

U.S. Department of Justice
Washington, DC 20530

OMB No. 1124-0002; Expires April 30, 2017

Supplemental Statement

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

For Six Month Period Ending June 30, 2014

(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
------	----------	-----------------------

(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
------	-------------------	-------------	----------	--------------

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
------	-------------------	-------------	----------	--------------

(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
------	------------------------	-----------------

(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
------	------------------------	-------------------	-----------------

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 and Nevis, 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 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(n) (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, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, 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

-
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.

-
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 "Political activity," as defined in Section 1(o) of the Act, 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 United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

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			\$744,759.00

\$744,759.00

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 D⁸ 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
-------------------	---------------	----------------	---------

^{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			\$816,278.00

\$816,278.00

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
------	-----------	-------------------	----------------	---------

(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
------	--------------------------	-------------------------------------	-------------------

^{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.

\$559,550.00 received from our Member countries listed on page 3, line 9 for January to June 30, 2014

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)

September 25, 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					
GOV MEMBERS					
HO				559,550.00	
MEMBERSHIP DUES				13,125.00	
CARIBBEAN WEEK INCOME				167,693.00	
INTEREST INCOME				2.00	
LEADERSHIP STRATEGY CONFERENCE				3,351.00	
SUSTAINABLE TOURISM CONFERENCE				168.00	
TOTAL					
CHAPTERS				870.00	
TOTAL RECEIVED				744,759.00	

CARIBBEAN TOURISM ORGANIZATION USA Inc.					
SCHEDULE B					
DISBURSEMENTS					\$
SALARIES AND WAGES					285,036
PAYROLL TAXES					25,366
EMPLOYEE PENSION					26,532
EMPLOYEE MEDICAL INSURANCE					60,338
EQUIPMENT RENTAL/MAINTENANCE					8,754
INTERNETWEB HOSTING & MAINTENANCE					13,777
INTERNET SERVICE					6,687
GENERAL MAINTENANCE					
OFFICE RENT					57,121
OFFICE SUPPLIES					9,803
POSTAGE/SHIPPING/MESSENGER					5,623
FOOD & BEVERAGE COSTS					2,342
SUSTAINABLE TOURISM CONFERENCE					7,084
CTC CONFERENCE					11,963
TRADE SHOWS EXPENSE					16,130
CARIBBEAN WEEK EXPENSES					113,821
ROUTES EXPENSE					2,029
MARKETING EXPENSE					10,042
ROADSHOW EXPENSES (CHAPTER EXPENSE)					8,568
CHAPTER WEBSITE					5,891
IT MAINTENANCE & SERVICE					59,967
INSURANCES					6,909
TELEPHONE & FAX					22,365
TRAVEL					6,991
CONSULTANCY FEES					900
Allied MEMBERS EXPENSES					
PUBLIC RELATIONS					18,305
ENTERTAINMENT					1,091
BANK/CREDIT CARDS SERVICE CHARGE					1,905
RELOCATION					2,800
SUBSCRIPTIONS/ADVERTISING					590
INTERN STIPEND					2,414
MISSCELLANOUS					4,019
FARA FEES					305
LEGAL FEES					3,639
ALLIED MEMBERS EXPENSES					
BOARD & OTHER MEETINGS					85
TOTAL DISBURSEMENTS BY CTO USA Inc					809,192
TOTAL DISBURSEMENTS BY CHAPTERS					7,086
TOTAL DISBURSEMENTS					816,278



FOR IMMEDIATE RELEASE

Media Contact

Johnson JohnRose
Caribbean Tourism Organization
(246) 427-5242
jjohnrose@caribtourism.com

CTO ANNOUNCES PROGRAMME FOR CARIBBEAN WEEK IN NEW YORK 2014

~ The week of activities organized by the Caribbean Tourism Organization celebrating the unique holiday attributes of the Caribbean takes place from 1 to 8 June, 2014 in NYC ~

NEW YORK, NY (19 Feb, 2014) – The Caribbean will again display its collective holiday attributes to New Yorkers and visitors to the “Big Apple”, reminding them why the Region is a most desirable warm weather destination, as the Caribbean Tourism Organization (CTO) returns for Caribbean Week.

An unmatched programme is being planned, offering CTO member countries and private sector partners unrivalled opportunities to marry and showcase all the appealing and attractive features of the Caribbean in one celebratory event. The programme includes the inaugural CAFE @ CTO, the launch of the Caribbean American Fashion Exchange™ at an elegant gala to benefit the CTO Foundation, the regional tourism development agency’s scholarship programme. On display will be the works of Caribbean Americans who have made, and continue to make, significant contributions to the fashion and style landscape. CAFE @ CTO will be held on Thursday 5 June.

Another major highlight this year is the Caribbean Romance Pavilion – introduced for the first time last year - where couples will have the opportunity to purchase that perfect Caribbean wedding or honeymoon getaway. However, unlike last year when the Romance Pavilion was part of the Caribbean Vacation Mart, this year it will be held as a stand-alone event.

The sensational Caribbean Travel and Cultural Fair and Vacation Mart is also being planned this year and, for the first time ever, is scheduled to be held on a weekend (Saturday 7 June).

