

**St. Vincent & the
Grenadines Hotel
& Tourism
Association**

SVG-HATA News

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New SVGHTA's website—www.svg-hotels.com launched 18th February 2010

Christine Wilkie, Editor/Sales Manager Miller Publishing Co. Ltd Barbados, congratulated the Association on the upgraded website. She said members should be proud to have such an excellent source of detailed information on all aspects of St. Vincent & the Grenadines.

With over half of all internet users now booking their holidays online, the site will be a valuable resource for both repeat and potential visitors. She added that the site was a big improvement on the previous one and immediately offered suggestions for promoting and driving traffic to it. These recommendations included asking all of our members to provide links to the SVGHTA site from their respective websites.

[More on the website launch on page 6]

MY FIRST HOTEL EXPERIENCE-By Darryl O. E. Williams

My first hotel experience was educational and enjoyable. I had the privilege of visiting the Mariners Hotel, Young Island Resort and Beachcombers Hotel. It made me more aware of the importance of Tourism to our economy and the opportunities available in the industry. My visit was arranged by my mother with the officers of the St.

Vincent and the Grenadines Hotel and Tourism Association. I intend to pursue a career in Tourism and this visit has further convinced me that I am making the right choice.

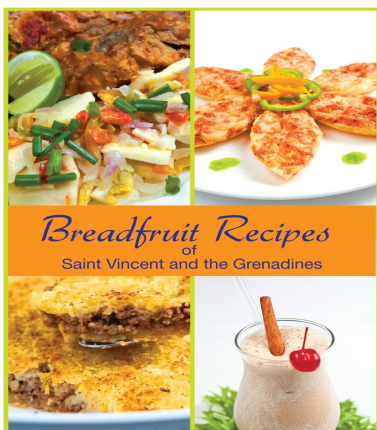
I would like to thank the following persons who made this experience possible. Mrs. Dawn Smith – Executive Director, SVG Hotel & Tourism Association
Ms. Francelia Marksman – Assistant Executive Director, SVG Hotel & Tourism Association

Ms. Bianca Porter – President, SVG Hotel & Tourism Association and Manager of Young Island
Mr. Fitzroy Glasgow – Director of Hotels and General Manager, Mariners Hotel
Mrs. Loretta Gill – Manager, Beachcombers Hotel Restaurant and Health Spa

Name: Darryl O. E. Williams
Ambition: To one day own a chain of international hotels
Student: Form 4, St. Vincent Grammar School



Bianca Porter, President SVGHTA—Breadfruit Recipes of SVG



In June of 2009, Mrs. Cleo Huggins Executive Director of [Invest SVG](#), made contact with the St. Vincent & the Grenadines Hotel & Tourism Association (SVGHTA) to solicit our assistance in piloting the production of the first comprehensive St. Vincent & the Grenadines breadfruit recipe book. With a project of this magnitude, funding is always a major consideration and with European Union funds available to Invest SVG for use on this project, we readily accepted the challenge.

It was felt that the best way to find recipes from a broad cross-section of our local community would be to publicize and stage a national breadfruit recipe competition open to all Vincen-tians with no limit on the number of recipes each individual could submit. We were encour-aged by the variety of recipes which were submitted – from the authentic to the highly crea-tive. The SVGHTA would like to take this opportunity to thank all the persons who partici-pated in the competition. No doubt, national pride, a love of cooking, sharing and creating recipes, in addition to a keen interest in the breadfruit were some of the participants' motivators.

On the surface it would appear to many that the mere submission of recipes would immediately and seamlessly translate into the printed version of the recipe book. However, the production of a recipe book is more than meets the eye, and it took ap-proximately four months for us to get to the pre-printing stage. Marrolin Ollivierre and Christopher John , both chefs at Young Island Resort, worked assiduously during their time off to adjust and test recipes. They further conceptualized and tested a number of additional recipes in order to complete the mandate of a minimum of sixty (60) recipes. Without these two individu-als, this project would not have been the success that it is today.

