

## August News Brief 2010

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### 2010 Tommy Star Awards

The Tommy Gala Committee is in the midst of planning the 9th Tommy Star Awards Gala, celebrating the best in the hospitality industry. This year's exciting event will be held on November 6 at Frenchman's Reef Marriott. **We have really simplified the process to make it easier for you to nominate your employee by condensing the form to one page. Just insert the business, nominees; name and the award category.** Nominations are being sought in the following categories: **Activities/Attractions Associate of the Year; Airline Association of the Year; Hospitality Associate of the Year, Hotel Associate of the Year; Hotel Supervisor of the Year; Public Service Associate of the Year; Restaurant Associate of the Year; Retail Associate of the Year; Taxi Operator of the Year; and Tommy Star Green Award.** Our 2010 scholarship recipients will also be publicly recognized during the award ceremony. This year's Lifetime Achievement Award will be bestowed on the Michael and Lorette Resch of Island Beachcomber Hotel. Sponsorship packages and booklet advertising is also available. Contact Lisa Hamilton at [lisa@virgin-islands-hotels.com](mailto:lisa@virgin-islands-hotels.com) for information. Nomination forms are also available for download on [www.usvihta.com](http://www.usvihta.com).



# Tourism is me

Tourism: It's all of US. 

### Department of Tourism Launches Customer Service Pledge Site

As part of the Department of Tourism's ongoing campaign to raise the standard of customer service in the Territory, the Department has launched a Web site, [www.usviservicepledge.com](http://www.usviservicepledge.com), where VI workers and businesses can make a commitment to improve the level of service they provide to their customers. The "**USVI Customer Service Pledge**" consists of 10 service standards anyone can apply on the job to enhance customer service. Individuals wishing to take the pledge must agree to follow these standards by entering their name, contact information and place of work in an online form. Once completed, their names will appear in an alphabetical listing on the

Web site. Likewise, businesses wishing to take the pledge can download the pledge form on the site and circulate it among their staff for signatures. Businesses that take the pledge will be recognized with a listing on the site and a link to their website. All employees taking the pledge are eligible to receive a pocket-sized customer service pledge card reminding them of their commitment as well as a button reading "I took the customer service pledge" to distinguish them as being committed to service.

The service standards outlined in the pledge are the same standards used as measurement in a Mystery Shopper survey conducted last year by anonymous service analysts visiting the Territory. The survey, which rated service in the USVI against 10 nationally-recognized service standards, indicated areas for improvements and enhancements to ensure visitors return and recommend the USVI to others.

For more information about taking the customer service pledge visit [www.usviservicepledge.com](http://www.usviservicepledge.com) or call 340-774-8784.

## Membership Corner

### New Member

**Smith Travel Research (STR)** has been the leader in hotel benchmarking for over 25 years. Headquartered in Hendersonville, Tennessee, STR provides reports to hotel owners and operators so they can track ADR, RevPAR, and occupancy versus their competitors and/or their market. These reports help determine if promotions worked or not, if there is year over year growth, and assists in making better budgeting decisions. Property data remains confidential and is never release to a 3rd party. In order to expand their sample in the Caribbean, they have partners with the HTA to provide the reports complimentary to new participants for one year. STR also offers hotel databases, pipeline construction reports, bandwidth reports, online advertising, etc. For additional information visit [www.str.com](http://www.str.com), or contact Brittany Baldwin at [Brittany@str.com](mailto:Brittany@str.com).

### Officer of the Month Ceremony



Members of the Association joined the VI Police Department in recognizing officers on St. Thomas and St. John for their service and commitment to the community. The following officers were selected as Officers of the Month:

**St. Thomas:** Roy Chesterfield, Keith Wharton, Latoya Schneider, and Joycelyn Lee Bobb

**St. John:** Richard Dominguez, Dahlia Richardson, and Sharon Bachan.

As a way of showing our appreciation, each officer was presented with a hotel stay.

Thank you to all our members who made this presentation possible.



### July Membership Meeting Recap

About 30 members listened to Paul Devine of the Recycling Association of the VI at the July meeting held at Maho Bay Campgrounds. Devine provided updates on RAVI's environmental initiatives and offered tips on creating your own initiatives. Thank you to Maho Bay for hosting our meeting.

## Time is Running Out to Advertise in Discover & Places to Explore-Deadline is August 13, 2010

Now is your chance to participate in the 2011 editions of the official publications of the USVI Hotel & Tourism Association, **DISCOVER** and **PLACES TO EXPLORE**. Your participation not only advertises your business, but also promotes the U.S. Virgin Islands with print media and supports the Association. **DISCOVER** is the prestigious hard cover magazine prominently displayed in guest rooms throughout St. Croix, St. Thomas and St. John.

The digest size publication, **PLACES TO EXPLORE** (voted the "Best Visitor's Publication in the USVI" for 5 consecutive years) is available at hundreds of locations throughout our islands. Both magazines are part of an integrated marketing and communications program that delivers combined newspaper and online promotion to the U.S. Virgin Islands through the vast network of McClatchy-owned newspapers and websites throughout the United States. Print ads having a value equal to 35% of Net Advertising Revenue will be provided to the Association annually to promote the territory. In 2009, newspaper ads valued at \$356,000 were displayed. Several advertising packages are available to accommodate businesses of all kinds and sizes. All participants will receive weblinks from the online versions. To reserve your space or for more information, contact Jennifer or Rita at Media Marketing, tel. 340-774-0920, or email [rjmedia@hotmail.com](mailto:rjmedia@hotmail.com).