Other “can’t miss” key events include:

Caribbean Diaspora Forum

Monday 2 June – 6:00PM – 9:00 PM

A frank and open discussion with the Caribbean Diaspora on their contribution to Caribbean tourism and how they help market the region

Student Colloquium

Tuesday 3 June – 2:30PM – 5:00 PM

The brightest students from Caribbean and US tertiary institutions present creative ideas for viable and profitable sustainable tourism projects in the Caribbean

Caribbean Media Marketplace

Thurs. 5 June – 3:30 PM – 6:00 PM

Caribbean tourism professionals and policy-makers get up close with the top travel journalists

Caribbean Marketing Conference & Awards Luncheon

Friday 6 June – 9:30 AM to Noon

The latest cutting edge marketing trends are presented and people who have made significant contributions to the region's tourism development are recognised

Rum & Rhythm

Fri. 6 June – 6:30 PM – 10:30 PM

Rum and food lovers will sample top-shelf, award-winning Caribbean rums and enjoy traditional Caribbean cuisine and rum-infused delicacies prepared by celebrity chefs from the Dutch, English, French and Spanish Caribbean.

Caribbean Week in New York is a series of business meetings and consumer events organized by the Caribbean Tourism Organization's New York office to showcase the warmth, spirit and vibrancy of the Caribbean. In addition to direct contact with consumers, it also provides extensive media exposure for participating CTO members and partners.

Caribbean Week in New York 2014 takes place from 1 -8 June. For more information on how to participate, visit www.onecaribbean.org or call the Caribbean Tourism Organization's New York office at (212) 635-9530.

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, and event planning and execution and 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 at Baobab Tower, Warrens, St. Michael, Barbados BB 22026; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail: 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; E-mail: 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; E-mail: 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>.



FOR IMMEDIATE RELEASE

Media Contact

Johnson JohnRose
Caribbean Tourism Organization
(246) 427-5242
jjohnrose@caribtourism.com

**SANDALS CEO ADAM STEWART TO MOTIVATE CARIBBEAN TOURISM
RISING STARS AT CARIBBEAN WEEK NEW YORK**

~ The dynamic executive will address CTO Student Colloquium as part of Sandals Foundation's support for region's biggest tourism marketing event in North America ~

(BRIDGETOWN, Barbados) 18 April 2014. The next generation of Caribbean tourism leaders are about to get some inspiration from the youthful and dynamic leader of one of the world's leading resort companies during Caribbean Week New York.

The CEO of Sandals Resorts International, Adam Stewart, 33, will deliver the motivational speech at the Student Colloquium – a contest among Caribbean tourism students at tertiary institutions, who are challenged to present well-researched, practical and financially viable sustainable tourism projects.

Described as “a maverick on a mission, an energetic change agent, and an innovator who is not constrained by convention,” Stewart is expected to share his experiences in leading the growth and expansion of the global brand since he took over as its chief executive officer at the age of 25. His presentation forms part of the support for Caribbean Week New York by the Sandals Foundation, nonprofit philanthropic organization. The Foundation is also supporting the Diaspora Forum and will make a presentation there.

“The Sandals Foundation is thrilled to take part in Caribbean Week in New York and to specifically sponsor programming such as the Diaspora Forum and Student Colloquium that champion the cause of Caribbean people,” said Stewart, who is also president of the Foundation. “Since its inception in 2009, the Foundation has maintained a holistic approach toward ensuring sustainable national development in the region, improving the lives of our neighbors with programming aimed at education, community and the environment. We look forward to coming to New York to share our plans with friends of the Caribbean.”

Caribbean Week New York, which is scheduled to take place from 1-7 June, is the largest, most engaging regional tourism activity in the New York area. Produced by the CTO in partnership with its members, its primary objective is promoting the Caribbean as a vibrant and exciting travel and business destination.

“We see the support of the Sandals Foundation as demonstrative of the Caribbean's growing global prowess as a sustainable tourism destination,” said Sylma Brown, the head of the CTO New York Office, the producer and executor of Caribbean Week. “Through this support we plan to enhance our Caribbean

tourism management strategy through two important pillars: stronger relations with our large Diaspora and by honing the creative skills of the next generation of Caribbean tourism leaders.”

The Caribbean Diaspora Forum takes place on Monday 2 June from 6:00 PM to 9:00 PM, while the Student Colloquium will be on Tuesday 3 June from 2:30pm-5:30pm. Both events will be held at the Hilton Times Square, 234 West 42nd Street, New York.

Caribbean Week is supported by Academy Engraving, Antigua and Barbuda, the Association of Travel Marketing Executives (ATME), the Atrebor Group, Barbados, Blue Sky Luxury-Greensleeves, British Virgin Islands, Cayman Islands, Cititech Solutions, CTO Allied Members, David Williams Funeral Service, El Dorado, Empire State Building, Grenada, Guadeloupe, Hilton San Juan Collection, Jamaica, the Sandals Foundation, Saint Lucia, St. Maarten, St. Martin and Travel + Leisure.

- ENDS -

About The Sandals Foundation

The Sandals Foundation, a 501(c)(3) nonprofit organization, was created to continue and to expand upon the philanthropic work that Sandals Resorts International has undertaken. It is the culmination of over three decades of dedication to playing a meaningful role in the lives of the communities where Sandals operates across the Caribbean. The Sandals Foundation funds projects in three core areas: education, community and the environment. One hundred percent of the monies contributed by the general public to the Sandals Foundation go directly to programmes benefiting the Caribbean community. To learn more about the Sandals Foundation, visit online at www.sandalsfoundation.org

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, event planning & execution and research & 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 at Baobab Tower, Warrens, St. Michael, Barbados BB 22026; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail: 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; E-mail: 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; E-mail: 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>.