The recipe book team included Dawn Smith, Co-Author/Editor, who we depended on to work late at nights, and who we leaned on for her knowledge and expertise from her production of the 1998 Heritage Tourism Project "Local Flavours" recipe book. Francelia Marksman and Debra Lockhart, Editors, who literally worked day and night to ensure that the recipes were typed, corrected and edited. Francelia was also present at all photography sessions, ensuring that all food items were carefully docu-mented. Chefs/Editors, Christopher John and Marrolin Ollivierre, gave of their off duty hours to test and re-test recipes. Graphic Designer Shaun Young who because of his vision and flair for layout and graphic design, exceeded our expectations by pre-senting us with the end product as you see it today. Finally, photographer Oris Robinson who exhibited patience and profes-sionalism during the various photo shoots. The majority of the food testing and photography sessions took place at Young Is-land Resort where I lent my assistance.

Apart from the official team and Invest SVG, there are a number of other persons who must be recognized for their contribu-tions to the success of the breadfruit recipe book. Shernell Hadaway, Shantel Lewis, Serene Shorte and Hayden Pompey.

Special recognition should be given to Janelle Lavia as an up and coming culinary professional. We would also like to recog-nize the following persons for participating in the competition and whose recipes were all used in the recipe book:

Alita Garraway, Christopher John, Fabian Samuel, Judy Stapleton, Kenia Joseph-Charles, Latasha Lewis, Maderna Cupid, Marrolin Ollivierre, Melford O'Garro, Ruth Stevens. We further thank the Hon. Rene Baptiste, Minister of Culture for her ongo-ing support to the SVGHTA and her endorsement of this project, Ms. Sandra Davis, Permanent Secretary in the Ministry of Culture. We would like to thank Ms. Shelia Robinson's class, the G1 year 2 hospitality students of the Division of Technical Education, SVG Community College for assisting in the preparation of the breadfruit delicacies displayed and sampled at the April 20th 2010 Ministry of Culture sponsored launch of the publication.

The SVGHTA is proud of the fruits of its labour, and would without hesitation embark on another such project. The recipes which make up the breadfruit recipe book are proof that this perceived ordinary staple-breadfruit is in fact one with endless culi-nary possibilities. We therefore encourage the further experimentation with the culinary and pastry uses of the breadfruit and we implore everyone to obtain copies of the publication "Breadfruit Recipes of St. Vincent & the Grenadines."

The book is now available at most major book shops across St. Vincent & the Grenadines, Natmed Ltd in St. Lucia and at Cloister Bookstore in Barbados. Efforts are also being made to introduce the book to other regional markets.

About Tourism Satellite Account (TSA)...

With the technical and financial assistance of the European Union, the Government of St. Vincent and the Grenadines is in the process of establishing a Tourism Satellite Account (TSA).

The Tourism Satellite Account developed by the UNWTO as part of the national balance of payments account will highlight the economic impact and importance of tourism for the country.

In principle a TSA can be seen as a cost-benefit analysis of tourism. It consists of demand data and supply data of the hospitality and tourism industry, what are the revenues from tourism and what are the costs. Another important economic impact of tourism is employment data. Insight into the employment situation is necessary to plan training for future needs.

The more reliable the sector information received, the more reliable the TSA.

The SVG Government has commissioned the international consultancy company ACE Consultants to implement this project.

Having information documented on the economic impact and importance of tourism to SVG has many advantages for a range of stakeholders of which the accommodation sector is one of the most important. The information is also of paramount importance to the travel and tourism companies and the tourism-related catering sector.

In order to collect and compile the required demand data on tourist expenditure, the consultants are using the existing tourism statistics combined with a number of tourist expenditure

sample surveys for different types of tourists and visitors along with relevant estimates.

The TSA compares the demand and expenditure data of tourists and visitors with the supply and performance data of the industry.

For the collection and compilation of supply and performance data, assistance is needed from the hospitality and tourism sector, through the Hotel and Tourism Association.

It is important to know that all the data needed for the TSA will be anonymous. We need total revenues, cost of sales and occupancies per category of accommodation. In the data collection there is no need to know who you are, but only what you are, therefore anonymity is guaranteed.

