbean, Latin America & Asia regions for Royal Caribbean International, Celebrity Cruises & Azamara Club Cruises. He is also the vice- chairman of the operations committee of the Florida-Caribbean Cruise Association (FCCA); and Martinique's commissioner of tourism, Karine Roy-Camille. The lead presenter and moderator is Vincent Vanderpool-Wallace of the Caribbean Tourism Development Company (CTDC).

The theme for the State of the Industry Conference is **"Perfecting the Experience. Delivering Authenticity."** The annual conference brings together tourism professionals, academics, researchers, policy-makers and journalists. It will be held from 15-18 October and will be preceded by the CTO business meetings – including meetings of the CTO Board of Directors and the Council of Ministers and Commissioners of Tourism.

For more information on how you can register and learn more about the conference, visit www.onecaribbean.org.

Martinique

Martinique is magical, a rich and vibrant tapestry of French chic and authentic Creole spice woven across an absolutely fascinating tropical setting nestled in the heart of the Lesser Antilles. An overseas region of France, Martinique stirs wanderlust and passions with the Caribbean's most delectable culinary delights, awe-inspiring natural beauty, a rich cultural history, warm smiles and so much more. Its various nicknames -- The Caribbean island with French flair, The Isle of Flowers, The Rum Capital of the World -- hint at the uniquely special experiences that await visitors here, as do such celebrated awards as "Top Caribbean Island for Delectable Dining" (Caribbean Travel + Life: 2009), "Best Caribbean Destination" (About.com: 2010), and induction of The bay of Fort-de-France in The Most Beautiful Bays of the World (2011). Napoleon's bride, Empress Josephine, was born and raised here. Majestic Mt. Pelée and The Pompeii of the Caribbean, St. Pierre, is found here. The finest French products and the wonders of Caribbean authenticity are readily available here. A special place, to be sure, with so much to offer – Martinique c'est magnifique! For photographs visit: http://www.martinique.org/photos_gallery/index.php

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CARIBBEAN'S PREMIER TOURISM GATHERING SET TO OPEN IN MARTINIQUE
*~The State of the Industry Conference runs from 16 – 18 October and will focus on
customer satisfaction and authenticity ~*

FORT de FRANCE, Martinique (15 Oct 2013) – The stage is set for the launch of the Caribbean's most important gathering on tourism development, the Caribbean Tourism Organization(CTO)'s State of the Industry Conference (SOTIC). The conference opens here tomorrow (Wednesday 16 October) with a ceremony that is expected to feature addresses from several dignitaries, including Hon. Serge Letchimy, the Congressman to the French Assembly and President of the Regional Council of Martinique; the country's tourism commissioner, Hon. Karine Roy-Camille and the chairman of the CTO, Hon. Beverly Nicholson-Doty.

During two full days of passionate exchanges delegates will exchange ideas with leading Caribbean and international tourism experts on a range of elements that are critical to the development and success of the sector in the region. These include training and education, service quality, standards, visitor satisfaction, and regional transportation.

In a pre-conference message, the CTO chairman urged delegates to come up with creative solutions to the challenges facing the sector.

“Strong inter-sectoral linkages with industries such as agriculture, construction and the financial services sector, for example, place additional responsibility on all of us in tourism to emerge from this conference with a stronger plan for a more sustainable and more resilient tourism sector. Over the next few days we have an opportunity to look clinically at all aspects of our industry and chart the way forward. Creative solutions are needed on all fronts, particularly on matters of increasing taxation; optimizing arrivals and revenues from emerging and existing

source markets; airlift stability; the pursuit of sustainability in the face of constrained financial resources; and most importantly pooling our resources to strengthen the Caribbean brand in the marketplace. Lip service can no longer be the order of our days," said Ms. Nicholson-Doty, who is also the commissioner of tourism for the United States Virgin Islands.

The opening ceremony takes place at the Madiana Convention Centre from at 7:00 PM on Wednesday 16 October. The State of the Industry conference which brings together decision-makers from the public and private sectors, academics, government officials, hoteliers, travel professionals and journalists from the region and around the world, runs through to 18 October

Themed, "Perfecting the Experience. Delivering Authenticity," the conference is organized by the Caribbean Tourism Organization (CTO) in collaboration with the Martinique Tourism Authority. It is supported by Chanflor, Habitation Saint-Etienne, Colibri, Habitation Clement, Chocolat Elot, Travel Zoo, Royal Fruits of Martinique and Opusseven.

Martinique

Martinique is magical, a rich and vibrant tapestry of French chic and authentic Creole spice woven across an absolutely fascinating tropical setting nestled in the heart of the Lesser Antilles. An overseas region of France, Martinique stirs wanderlust and passions with the Caribbean's most delectable culinary delights, awe-inspiring natural beauty, a rich cultural history, warm smiles and so much more. Its various nicknames -- The Caribbean island with French flair, The Isle of Flowers, The Rum Capital of the World -- hint at the uniquely special experiences that await visitors here, as do such celebrated awards as "Top Caribbean Island for Delectable Dining" (Caribbean Travel + Life: 2009), "Best Caribbean Destination" (About.com: 2010), and induction of The bay of Fort-de-France in The Most Beautiful Bays of the World (2011). Napoleon's bride, Empress Josephine, was born and raised here. Majestic Mt. Pelée and The Pompeii of the Caribbean, St. Pierre, is found here. The finest French products and the wonders of Caribbean authenticity are readily available here. A special place, to be sure, with so much to offer -- Martinique c'est magnifique! For photographs visit:

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**CTO TO HOST INAUGURAL TWEET-UP
DURING CARIBBEAN TOURISM MONTH CELEBRATIONS**

*~ CTO promoting One Sea, One Voice, One Caribbean through Month-long
Caribbean Tourism Month Celebrations*

BRIDGETOWN, BARBADOS. 31 October, 2013 – November is officially Caribbean Tourism Month and the Caribbean Tourism Organization (CTO) will be leading the charge by using the popular social media platform, Twitter, to host its inaugural tweet-up.