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Johnson JohnRose – CTO

Tel: (246) 427-5242

Email: jjohnrose@caribtourism.com

**THE CTO TO TAKE TRAVEL AGENTS ON AN ADVENTURE DURING
CARIBBEAN WEEK NEW YORK**

~ ATTA President to share on adventure tourism strategy with travel trade ~

(BRIDGETOWN, Barbados) 11 May 2014 - Adventure travel is the antithesis of lying on the perfect Caribbean beach and is a quickly developing tourism niche market currently estimated at US \$263 billion.

During Caribbean Week New York, the Caribbean Tourism Organization (CTO) plans to position the region's adventure travel product for its share of this burgeoning market through an interactive workshop for an estimated 100 travel agents. The three-hour Trade Show & Educational Seminar for Travel Agents will be held at the illustrious Hilton Times Square Hotel on 234 West 42nd Street in New York on Tuesday, 3 June 2014 from 6:00 p.m.

The programme, which will start with a Tabletop Trade Show showcasing leading Caribbean adventure tourism products, will culminate with a presentation by the president of the Adventure Travel Trade Association (ATTA) and industry expert, Shannon Stowell.

ATTA is the largest professional organization for adventure travel companies, destinations and organizations worldwide with over 930 corporate and governmental members from over 80 countries.

"The Caribbean nations represent a diverse offering of adventure travel experiences already. I look forward to sharing how to best leverage the diverse cultural, natural and active holiday opportunities with travel agents and destinations attending Caribbean Week." said an enthusiastic Stowell, who has over 20 years of experience in the tourism and adventure travel trade business.

Adventure Tourism began 25-30 years ago and has evolved from noteworthy expeditions and extreme activities to softer, more accessible experiences. In the Caribbean, adventure travellers can opt for activities as calming as rafting on a river and observing the wildlife to adrenaline pumping activities such as zip-lining over forest canopies, several hundred feet above ground.

The 2013 Adventure Tourism Market Study estimates US \$82 billion is spent on related gear, apparel and accessories, bringing the sectors total value in 2012 to more than \$345 billion.

For information on how to participate in the Trade Show & Educational Seminar for Travel Agents or in any of the Caribbean Week New York activities, visit www.CaribbeanWeek.com.

Kitts, St. Martin, St. Vincent & the Grenadines, Travel+Leisure, Trinidad & Tobago, the US Virgin Islands, Whole Foods Market Culinary Center and Williams-Sonoma.

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, and event planning and execution and 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 at Baobab Tower, Warrens, St. Michael, Barbados BB 22026; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail: 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; E-mail: 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; E-mail: 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>.



FOR IMMEDIATE RELEASE

Media Contact

Johnson JohnRose
Caribbean Tourism Organization
(246) 427-5242
jjohnrose@caribtourism.com

**CTO CHAIRMAN & USVI COMMISSIONER OF TOURISM FOR
CARIBBEAN WEEK TORONTO**

~ Commissioner Beverly Nicholson-Doty will address Caribbean Investment Symposium and meet media at the 23-27 June event organised by the Caribbean Tourism Organization ~

BRIDGETOWN, Barbados (12 May 2014) - The Chairman of the Caribbean Tourism Organization (CTO) Beverly Nicholson-Doty will lead the agency's efforts to engage Canada's largest city at Caribbean Week Toronto from 23-27 June.

Ms. Nicholson-Doty, who is also the commissioner of tourism for the US Virgin Islands, will appear at CTO-organised events during the week, which celebrates the sights, sounds and holiday attributes of the Caribbean.

As part of her programme, the Commissioner will speak at the Caribbean Tourism Investment Symposium, the first of its kind to be organized by CTO, aims at connecting Caribbean business leaders with Canadian investors and lenders. She will be joined by top policy-makers in the ministry of citizenship and immigration in the provincial government and foreign affairs in the federal government, among others.

Commissioner Nicholson-Doty is also scheduled to appear at the CTO media briefing on Wednesday morning, 25 June, and will get to go one on one with leading Canadian journalists at Media Marketplace immediately following the news briefing.

"The Canadian market is critical to the Caribbean region," said Nicholson-Doty, noting that the region is working strategically to increase arrivals and revenues from Canada. "Caribbean Week affords the region an opportunity to call on our media partners to provide destination updates; consumers so they can take advantage of the compelling attractions we are offering; and investors to inform them of the viable opportunities awaiting them across our member countries and territories."

Caribbean Week in Toronto will cater to the diverse needs of participating entities and destinations through a combination of events targeting the media, trade, businesses, consumers and the Caribbean Diaspora. For further details on Caribbean Week Toronto, including how you can participate, please visit www.caribbeanweekcanada.com or contact the CTO's New York office at 212-635-9530.

The preliminary list of participants for Caribbean Week Toronto includes: Antigua & Barbuda, the Bahamas, Barbados, Cuba, Jamaica, Puerto Rico, Sandals Resorts, St. Kitts & Nevis, Saint Lucia, St. Vincent & the Grenadines, Turks & Caicos Islands and the United States Virgin Islands.

- ENDS -

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, event planning & execution and research & 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 at Baobab Tower, Warrens, St. Michael, Barbados BB 22026; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail: 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; E-mail: 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; E-mail: 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>.



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Johnson JohnRose – CTO

Tel: (246) 427-5242

Email: jjohnrose@caribtourism.com

CARIBBEAN CHEFS TAKE CARIBBEAN TASTES TO NEW YORK

*~ A Celebrity Chefs programme featuring 10 of the region's best during
Caribbean Week New York from 1-7 June ~*

(BRIDGETOWN, Barbados) 16 May 2014 – “Now you’re cooking” takes on a whole new meaning when the Caribbean Tourism Organization (CTO) returns to America’s most populous city with an expanded Celebrity Chef Programme for Caribbean Week New York.