The TSA not only asks for information from you, but also gives back important information about the sector and the various categories of accommodations, catering establishments and tourism and travel establishments. It is a two-way interest.

The TSA will never show recognisable and competitive information. It will only show performance information of the sector or sub-sector.

The cooperation of all is therefore very important, not only for the development of a reliable TSA, but also for a sustainable hospitality and tourism industry and for the individual stakeholder's business planning.

Mr. Walter Schuller, Tourism Expert for ACE Consultants was in SVG recently to develop and discuss the tools and instruments needed to collect and

compile the necessary data for the development of the St. Vincent and the Grenadines Tourism Satellite Account.



Mr. Walter Schuller is a widely experienced Hospitality and Tourism Adviser, expert in many fields of the hospitality and tourism industry. During the last 38 years he has performed a wide range of assignments for the European Union, UNWTO and other international organizations in 97 countries on Tourism Master Plans, Hotel and Tourism Human Resource Development Planning and Training, Marketing Strategies, Tourism Organization, Hotel Classification systems, Tourism Statistics and Research, Tourism Satellite Accounts, etc.

[To be continued in Next Issue.]

Tourism & Hospitality VOCABULARY



Meal plan (noun) - a plan and a room rate for providing a room and meals to guests

American Plan (AP) or Full American Plan (FAP) - accommodation plan includes all three meals

Continental plan (CP) or European plan (EP) - accommodation plan that provides a continental breakfast daily

European Plan (EP) - accommodation which does not include any meals

Bermuda plan (BP) - accommodation plan includes a full breakfast daily

Modified American Plan (MAP) or Half Board: accommodation which includes two(2) meals, usually breakfast and dinner

All Inclusive (AI): accommodation which includes all meals, drinks, taxes, service charge and activities (all plans are not equal, so verify as there is also the **Almost All Inclusive (AAI)**).



DEPUTY DIRECTOR GENERAL

CARIBBEAN HOTEL & TOURISM ASSOCIATION



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

The Caribbean Hotel & Tourism Association (CHTA) with offices in Coral Gables, Florida; San Juan, Puerto Rico and in Barbados, is a federation of 35 national hotel and tourism associations situated throughout and bordering the Caribbean basin.

The primary responsibility and function of this position will be to actively increase the membership of CHTA. The successful candidate must therefore have proven experience in association membership development and membership retention strategies including the ability to develop and market membership programs. The successful candidate must be a strategic and global thinker with proven leadership skills in a demanding and multicultural environment. The candidate must also have the ability to effect change and keep pace with the increasing challenges of a tourism industry in transition and be able to maintain and improve the relevance of CHTA to its 1,200 members.

The successful candidate must have strong interpersonal, entrepreneurial, financial, organizational and functional technology skills, and have the ability to communicate and respond to the needs of a diverse and multi-cultural range of stakeholders, including, hotel and allied members, national hotel and tourism associations, Caribbean governments, and multi-lateral and international funding agencies.

Preferred education should include business or related degrees and linguistic skills in both English and Spanish are required. French as a third language would be desirable. Previous Caribbean tourism experience along with an in-depth knowledge of the Caribbean region and substantial association management experience are required.

The position requires extensive travel within the Caribbean region, and to a lesser degree in North America and Europe. Compensation is commensurate with experience and ability and would also be a blend of salary and an incentive membership development plan. Retirement and health benefits are also included.

Applications should be forwarded to CHTA either by E-mail, fax or letter to be received by June 18th, 2010 for the attention of:

Gabi Doria
2655 Le Jeune Road, Suite 910
Coral Gables
Florida 33134
USA

Phone: 305 443 3040 Fax: 305 443 3005 E-mail: Gabi@caribbeanhotelandtourism.com

re-Discover the Caribbean 2010, Barbados

The SVG Hotel & Tourism Association was part of the delegation which attended the 7th Annual re-Discover the Caribbean Trade and Consumer Travel Show held in Barbados on Friday 23rd and Saturday 24th April 2010.

The show was hosted at the Lloyd Erskine Sandiford Conference and Cultural Centre (formerly Sherbourne Conference Centre).

