

November News Brief 2008

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November Membership Meeting

Commissioner of Tourism Beverly Nicholson Doty will unveil the 2009 marketing and public relations initiatives at the November Membership meeting. The luncheon meeting is scheduled for Wednesday, November 19, 2008 at Holiday Inn Windward Passage Hotel beginning at 12 noon. Attendees will have an opportunity to direct questions to Tourism representatives. Contact the association office at 774-6835 no later than November 10 to RSVP. The meeting is complimentary to all Hotel & Tourism Association members.

7th Annual Tommy Star Awards & Gala

Your employees work tirelessly everyday to ensure that your business is successful and deserve to be recognized for their efforts. Enter the Tommy Awards. For the past 7 years, the association has publicly acknowledged those employees who have demonstrated an exceptional level of customer Service. This year's awards gala will be held on Saturday, November 15, 2008, at the Frenchman's Reef Marriott beginning at 7:00 p.m. The 2008 Award of Excellence will be presented to hospitality professional and community activist Mary Gleason. Awards categories include: Hotel Associate of the Year, Hotel Supervisor of the Year, Retail Associate of the Year, Attraction/Activities Associate of the Year, Restaurant Associate of the Year, Airline Associate of the Year, Hospitality Support Service Associate of the Year, and Public Service Representative of the Year. E'jaiey Grant, a 5th grader from the Yvonne Bowsky Elementary School, will also be recognized for winning the Tommy Goes to School essay contest. Tickets for the gala are \$125 and include cocktails, dinner and dancing to the music of Ah We Band. To purchase tickets or for additional information contact the association office at 774-6835.



US Airways Re-Instates and Adds Service

The Department of Tourism recently announced the return of non-stop service to St. Thomas from Philadelphia and Charlotte. From December 18, 2008, through January 3, 2009, US Airways will offer an additional non-stop daily flight to St. Thomas from Philadelphia and another from Charlotte, as well as an additional weekly (Saturday) non-stop flight to the island from both cities. A weekly US Airways flight will return to St. Croix from Charlotte on December 20, 2008.

CMI Corner

As a part of the agreement with Herald Custom Publishing (HCP), publishers of the Discover guidebooks, the association is able to feature "hot deals" in their parent company media outlets. The ads, which began running on November 2, are appearing in the: Belleville Democrat; Lexington Herald Leader; State College, Centre Daily Times; Bradenton Herald; Columbia State; Miami Herald; Myrtle Beach Sun News; Raleigh News & Observer; and Ft. Worth Star-Telegram. The "deal" includes a 5th night free and \$100 resort credit at large hotels; 5th night free at small hotels; buy one get one at 50% off at allied attractions; and \$50 allied business credit. The booking window is November 16-December 21, for travel December 1-March 31, 2009. The CMI web site is the call to action.

The CMI will conduct a strategic planning Session on Friday, November 7. The meeting will focus on the CMI's mission and vision, budget, the Department of Tourism's 2009 Marketing Strategy, and integrating these strategies into a plan for next year. We will report on the outcome in the next news brief.

New Member-All Things VI

Here's a new resource for making your Information available to the rest of the world. The brainchild of St. Croix native Shanika Garnett, All Things VI was created to serve as an information clearinghouse and a low cost vehicle for USVI business to market their products. The site also features an events calendar, a political page and a comprehensive business directory. Additionally, the company lists among it's offerings web site and logo design. Garnett notes that e-commerce will be even more important in today's business climate and All Things VI can help companies establish their web presence. Visit www.allthingsvi.com for further information on their services or to add an event to their calendar. Welcome!

Annual Holiday Party/Silent Auction/Toy Drive

Preparations are underway for this year's Holiday celebration, auction and toy drive. The festive event will be held on December 10 at the Westin St. John. Proceeds from the silent auction allow us to award scholarships to high school seniors with an interest in the hospitality industry. Donated toys are presented to the Boys & Girls Club of St. Thomas by association mascot Tommy Starfish. We ask that wrapped toys be delivered to the association office prior to the party. For some of the kids, this may be their only taste of the holiday so we encourage you to show your support for this project. Please indicate gender and age appropriateness on each gift. Contact the association office if you are interested in contributing an item to the silent auction. Additional details will be forthcoming transportation to and from the

Free Online Venue Directory

McLean, Va.-based Cvent, which provides event management software, has launched the Cvent Supplier Network, offering event and meeting planners a wide-ranging database of hotels, restaurants and special event venues; the service is free. A "request for proposal" tool aids planners in contacting venues for pricing and availability information. The database includes more than 75,000 event venues and service providers; new supplier profiles are added each day, the company says. The program's search engine provides detailed supplier profiles, complete with extensive facility descriptions, meeting space capacity charts, floor plans, promotions and more. www.cvent.com.