“Each Caribbean Celebrity Chef was chosen for their professional excellence but more importantly for their determination to create delicious fine-dining offerings using traditional Caribbean ingredients and recipes.” said Sylma Brown who heads the CTO’s New York office, the organisers of Caribbean Week.

She elaborated stating, “We believe our Caribbean cuisine is a very marketable aspect of our tourism and we are happy to have these internationally acclaimed chefs to demonstrate to prospective visitors what they can expect when they visit our member countries.”

This year’s programme will feature chefs Cheahan Burnham and Creig Greenidge from Barbados; Imran Ashton from the British Virgin Islands; Antigua’s James Murphy; the social media savvy, Shorne Benjamin of St. Lucia; and Grenada’s Yvette LaCrette.

Also joining this exciting line-up will be Devin Johnson of the Bahamas; Digby Stridiron of the US Virgin Islands; Elise Dubois Forde of Haiti; Kamal Rose from St. Vincent & the Grenadines; and the Rousseau Sisters, Suzanne and Michelle, from Jamaica.

By special demand, culinary classes, free demonstrations and lessons have been incorporated into the schedule. With some of the most atmospheric venues secured, such as Haven’s Kitchen, the Whole Foods Culinary Center and Brooklyn Kitchen, foodies and culinary enthusiasts are encouraged to grab their tickets quickly.

For a schedule of events and participating venues bit.ly/CWNY2014CHEFS and for a complete list of venues, participating chefs and details on how to register, visit www.CaribbeanWeek.com.

Caribbean Week is supported by Academy Engraving, Anguilla, Antigua and Barbuda, the Association of Travel Marketing Executives (ATME), the Atrebor Group, the Bahamas, Barbados, Bloomingdales, Blue Sky Luxury, Bonaire, British Virgin Islands, Cayman Islands, Cititech Solutions, CTO Allied Members, Curacao, Dominica, David Williams Funeral Service, El Dorado, Empire State Building, Grace, Grenada, Guadeloupe, Haiti, Haven’s Kitchen, Health City Cayman Islands, Hilton San Juan Collection, Jamaica, Laura Davidson PR, Martinique, Necker Island, Nevis, Sandals, the Sandals Foundation, Saint Lucia, St.

Kitts, St. Martin, St. Vincent & the Grenadines, Travel+Leisure, Trinidad & Tobago, the US Virgin Islands, Whole Foods Market Culinary Center and Williams-Sonoma.

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, and event planning and execution and 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 at Baobab Tower, Warrens, St. Michael, Barbados BB 22026; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail: 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; E-mail: 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; E-mail: 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>.



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Johnson JohnRose – CTO

Tel: (246) 427-5242

Email: jjohnrose@caribtourism.com

**USAIN BOLT's 2013 WORLD CHAMPIONSHIPS TRAINING SPIKES FOR
CTO NEW YORK CITY AUCTION**

~ The spikes will be available for sale at Rum & Rhythm at Tribeca 360 in Manhattan on Friday 6 June ~

(BRIDGETOWN, Barbados) 23 May 2014 – A pair of training shoes handcrafted by Puma for the world's fastest man, Usain Bolt, will go on sale at a Caribbean Tourism Organization (CTO) Education Foundation auction in New York City on Friday 6 June. They are the spikes that Bolt used in his training for the 2013 World Championship Games in Moscow.

With a bounce from these specially made preparation spikes, Bolt won gold in the 100m and the 200m, as well as the 4 x 100 relay, at the Moscow meet. He emerged from the games as the most successful athlete ever in the history of the World Championships. The spikes are autographed by Bolt, with one of his two aliases, 'UGO', written on them. This special creation is not available in stores, and the blue marks on the front and sides of the spikes are from the dye from the training track in his starting block at the University of the West Indies, Mona Campus. The teeth and laces were personally inserted by Bolt and they have been worn by only him.

"Usain Bolt is a global legend from the Caribbean who continues to make history and to make us proud. We are thrilled to have his training spikes from the 2013 World Championship Games as a part of the CTO's Caribbean Week auction", said Sylma Brown, the director of CTO USA Inc., the Caribbean Tourism Organization's North American office based in New York.

The auction will be a highlight of Rum & Rhythm, a signature event hosted by the CTO during Caribbean Week New York (#CWNY14). The event will take place at the Tribeca 360 in Lower Manhattan starting at 6:30 PM on Friday 6 June.

The starting bid is set for US\$18,000 and the auction is a collaboration among the CTO; Dave Rodney, marketing executive at Images Media; and the Lay Magistrates Association of Jamaica (Kingston Chapter). The spikes were handed over last year to Norma Brown Bell, former president of the Lay Magistrates Association. Proceeds from the sale will be used for the benefit of charities in Jamaica and the CTO Foundation, the non-profit foundation established by the CTO to help Caribbean nationals pursue higher education in tourism related subjects, by providing scholarships and grants.

Caribbean Week New York, where business and culture inspire travel, runs from 1-7 June. For information on tickets to Rum & Rhythm, as well as all Caribbean Week New York events and how to participate, visit www.CaribbeanWeek.com.

Caribbean Week in Toronto will cater to the diverse needs of participating entities and destinations through a combination of events targeting the media, trade, businesses, consumers and the Caribbean Diaspora. For further details on Caribbean Week Toronto, including how you can participate, please visit www.caribbeanweekcanada.com or contact the CTO's New York office at 212-635-9530.