## Environmental Committee Update

The Hotel and Tourism Association's Environmental Committee would like to help spread the practice of aluminum recycling to fellow member businesses on St. Thomas/St. John. Through a little training and some dedicated volunteers who care about the environment and our island, it has been proven that aluminum recycling in the territory can work. If your business or organization is interested in implementing a recycling program, the HTA and Virgin Islands Waste Management Authority would like to help with the procurement of proper recycling receptacles at a reduced cost. Please take the time to respond to either Joel Kling at [joel@emeraldbeach.com](mailto:joel@emeraldbeach.com) or Haskell Noyes at [haskell.noyes@ritzcarlton.com](mailto:haskell.noyes@ritzcarlton.com) with the name and location of your business, as well as the number of 55 gallon containers you are interested in purchasing (estimated at about \$70 each). Once we have gathered enough data we will get back to you with information and the costs associated with starting your aluminum recycling program.

## CMI Corner

- The **Island Escape and Danish Escape Packages** continues to be our featured promotion for summer and fall. Components are similar to those offered for Island Escape in 2009, including free nights, resort credits, and discounts at our activities and attractions. The promotion will also extend into the fall.

### **For Spring/Summer:**

Booking dates: April 15-August 15

Travel dates: April 16-August 31

### **For Fall:**

Booking dates: July 15-October 15

Travel dates: September 1-October 31

- We now have over 1400 fans and a new welcome page on Facebook. Frenchman's Reef Marriott is our next giveaway later this month. Fans will have to provide email information in order to participate in the promotion. This database will be collected and distributed. Our social media efforts are being managed by Javier Morales of Associates in Business.



## Saying Farewell to Canika John



A decade ago, then Executive Director Beverly Nicholson Doty hired a young Canika George John as the association's administrative assistant. Doty saw something in her raw talent and she quickly advanced to positions as an executive assistant, marketing manager, office manager and her current role as Manager of Events, STT/STJ Committees and general operations. It is with a heavy heart that we say farewell to her. But she remains in the hospitality community, accepting the position of Meeting & Catering Services Manager at the Wyndham Sugar Bay so we will all continue to see her regularly. A loving wife and mother of three, she has served as the chairperson of the VI Carnival Queen and Prince & Princess Competitions. She lives by the motto: **Success is never final.** We will miss her beautiful smile, infectious laugh, and professionalism. Everyone at the Association wish her the greatest success in her new position and thank her for 10 years of dedicated service to ensuring the success of the

organization. Great things are ahead!

## SAVE THE DATE

September 9-11

Small Hotels Retreat, San Juan, PR  
[www.caribbeanhotelandtourism.com](http://www.caribbeanhotelandtourism.com)

Taste of the Caribbean Competition, San Juan, PR

November 6

Tommy Star Awards, Frenchman's Reef Marriott

## **PR & Marketing Training**



International hospitality Marketer John Fareed will be in the territory August 31st and September 1st to offer a series of marketing and public relations training sessions. The price per session is \$90 for members, and \$140 for non members. Registration must be prepaid. No meals will be provided. The sessions are:

### **Tuesday, August 31, 9am-12pm-St. Thomas, Wednesday, Sept 1-St. Croix:**

- Prospecting, Profiling, and Profiting—Relationship Selling in the New Economy. This session discusses the importance and methodologies necessary for successful relationship selling. Learn how to identify, profile, and build relationships with your market segments and strategic partners that are most likely going to give you and your business consistent revenue at higher rates. It's all about selling more, to more people, more often, for more money.

### **Tuesday, August 31, 1pm-4pm-St. Thomas, Wednesday, Sept. 1-St. Croix:**

- Priming the Pump-A Public Relations and Social Media Primer for Small Businesses. In this session you'll learn methods of determining which media outlets are best for your small business, ways to build relations with journalists, how to develop a media friendly photo/video library, and tips to make the most of every PR opportunity. This will be followed by a hands-on session on the emerging Social Media trends and available tools, and a demonstration in real-time how owners/managers can use the latest in technology to promote small business.

To register or for additional information contact the Association office at 774-6835.

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## **Two Students Selected for Education & Training Scholarships**

\*Jeffrine A Niles has been chosen to receive a \$2500 one-time scholarship from the Education and Training Committee. The Ivanna Eudora Kean graduate will enter the University of the Virgin Island this September with plans to major in Business Management. "This scholarship will make it easier to achieve my goals and aspirations", said Jeffrine. "As someone that my peers look up to, I always say if my peers would pay attention to opportunities like this, and the impact it can have on our future, there would be less of us dead today." AT IEK High School, she was a member of the marching band, the National Honor Society and JROTC Unarmed Drill Team. Her extracurricular activities include the Melody Makers Steel Orchestra, Youth Fellowship, and Inspirational Expressions.

\*Our second scholarship recipient is Ilejah Crabbe, a graduate of the Charlotte Amalie High School. This highly motivated young lady will attend the University of the Virgin Islands in September with a major in Business Management. Ilejah loves to cook and exhibit fruit carvings and has spent time doing both, having served as a Jr. chef assistant in the Taste of Two Islands Competition, and participated in the Merchants Market Food Show and Exhibition of Carving Fruit. She has completed advanced cooking and Hotel Training 1-4 at CAHS. A member of the softball team, Family Career Consumer Leaders of America, SPARKS, and the Juvenile Delinquency Prevention Program Marching Band, Ilejah stays on the go. Her long term goals are to earn a Master's Degree in Culinary Management and open a food business.

We congratulate these determined, articulate individuals. They have bright futures ahead.