

November News Brief 2010

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Annual Tommy Star Awards Gala

In less than a week, the best in the hospitality industry will be recognized for their excellence in customer service at the 9th annual Tommy Star Awards on Saturday, November 6 at Frenchman's Reef Marriott. After an extensive interview process, our prestigious Lalique awards will be presented 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; and Taxi Operator of the Year.** Our 2010 scholarship recipients, Jeffrine Niles and Ilejah Crabbe, will also be publicly recognized at the Gala. This year's Lifetime Achievement Award will be bestowed on Michael & Lorette Resch of Island Beachcomber Hotel. The cocktail hour begins at 7:00 pm, followed by dinner, award presentations and dancing to the sweet sounds of "Ah We" Band. Tickets are \$125 and are available for purchase from the Association office. We invite you to this Grand event to celebrate our industry's finest.



Culinary Corner



The VI Culinary would like to thank you all for the support and encouragement they received during the past year. They appreciate the confidence year in, year out. The quest for Gold at this year's Taste of the Caribbean Competition brought the team closer and has given them more fuel to dig deeper and increase their focus on specific details. The Team has a lot in store for the next 9 months as they prepare for the 2011 Competition in Miami and hope they can count on your continued support. Their passion for creating 5 diamond cuisine and breathtaking presentations is churning away in anticipation of the 2011 Challenge.

Upcoming Calendar (subject to change):

- **Taste of Two Islands—November 11, Yacht Haven Grande, 5:30-9:00 pm**
- **Ballroom on the Green—December**
- **Food Sale—January, Fort Christian Parking Lot**
- **Fundraiser—February 24, 2011**
- **Fundraiser—March 24, 2011**
- **VI Carnival Food Fair—Emancipation Garden**
- **Fundraiser— May, 2011**
- **Taste of the Caribbean—June 22, Miami, Florida**

Membership Corner

New Member

For solutions to all your IT problems, whether business or residential, give a call to our new member **PC Zone**. A team of experts are available on St. Thomas and St. Croix for a variety of services including support, repair, networking, data backup and recovery, web site design, and remote administration. The company also offers video security surveillance systems as well as computer parts and accessories. They guarantee repairs in 3 days or service is free. PC Zone is offering a 15% discount to members on all services provided. Contact PC Zone at 775-3348 on St. Thomas, or 719-5198 on St. Croix. Visit their web site at www.pczonevi.com.

*The **October Meet the Members Reception** was held at Smooth Kreationz studios in Subbase. Attendees toured the studio and networked. The next reception will be held in February 2011.



***Training Update:**

Marketing expert John Fareed recently presented a series of trainings on St. Thomas and St. Croix, discussing everything from best practices with limited budgets to social media applications. Future trainings are being considered for early 2011 on topics such as: Winning in a Branded World; Learn.Market.Measure.Repeat.; Conducting Your Own Past Guest, Corporate, Group

Research; and Fareed's Personal Branding Workshop.

*The **University of the Virgin Islands** Board of Trustees voted affirmatively to establish a bachelor of business administration degree in hotel and tourism management, the only four-year hospitality degree program in the Caribbean. The program will begin in fall 2011. Great news for the future of our tourism industry!

Get More for Less in 2011 with HCP



Hotels that distribute Discover and print advertisers who support the publication receive a FREE profile in www.DiscoverUSVImagazine.com. The website is maintained and promoted at no cost to the USVIHTA and is another marketing tool to help attract travel planners to the USVI. Campaigns totaling approximately \$3.5 million in retail value help promote the website and appear in Google, Tripadvisor.com, McClatchy newspapers, and HCP/Aboard Publishing magazines (which reach over 70 million active travelers each year). HCP is committed to driving travel planners to you! Need more exposure and leads to increase direct bookings in 2011? Get high profile exposure on the website at unprecedented low rates, now thru January 2011.

Please find added value and opportunities for additional online exposure at www.discoverusvimagazine.com/getmore2011.ppt.

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. 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. Once we have gathered enough data we will get back to you with information and the costs associated with starting your aluminum recycling program. Additional details will be available at the November General Membership Meeting.

CMI Corner

Marketing Planning Session—Rescheduled for December 7. Agenda items will include: review of 2010 budget, DOT marketing strategy, advertising, public relations, web site, niche marketing, Destination Symposium, trade shows, airport reservations center, review of collateral cruise conversion, event sponsorship, and plans for 2011.