Caribbean Week Toronto participants include: AMR Resorts, Antigua & Barbuda, The Atrebor Group, the Bahamas, Barbados, Cuba, Grand Bahama Port Authority, Jamaica, Puerto Rico, Sandals Resorts, St. Kitts & Nevis, Saint Lucia, St. Vincent & the Grenadines, Turks & Caicos Islands and the United States Virgin Islands.

- ENDS -

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, event planning & execution and research & 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 at Baobab Tower, Warrens, St. Michael, Barbados BB 22026; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail: 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; E-mail: 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; E-mail: 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>.



FOR IMMEDIATE RELEASE

Media Contact

Johnson JohnRose
Caribbean Tourism Organization
(246) 427-5242
jjohnrose@caribtourism.com

LUXURY ADDED TO THE CTO'S ROMANCE PAVILION AT CARIBBEAN WEEK IN NEW YORK

~ Luxury bridal trade show planner Wedding Salon to organize and manage Pavilion on CTO's behalf ~

NEW YORK, New York (24 May 2014) – Luxury and amorousness will come together in a marriage of sorts at the Caribbean Tourism Organization (CTO)'s most romantic event during Caribbean Week New York.

The CTO has retained Wedding Salon, the planners of a bridal tradeshow for the luxury market, to organize this year's Romance Pavilion, a special show for engaged couples seeking a romantic and idyllic setting to get married and honeymoon, and married couples still deciding on their honeymoon.

Wedding Salon, a partnership between American event planner, Tatiana Byron, and Martha Stewart Weddings, organizes high-end weddings and luxury bridal shows. Their shows attract thousands of brides-to-be, celebrities, and socialites seeking to discover the latest trends and meet with the top vendors.

"We are delighted to have Wedding Salon on board to help organize and execute the Romance Pavilion," said Sylma Brown, the head of the CTO's New York Office, which organizes Caribbean Week. "They will bring a high level of star power and luxury to the event which is only in its second year. Their association with the CTO is a reflection of the popularity and attractiveness of the Caribbean as a wedding and honeymoon destination."

The event, which will be held on Wednesday 4 June at the elegant 404 on 10th avenue at 31st Street in Manhattan, New York, will be open to engaged couples and honeymooners. The programme will include a refreshment station, a spa and relaxation area, a beautifully decorated arbor and wedding fashion displays, as well as door prizes and specials.

Caribbean Week New York is a series of business meetings and consumer events organized by the Caribbean Tourism Organization's New York office to showcase the warmth, spirit and vibrancy of the Caribbean. In addition to direct contact with consumers, it also provides extensive media exposure for participating CTO members and partners.

Caribbean Week New York 2014 takes place from 1 -7 June. For more information on how to participate, visit www.caribbeanweek.com or call the Caribbean Tourism Organization's New York office at (212) 635-9530.

The Week is supported by the Association of Travel Marketing Executives (ATME), CTO Allied Members, Empire State Building, Jamaica and Travel+Leisure.

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, and event planning and execution and 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 at Baobab Tower, Warrens, St. Michael, Barbados BB 22026; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail: 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; E-mail: 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; E-mail: 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>.

###



FOR IMMEDIATE RELEASE

Media Contact

Johnson JohnRose
Caribbean Tourism Organization
(246) 427-5242
jjohnrose@caribtourism.com

**CARIBBEAN WEEK TOUCHES DOWN IN THE CANADIAN CAPITAL
WITH A WORKSHOP FOR TRAVEL AGENTS**

*~ Workshop entitled "Watersports: A Solution to Keeping Your Head Above Water"
will be held on Monday 23 June from 5:30 – 8:30 p.m. at the Chimo Hotel ~*

BRIDGETOWN, Barbados (16 June 2014) - The Caribbean Week Toronto is in for a boost in 2014 following the Caribbean Tourism Organization (CTO)'s acceptance of an invitation from representatives of national tourist offices in Canada to host a Caribbean Week event in the capital, Ottawa.

As a result, Canada's fourth largest city will host the CTO Travel Agents Educational Programme on Monday 23 June from 5:30 – 8:30 p.m. at the Chimo Hotel, 1199 Joseph Cyr Street, Ottawa.

"Having held similar workshops for hundreds of travel agents in the greater Toronto area over the past several years, the CTO and the NTOs felt this was a good time to extend knowledge of the Caribbean product to an even wider pool of agents to facilitate sales of travel to the region," said Sylma Brown, who heads the CTO's New York office, the organisers of Caribbean Week Toronto.

She added, "The CTO leads sustainable tourism on behalf of our members for the benefit of our Caribbean people. Reaching out to agents in the Ottawa area is one more means of living up to this responsibility."

This year's workshop entitled, "**Watersports: A Solution to Keeping Your Head Above Water**" will afford the travel agents the chance to become familiar with the many water based activities in the Caribbean. They will explore how these options can enhance their clients' holiday experience; and how the travel trade can increase commissions and benefit from this multi-billion dollar industry.

The workshop will be facilitated by Anne Brobyn, the founder and president of Hibiscus International, a tourism sales and marketing company dedicated to finding innovative and creative ways to promote niche tourism in global destinations.

"Watersports continues to be a very important, untapped and lucrative niche within the Caribbean tourism product. This multi-billion dollar industry represents a unique opportunity for travel agents who sell the Caribbean to increase their profits. A region with one million square miles of water, the Caribbean is the ideal playground for water-sports. Destinations are continuing to develop and upgrade their product with new activities to appeal to the maximum number of visitors," observed Ms. Brobyn.