The 8 November #OneVoice Tweet-up will seek to engage tourism industry stakeholders on crucial matters and is a continuation of the State of the Industry (SOTIC 2013) discussions, which took place in Martinique earlier this month.

“SOTIC was a great success but at the end of each session we realized that there was always a burning desire to continue the discussion. We decided that we would facilitate these ongoing conversations with our very first Twitter meeting. Joining our more than 4,000 Twitter followers, the CTO team in Barbados, the USA and the UK, along with some of our industry partners will attempt to answer some of the questions that still remain unanswered,,” said Hugh Riley, the CTO secretary general.

The official hashtags for the Tweet-up are #OneVoice and #CTM2013. Interested persons can follow the CTO’s @ctotourism Twitter handle for registration information.

The celebrations, which carry the recurring theme, ‘One Sea, One Voice, One Caribbean’, will be launched with an official message by the chairman of the CTO Board of Directors, Chantal Figueroa, the deputy commissioner of tourism of the US Virgin Islands. In addition, the CTO encourages all of its members to celebrate Caribbean Tourism Month at the national level.

The CTO's Caribbean Tourism Month celebrations will also include the #OneSea Facebook Marathon at www.facebook.com/caribbeantourismorganization during which CTO member countries will be featured on a daily basis from 1 – 30 November.

CTO to Engage Youth During Special Edition of Destination Caribbean TV Show

Recognizing the importance of good succession planning, the CTO will also host a special edition of its television show, Destination Caribbean, featuring an all-youth panel. Caribbean Tourism Youth Congress 2013 winner and "Junior Minister of Tourism" for Nevis, Neila Jones, the 2013 Tourism Youth Congress winner, O'Brian Lewis of Jamaica and CARICOM Youth Ambassador and Barbadian Attorney-at-Law, Sade Jemmott, are expected to join the elite panellists selected for this show which will air on 27 November at 8:00 p.m. (ECT) on the Caribbean Media Corporation (CMC)'s cable channel, CaribVision and streamed live on www.onecaribbean.com.

Employees at the CTO will also be engaged in a One Caribbean Challenge game show to test their knowledge of the marketing and product details of the CTO's member countries.

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NEVISIAN STUDENT WINS CTO TOURISM YOUTH CONGRESS

~ 16-year-old Neila Jones of Gingerland Secondary School won from a list of 14 students from CTO member countries participating in the event at SOTIC 2013 ~

FORT DE FRANCE, Martinique (21 Oct, 2013)- Nevisian student Neila Jones has emerged winner of the Caribbean Tourism Organisation (CTO)'s Tourism Youth Congress held in Martinique as part of the 2013 State of the Industry Conference (SOTIC2013).

Ms. Jones, a student of the Gingerland Secondary School, was out front from the beginning of the debate in which 14 youngsters from CTO member countries addressed one of two topics – “Multigenerational Travel of Grand Tripping” and “Agro Tourism: There’s More To It Than Visiting the Farms.” The students also had to show they were quick thinkers after they were given a mystery topic – “Share One Thing You Would Like To Achieve As Junior Minister of Tourism and State Why Achieving or Experiencing This Would be Important to You”, They had one minute to formulate their answers.

Ms. Jones, 16, presented some fascinating recommendations, including a plan to facilitate the establishment of farm-bungalow lodgings, complemented by activities like farm tours, donkey cart rides and folk stories around camp fires.

“I have no words to express how I feel. I’m so overwhelmed and full of excitement,” she said the news of her victory sank in.

“Agro-tourism is very important because it helps the island and benefits both the visitors and the people who live on the island,” Ms. Jones added.

Ms. Jones said she would work closely with her peers in order to encourage them to get involved in tourism, but she has no immediate plans to become minister of tourism in her native Nevis, although she said she'd welcome the opportunity if it came her way.

In second position was Renita Shirnauth of St. Joseph Convent in St. Lucia while Annick Bedford of St. Kitts took the third spot. The first prize winner's award, a mini iPad, was sponsored by Opusseven. The second prize was a kindle fire and third place took home a nook.

The students, aged between 14-17 shared some innovative ideas, from a model farm in St. Lucia where honeymooners would have their vows written in shredded farm vegetables to rum shop tourism in Barbados where there are more than 1500 rum shops.

The team from Nevis was led by Vanessa Webbe, Tourism Education Officer and Coordinator of the local Bank of Nevis Ltd. Tourism Youth Congress and was also supported by Deborah Lellouch, Tourism Specialist Teacher attached to the Ministry of Tourism.

This year's Youth Congress was chaired by last year's winner, O'Brian Lewis of Jamaica.

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