Facebook Stats for Week of October 19:

270 monthly active users **UP** 27 since last week
1736 people like this **UP** 46 since last week
13 wall posts and comments **DOWN** 5
368 visits this week **UP** 49 since last week

Our newest Facebook **Sweepstakes** has launched. The 4-night stay compliments of Frenchman's Reef Marriott ends on November 4. You must become a HTA fan in order to enter the contest.

AT THE LAST MINUTE.....

Time is of the essence...a popular expression today for sure, yet one rarely heard in discussions about vacation planning. Yet it now appears to be a mantra embraced by the growing percentage of American leisure travelers who take "last minute" trips. Given the frenetic pace of contemporary life it probably comes as no surprise that more Americans are taking "last minute" vacations. Simply coordinating schedules to get time away from work represents a greater obstacle than the actual cost of the trip for many travelers today. But who would have guessed that three out of every ten (27%) took a last minute trip last year? Equally surprising, who would have surmised they planned those trips an average of just six days prior to their departure? Clearly, one of the market forces accelerating this trend is the growing use of "flash sales" by travel service suppliers: These impulsive offers, delivered through unsolicited emails, have become more commonplace during the past 12 months as suppliers have tried to liquidate what would otherwise be unsold inventory. Some of the deals are so irresistible it's no wonder they drive impulsive demand (fully one out of seven recipients of these unsolicited emails reports purchasing a travel service as a result). Yes, one might expect the recipients of these offers to book a weekend flight or hotel room on a whim, but a complete vacation package (38%) or a cruise (21%) is unprecedented. And, fully one out of four leisure travelers took a vacation in their local area as an alternative to vacationing in a destination that would have required more extensive travel (aka a "staycation") during the past year. This type of vacation appears to be yet another manifestation of the trend toward more impulsive vacation behavior.

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SAVE THE DATE

November 6	Tommy Star Awards, Frenchman's Reef Marriott, 7:00 pm
November 12	Membership Meeting, 12:00 pm, Wyndham Sugar Bay Resort
November 27	Dion Parson & the 21st Century Band, Reichhold Center for the Arts www.reichholdcenter.com
December 15	Holiday Party & Silent Auction

E & T Employee & Youth Development-Training/Project Calendar—(subject to change)

<p><u>October '10</u> John Fareed Training SoMe & Prospecting, Profiling and Profiting</p> <p>Tommy Star Judging</p>	<p><u>November '10</u> Legendary Service @ Ritz 11/29 9am-1pm</p> <p>Tommy Goes to School Newsletter</p> <p>Tommy Star Awards 11/6</p> <p>CT: Taste of Two Islands 11/11</p>	<p><u>December '10</u> Scholarship Fundraiser</p> <p>B&GC Christmas Toy Drive</p> <p>CT practice – Dec 13th</p>
<p><u>January '11</u> John Fareed Training: Personal Branding & Market planning strategies – 1/19/11</p> <p>OSHA Training</p> <p>CT practice – Jan 10 CT fundraiser in Ft.C parking lot</p> <p>Jose & Lisa meet with Commissioner of Labor</p>	<p><u>February '11</u> Legendary Service @ Ritz</p> <p>DOL Table Top Presentations Tommy Goes To School Newsletter</p> <p>CT practice – Feb 28 CT fundraiser – 2/24 @ Marriott</p>	<p><u>March '11</u> Serv Safe Certification</p> <p>DPNR Table Top Presentations</p> <p>CT practice – March 24 CT fundraiser Windward</p>
<p><u>April '11</u> Who Moved My Cheese</p> <p>HTA Scholarship Info Released</p> <p>CT: Food Fair CT: STX fundraiser the Palms</p>	<p><u>May '11</u> Legendary Service @ Ritz</p> <p>High School Career Fair</p> <p>CT: Fundraiser Marriott CT: STX Fundraiser Triathlon (Divi)</p>	<p><u>June '11</u> ServSafe Certification</p> <p>Summer Employment Program</p> <p>HTA Scholarship Selection</p> <p>CT: Fundraiser 6/9 at Marriott CT: TASTE in MIA June 22-24</p>
<p><u>July '11</u> Id Sales/Mkting Training</p> <p>SEP Awards Luncheon</p>	<p><u>August '11</u> Legendary Service @ Ritz</p> <p>Who Moved My Cheese (t)</p> <p>Tommy Nominations</p>	<p><u>September '11</u> Serv Safe Certification</p>
<p><u>October '11</u> Tommy Star Judging</p> <p>Tommy Goes To School Newsletter</p>	<p><u>November '11</u> Legendary Service @ Ritz</p> <p>ServSafe Certification</p> <p>Tommy Star Awards</p>	<p><u>December '11</u> Scholarship Fundraiser</p> <p>B&GC Toy Drive</p>