Caribbean Week in Toronto will cater to the diverse needs of participating entities and destinations through a combination of events targeting the media, trade, businesses, consumers and the Caribbean Diaspora. For further details on Caribbean Week Toronto, including how you can participate, please visit www.caribbeanweekcanada.com or contact the CTO's New York office at 212-635-9530.

Caribbean Week Toronto participants include: AMR Resorts, Antigua & Barbuda, The Atrebor Group, the Bahamas, Barbados, Cuba, Grand Bahama Port Authority, Jamaica, Puerto Rico, Sandals Resorts, St. Kitts & Nevis, Saint Lucia, St. Vincent & the Grenadines, Turks & Caicos Islands and the United States Virgin Islands.

- ENDS -

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, event planning & execution and research & 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 at Baobab Tower, Warrens, St. Michael, Barbados BB 22026; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail: 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; E-mail: 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; E-mail: 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>.



FOR IMMEDIATE RELEASE

Media Contact

Johnson JohnRose
Caribbean Tourism Organization
(246) 427-5242

jjohnrose@caribtourism.com

Samantha Hogenson
Center for Responsible Travel (CREST)
(202) 347-9203 ex. 414
shogenson@responsibltravel.org

**NEW SUSTAINABILITY AWARDS PROGRAMME TO BE LAUNCHED AT 9-11 JULY
INNOVATORS SYMPOSIUM IN GRENADA**

*~ Skyviews Sustainability Awards programme targets region's
tourism private sector ~*

BRIDGETOWN, Barbados (16 June 2014) - A new sustainability awards programme aimed at the region's tourism private sector will be launched at the Caribbean's first Symposium for Innovators in Coastal Tourism, in St. George's, Grenada, next month.

The Skyviews Sustainability Awards enable all businesses, irrespective of size, to measure their progress towards sustainability and to create a resilient supporting environment. The programme measures businesses' impact on biodiversity, energy, waste, water, and social governance with guidelines on how to achieve best practice in each category. It was developed by Skyviews Inc., a Barbados-based business that produces maps and pocket guides of Caribbean destinations.

"We are at a pivotal point in the course of history and the degradation of earths supporting ecosystems. We have before us an urgent call and challenge to adopt sustainable business practices and decouple environmental degradation from economic progress in order to create continued well-being," said Jessica Bensley, the chief executive officer of Skyviews Inc.

"We often talk about 'measuring what matters, therefore the awards data will provide Caribbean governments with vital information on the private sectors' adoption towards sustainability and provide quantitative data that directs policy and backs rationale for partnerships in order to create climate resiliency," she added.

The Skyviews awards programme is just one of several innovative Caribbean initiatives which will be announced at the 9-11 July symposium, a partnership between the Caribbean

Tourism Organization (CTO), the Washington-based Center for Responsible Travel (CREST), Grenada's Ministry of Tourism, and the Grenada Hotel and Tourism Association. These include a new 'green' certification programme for holiday homes and several new programmes designed to strengthen Grenada's recently unveiled Pure Grenada marketing campaign.

Over 40 regional and international tourism experts will speak on various aspects of sustainable coastal and marine tourism at the event where up to 150 participants from across the Americas will explore challenges to the wider adoption of sustainable tourism models. The three-day conference will feature 16 workshops and five plenary sessions that will cover an extensive range of topics.

Delegates will stay in four of Grenada's leading eco-boutique resorts while the proceedings will be held mainly at St. George's University.

For symposium details and updates, including how you can participate, visit www.CTOCRESTSymposium.com or contact Samantha Hogenson at CREST at shogenson@responsibletravel.org or 202-347-9203, ext. 414 or the CTO New York office at CTOny@caribtourism.com or 212-635-9530.

The Symposium for Innovators in Coastal Tourism is supported by Bucuti & Tara Beach Resort, the International Fund for Agricultural Development (IFAD), St. George's University, The Nature Conservancy (TNC), the German Ministry for the Environment- funded GIZ-ICCAS Project in Grenada, Puntacana Resort & Club, The Travel Foundation, The Ocean Foundation and True Blue Bay Resort.

- ENDS -

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, event planning & execution and research & 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 at Baobab Tower, Warrens, St. Michael, Barbados BB 22026; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail: 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; E-mail: 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; E-mail: 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>.

About the Center for Responsible Travel (CREST):

The Center for Responsible Travel (CREST) is a unique non-profit organization affiliated with Stanford University, devoted to increasing the positive global impact of responsible tourism. Founded in 2003, CREST functions as a bi-coastal institute, with offices in Washington, DC, and at Stanford University in California.

CREST stands alone in the areas of environmentally sustainable and socially responsible tourism, having built an international network of highly-trained experts providing interdisciplinary analysis and solutions, as well as publications, conferences, courses, training, and educational workshops. CREST delivers programs and services in field research, feasibility and impact studies, market research, certification programs, traveler's philanthropy and strengthening sustainable tourism and ecotourism. CREST's mission is to promote responsible tourism policies and practices globally so that local communities may thrive and steward their cultural resources and biodiversity.

The rapid pace of resort and vacation home developments along coastlines and on islands is contributing to a variety of environmental and social issues. CREST has sought to critically address these through research and analysis of the coastal tourism sector – the fastest growing sector in the tourism industry – in order to lessen the social and environmental impact of these developments, and increase the benefits for local communities on the coast.