The event organizer, Adrian Loverage, says "the expo is encouraging the Caribbean people to stay within the Caribbean". He noted that this will increase occupancy level throughout the region.

LIAT extended a special air fare to delegates who attended the show.



Invest SVG assisted with sponsorship for booths and delegates participation. The group was led by Shanna Browne & Tonya Fraser from Invest SVG. The SVGHTA delegation included: Kim & Earl Halbich – Paradise Beach Hotel/ Fantasea Tours, Debra Bailey – Sailor's Wilderness Tours, Ruth Knights & Ronald Red-

dock – New Montrose Hotel, George & Val Whitney – The Village Apartments, Beresford Stevens - Hotel Alexandrina, Beverley Akcayli – Beachcombers Hotel and Dawn W. Smith and Francelia Marksman-SVG Hotel & Tourism Association.

The other delegates were Ms Sandra Davis and Anthony Theobalds- SVG Ministry of Culture, Cassandra Williams - Cassandra Williams Designs, Vonley Greaves -Island Wear, Everdale Farms, Louie Providence - SKR Beverages, Natasha Anderson -SVG Tourism Authority, Debalani Cruickshank -SVG Chamber of Industry and Commerce, and Arlette Miller- International Airport Development Company.



2010

May 4-6, Caribbean and Tourism Investment Conference (CHTIC) Puerto Rico

May 9-12, Annual Caribbean Conference on Sustainable Tourism, Barbados

June 7-11, Caribbean Week, New York

June 25 –July 6, Vincy Carnival, St. Vincent
www.carnivalsvg.com/

September 9 – 11,, CHTA Small Hotel Retreat, Puerto Rico

September 9 – 12, CHTA Taste of the Caribbean, Puerto Rico

September 14-16, CTO UK Chapter Conference For Travel Agents "Courses for the Caribbean"

September 25, Caribbean Food, Rhythm & Rum, London, UK

October 30-31, Dive, Consumer Exhibition, Birmingham, UK

October 25-29, 17th Annual FCCA Cruise Conference & Trade Show, Dominican Republic

November – Tourism Week, SVG

November 8-11 World Travel Market, London, UK www.wtmlondon.com/

October 9-10 Adventures in Travel Expo, New York

November 17-20 DEMA Show, Las Vegas, NV

November 20, SVGHTA—Vincy Flavours, St. Vincent

2011

January 16-18, 2011 CHTA Caribbean Marketplace, Jamaica

March 14 - 17, 2011, Seatrade Cruise Shipping Convention 2011, Miami, FL

April 29-30 2011, re-DISCOVER the Caribbean Show , Barbados

May 10-12, 2011, Caribbean Hotel & Tourism Investment Conference (CHTIC)

June 10-13 2011, BMEX Trade Show, Barbados

November 2-5, 2011 DEMA Show, Orlando, Florida

Vincy Mas 2010 Programme of Activities

Official Launching	Saturday May 8 th
Miss SVG	Saturday May 29 th
Fantastic Friday	Friday June 18 th
Ragga Soca	Friday June 25 th
Junior Carnival	Saturday June 26 th
Junior Pan Fest	Sunday June 27 th
Junior Calypso/Soca	Tuesday June 29 th
Panorama	Thursday July 1 st
Miss Carnival	Friday July 2 nd
Soca Monarch	Saturday July 3 rd
Dimanche Gras	Sunday July 4 th
J'Ouvert	Monday July 5 th
Evening Street Party	Monday July 5 th
Mardi Gras	Tuesday July 6 th

RECIPE CORNER



Breadfruit Cheese soufflé

Ingredients:

- 1/2 medium breadfruit
- 2 Eggs
- 1/4 cup milk
- 1 tsp salt
- 2 tbsp minced celery
- 3/4 cup grated cheese
- 1 tsp lime

1. Wash, and cut breadfruit into large peg-like pieces. Steam-boil in 2 cups water
2. Peel, cut away spongy part and pass through a ricer or crush with a fork. Mix with milk and grated cheese.
3. Separate the yolks from the egg whites and beat each separately till light. Grease the dish. Heat over tot 350° F.
4. Stir the salt and seasonings into the beaten yolk, then fold into the breadfruit. Next fold in the egg white and put into the greased dish.
5. Bake until brown, about 20 minutes.



