

June News Brief 2010

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St. Thomas Student Awarded CHTAE Scholarship



Kerish Robles, a 2001 graduate of the Charlotte Amalie High School, has been selected to receive a \$5000 scholarship from the Education Foundation of the Caribbean Hotel & Tourism Association. Currently attending the International

Culinary Institute in Atlanta, this talented young lady has already started her professional life with a bang. While in high school, she worked at Frenchman's Reef Marriott, received the Martin Luther King Junior Award, was instrumental in encouraging BET to bring their forum **Rap It Up** to the islands, and was selected as an intern for the VI Culinary Team. Consistently holding a spot on the Dean's List, Kerish dreams of returning to St. Thomas to start a culinary school for students who can't afford to leave the island. She also hopes to open a fine dining vegetarian restaurant. "All these goals and aspirations are just that, and this scholarship is a financial blessing and has rejuvenated my interest in my dreams. No matter when I decide to come home and how I decide to grow and acquire my skills, I am hoping to be a part of the growth of our islands. My degree will not go to waste."

17th Destination Symposium Recap



The Association just wrapped up another successful Destination Symposium. In its 17th year, the Symposium welcomed travel partners to the Territory for marketing presentations, networking and a bit of fun. This year's theme was "Paradise Thru Your Eyes." Participants received a disposable camera, courtesy of Cane Bay Dive Shop, and were asked to journal their trip so the association could post the pictures on their Facebook page. Awards were presented to all the partners but special recognition went out to Apple Vacations, the Department of Tourism, Expedia, GoGo, MLT Vacations, Travelocity, and Tropic Tours. Mr. Edward Thomas of the West Indian Company Limited received his own award for being a supporter of the Symposium from its inception. The event could not have been successful without the generosity of the following sponsors: Bolongo Bay Beach Resort (network sail on Heavenly Days & dinner), Department of the Tourism

(shopping certificates & breakfast), Divi Carina Bay (St. Croix host Property & dinner), Frenchman's Reef Marriott, The West Indian Company Limited (Governor's dinner), Westin St. John (dinner), Windward Passage Hotel (our favorite local breakfast), and Wyndham Sugar Bay Resort (St. Thomas host hotel). We hope that attendees enjoyed the events and contracts were signed.

Membership Corner

New Member

*Are you trying to reposition and refinance your resort or business? **Atlantic Caribbean Consulting (ACC)**, one of our newest members, is a multi-disciplinary consortium of highly skilled development specialists with over 100 years of combined experience in the Caribbean. Founder and Managing Principal Peter Ross is a hospitality veteran and no stranger to the Virgin Islands. For more than 30 years, Ross has developed and managed large scale mixed-use planned communities, waterfront and resort projects in the Caribbean. Ross has assembled his own dream team which offers businesses everything they need to restructure, redesign, reposition, and recapitalize. Past clients include Bolongo Bay Beach Resort, Island Beachcomber, and St. Croix Renaissance Group. So if you need a feasibility study, master use plan, comprehensive environmental remediation plan or the like contact ACC at 340-513-2666 or visit www.atlanticcaribbeanconsulting.com.

*The **July Membership Meeting** is scheduled for Friday, July 23 at Maho Bay Campground. The boat will depart the National Park Service dock at 11:30 am and return at 2:00 pm.

*The Department of Labor will hold a **Hearing & Appeals Process and Procedures Seminar** this month.

Wednesday, July 14, 2010
Gov. Juan F. Luis Hospital Conference Room
4007 Estate Diamond Ruby
St. Croix, Virgin Islands 00820

Thursday, July 15, 2010
Palms Court Harbor View Hotel
4 & 5 Gamble Nordsidevej
St. Thomas, Virgin Islands 00802

Contact Barbara Wheatley at the DOL directly at 714-4994, or email bwheatley@vidol.gov.

*Welcome to our **newest members**. We look forward to seeing you at all of our events.

Amalia Café
Epernay Wine Bay & Bistro
Shipwreck Tavern

Concessions International
Mojo's Rum Shack

Advertising Opportunities Still Available in Discover & Places to Explore

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.



Culinary Team Update

The VI Culinary Team continues to test their signature dishes and cocktails in preparation for the **2010 Taste of the Caribbean** Competition. The Taste event is scheduled for September 9-11 in Puerto Rico. The team is in the midst of planning a BVI vs. USVI Dinner Competition for the latter part of July. Details will be forthcoming. Their **signature dish** is available at Frenchman's Reef Marriott and Bolongo Bay Beach Resort restaurants. A portion of the proceeds from each signature dish purchased is donated to the team. The **St. Thomas Spice** promotion also continues with participating restaurants offering a special \$39 meal with \$3 of that going to the team. Visit our web site for a listing of restaurants.

DOT Launches Summer Travel Blitz

With the announcement that visitor arrivals were up 38% over 2009, Tourism has scheduled an ad campaign in an effort to continue the momentum into the summer. Ads have already run on CNN and Headline News, driving traffic to the USVI's Orbitz web site (usvi.orbitz.com). Through July 11, the USVI Shopping Festival will be promoted via AMEX Vacation. The third round of ads will push the St. Croix Fantastic Flight Promotion through CheapCaribbean.com. \$598K was spent on the campaign.

CMI Corner

- The **Island Escape and Danish Escape Packages** launched for the Spring/summer late last month. 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 1300 fans on our Facebook page. We are scheduled to offer 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



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. 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; Tommy Star Green Award; and Tommy Student Award.** This year's Lifetime

Achievement Award will be bestowed on the Resch's of Island Beachcomber Hotel. Sponsorship packages and booklet advertising are also available. Contact Canika John at canika@virgin-islands-hotels for information. **Nominate your STAR employee today.**

SAVE THE DATE

July 5	St. John Cultural Celebration-Adult Parade, Cruz Bay
July 23	Membership Meeting, Maho Bay Campground
November 6	Tommy Star Awards, Frenchman's Reef Marriott