CREST has extensive experience examining and providing policy recommendations to the coastal tourism sector including several reports and publications: 1) "Alternative Development Models & Good Practices for Sustainable Coastal Tourism: A Framework for Decision Makers in Mexico", a report which compiles existing best practices for sustainable, large-scale coastal tourism developments in Mexico, and provides recommendations for implementation at the policy level; 2) "The Impact of Tourism Related Development along Costa Rica's Pacific Coast", a multi-dimensional study which critically assesses the growth, trends and impacts of tourism and tourism related development along Costa Rica's Pacific Coast; 3) "Global Trends in Coastal Tourism", a study funded by WWF, which analyzes global trends in coastal and marine tourism; 4) "Cruise Tourism Impacts in Costa Rica & Honduras: Policy Recommendations for Decision Makers" and "Cruise Tourism in Belize: Perceptions of Economic, Social and Environmental Impacts", two reports which take a critical look at the impacts of the cruise tourism industry in Central America.

For more information about CREST, please visit www.responsibletravel.org or contact staff@responsibletravel.org.

Visit CREST on Twitter at <https://twitter.com/CRESTResTravel>.

Connect with CREST on Facebook at <https://www.facebook.com/CRESTTravel>.



FOR IMMEDIATE RELEASE

MEDIA CONTACTS:

Johnson JohnRose
246-427-5242
JJohnrose@caribtourism.com

VISITOR ARRIVALS TO THE CARIBBEAN UP IN THE FIRST QUARTER OF 2014

~ Visitor Spend also shows improvements ~

TORONTO, CANADA (25 June, 2014) – The Caribbean tourism sector has recorded improvements during the first quarter of this year when compared to the corresponding period in 2013.

Figures released by the Caribbean Tourism Organization (CTO) show a 2.2 per cent rise in stayover arrivals between January and March 2014, with cruise visits up 2.3 per cent.

The CTO chairman, Beverly Nicholson-Doty, in announcing the first quarter performance at a news briefing here during Caribbean Week Toronto, also revealed that visitor spend was trending upwards.

"Based on the increased arrivals and improved average visitor spending in the accommodation sub-sector so far, a rise of around four per cent in total spend region-wide is predicted this year," the CTO chairman said.

The accommodation sector also performed better during the first quarter than it did during the same period last year, with average daily rates and room revenues recording growth.

"That's an extremely good indicator for the region in terms of people spending both on their way to our destinations but also while they are in our destinations," she said of the hotel sector's performance.

Regarding Canada's performance, Mrs. Nicholson-Doty announced that arrivals from this market were up 3.3 per cent in the first quarter, with 1.3 million Canadians coming to the Caribbean.

The U.S., with just under 3.5 million, continues to be the largest provider of tourists to the Caribbean. However, the Canadian market grew at a faster pace during the first quarter. The European market also improved, with 1.5 million visitors coming to the region from Europe between January and March 2014.

To view a YouTube video of the Chairman's presentation, click on the following link: <http://bit.ly/1m5o9T8>

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, event planning & execution and research & 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 at Baobab Tower, Warrens, St. Michael, Barbados BB 22026; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail: 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; E-mail: 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; E-mail: 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>.

###



FOR IMMEDIATE RELEASE

MEDIA CONTACTS:

Johnson JohnRose
246-427-5242
JJohnrose@caribtourism.com

**INTERNATIONAL MEDIA PARTNERS HONOURED BY CTO
DURING CARIBBEAN WEEK TORONTO**

TORONTO, CANADA (26 June, 2014) – Magazines, newspapers and blogs are key sources of travel research for potential Caribbean visitors. As a demonstration of gratitude the Caribbean Tourism Organization (CTO) saluted the most influential journalists and photographers during their annual media awards during Caribbean Week in Toronto.

CTO Chairman, Beverly Nicholson-Doty, was on hand to present awards and certificates of commendation, at the One King West Hotel in Toronto.

We extend our congratulations to all of our Canadian entrants and winners. The media are incredible partners of Caribbean tourism in Canada, and we look forward to building on the strengths of our relationship for years to come," the Chairman said.

Melanie Reffes, an experienced journalist who writes for several major publications in Canada and the US – including Canadian Traveller and USA Today - was truly honoured to receive the highest award.

"My heartfelt thank you to the CTO for the awards and for the continuing support for my work covering the Caribbean. Thank you also to my editors at Canadian Traveller who for so many years have given me the opportunity to write about the region for our many readers in Canada.

"I am honoured and humbled to receive the awards and pinch myself because the opportunity to cover a part of the world that is so dear to my heart and such a pleasure to write about is amazing and just plain cool. Researching and writing a story about food in the Caribbean was a highlight for me with so many delicious choices in so many countries."

The following are the winners:

I Couldn't Have Written It Better Myself (Best Feature Article in a Consumer Newspaper)

Winner: Larissa Liepins (Montreal Gazette) - Small Dominica is Caribbean's best-kept secret
Highly commended: Mark Stevens (Globe and Mail) - Leave Jamaica's big-box resorts behind

Virtual Visitor Award (Best Online Feature)

Winner: Liz Fleming (TorontoSun.com) - Basil Charles enjoys celebrity status on Mustique
Highly Commended: Susan Campbell (Cocktails & Joints) - Wild & Wonderful Dominica

Been There, Wrote That (Best Feature Article in a Consumer Magazine)

Winner: Alexandra Redgrave (Air Canada's enRoute) - How I spent My Winter Vacations (St. Vincent & the Grenadines)

Highly Commended: Sarah Staples (Up Magazine) - How to save and splurge on this Caribbean island paradise (Anguilla)

Not Lost in Translation (Best Feature in Foreign Media)

Winner: Michael De Freitas (Interval World) - Isle of Enchantment (Puerto Rico)

Highly Commended: Mark Stevens (Allatsea.net) - Anguilla: An A-list port of call

Inner Circle Royal (Best Feature Article in a Trade Publication)

Winner: Melanie Reffes (Canadian Traveller) - Bon Appetit! Raise Your Glass & Your Fork throughout the Caribbean

Highly Commended: Ilona Kauremszky (Travel Industry Today) - Living the Life II - Royal Bahamas

Oh Snap! (Best Photograph in Conjunction with a Feature Article)

Winner: Michael DeFreitas (Interval World) - Isle of Enchantment

Highly Commended: Melanie Reffes - Haiti is 'open for business'

Best of the Best

Melanie Reffes

The panel of judges was headed by Dr. Rita Cox, an award-winning storyteller, writer and Canadian-Caribbean icon; Roberta Garzaroli, the president of the public relations company, The Atrebor Group; and Mari-Jo JohnRose, a student.

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, event planning & execution and research & 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 at Baobab Tower, Warrens, St. Michael, Barbados BB 22026; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail: 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; E-mail: 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; E-mail: 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>.

###



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

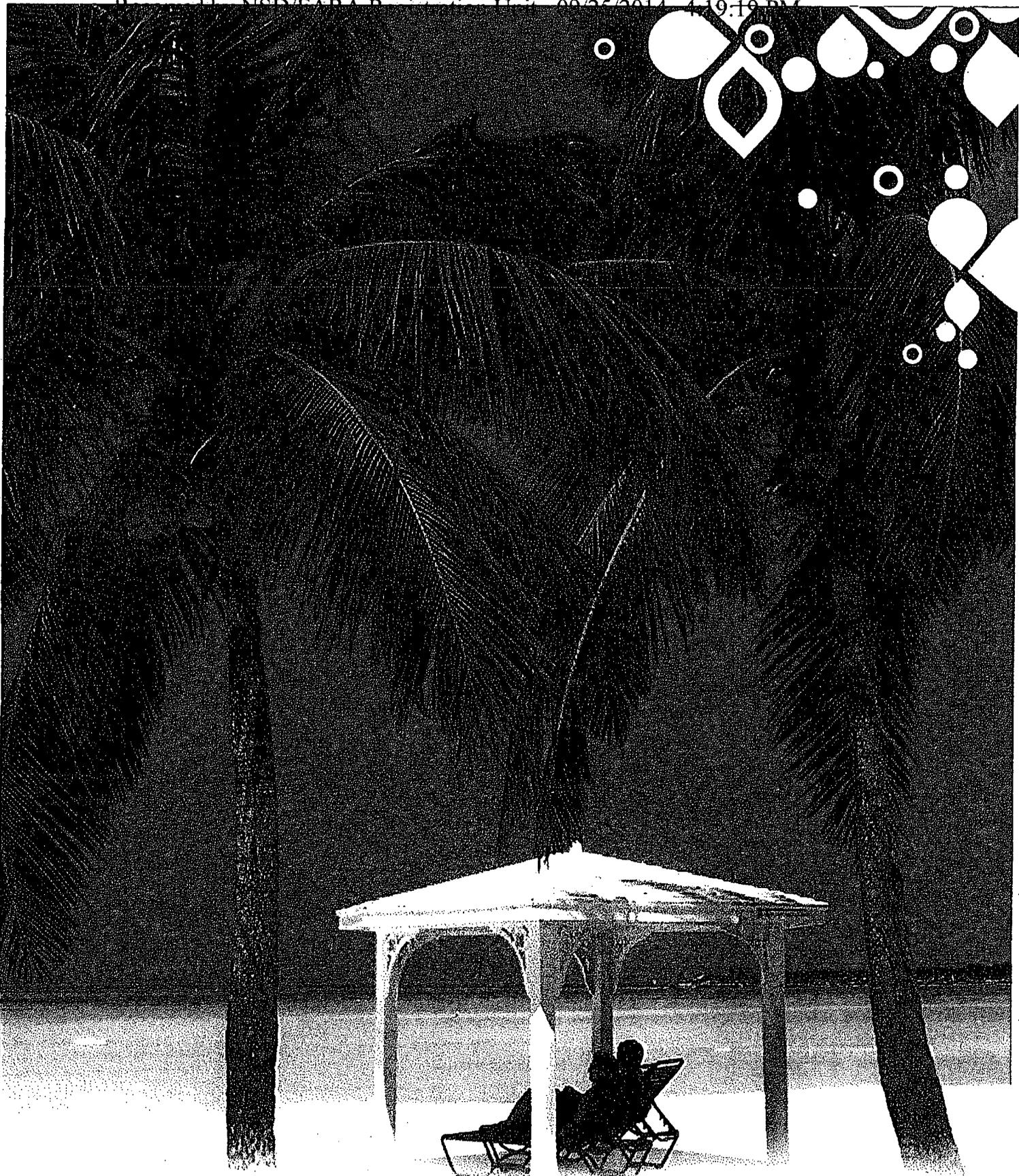
Updated May 25, 2013

YOUR ULTIMATE GUIDE TO THE
CARIBBEAN



CaribbeanTravel.com

CARIBBEAN



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. Come. Explore. Discover. Be enriched.

bahamas.com | 1.800.Bahamas