The re-purposed www.svg-hotels.com

Financing for the SVG Hotel & Tourism Association's re-purposed website was sourced from the ICT Development Program, Special Framework of Assistance 2005, which is a project funded by the European Union and the Government of St. Vincent and the Grenadines. The new site, which cost more than EC\$200,000. was designed by Trinidad and Tobago communications firm Lonsdale Satchi and Satchi, with a sub contract going to Jamaica based Panmedia Inc.

Features of this website include social networking capabilities, online publication of Ins & Outs of SVG, SVGHTA's weekly What's On activities, membership information, job vacancies, special offers, events pages, tourism visitors' statistics and Google maps.

The launch of the website was held at Sunset Shores Hotel's Conference Room, Villa. The ceremony chaired by Ms Vera- Anne Breton began with a prayer by Mr. Fitzroy Glasgow . Remarks were conveyed by the Hon. Glen Beache, Minister of Tourism, Mrs. Bianca Porter, President of the SVGHTA, and Mrs Charmane Tappin John, Project Coordinator, ICT Development Programme SFA 2005. Dr. Jerrol Thompson, Minister of Telecommunications, Science, Technology and Industry delivered the feature address. It was the responsibility of Mrs. Dawn W. Smith, Executive Director to express appreciation to all who attended the activity and supported the project in anyway.

In her remarks, President of the SVGHTA Mrs. Bianca Porter indicated that the previous website had outlived the changing times thus the new site offers more to the association's members and visitors alike.

Charmaine Tappin-John, ICT Development Program Coordinator, was also pleased with the almost one year of work. She pointed out that all objectives for the re-purposed site were achieved; these included:

- Review and assessment of current websites of members
- Provide training for staff and members on key issues of procurement of services, hardware and software for website development, hosting and maintenance.
- Training of staff in basic website maintenance and in particular content management

Feature speaker Dr. Jerrol Thompson, the Minister of Telecommunications, lauded the SVGHTA for the new-look site which he said will boost this country's tourism sector. He encouraged the stakeholders to further promote their properties by using the site in order to get the most out of the industry.

The Directors and Members of the SVGHTA are very pleased with the outcome of the project and would like to express sincere gratitude to the following for their and contribution to this project's outcome - Mrs Charmane Tappin-John, Ms Jneil Samuel and staff of ICT Development Programme SFA 2005, Dr. Jerrol Thompson, Mr. Recardo Frederick, Mrs Kim Halbach, Marc Erdrich, Mr Fitzroy Glasgow, Mrs Bianca Porter, Ms Vera – Ann Brereton, Ms Jacqui English, Mr Ken Atalle and staff of Lonsdale Saatchi & Saatchi Advertising Ltd and Mr Knolly Moses and staff of Panmedia Ltd , staff of the SVGHTA office especially Ms Francelia Marksman, European Union and the Government of St. Vincent and the Grenadines, through its ICT SFA 2005 programme.



www.svg-hotels.com



Visit us on the Web!
www.svg-hotels.com

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The St Vincent and the Grenadines Hotel and Tourism Association (SVGHTA) was established in 1968 to promote closer fellowship with members throughout this country as a way to foster good relations between businesses within the tourism sector.

The SVGHTA is a non-profit organisation registered under the Companies Act and seeks to enable good working relationships with the Government and other strategic partners.

The Association is a member of the regional Caribbean Hotel and Tourism Association (CHTA). It is governed by an Executive Committee consisting of a President, Vice President and six Directors.

The SVGHTA promotes co-operation, understanding and closer association amongst providers of accommodation and allied services. Benefits include training and human resource development at minimal cost, co-op advertising, constant updates on local and international trends within the industry, opportunities for networking with organisations and agencies promoting the development of the industry, networking with other properties and travel agencies, marketing and promotional activities, advocacy, listing on the Association's website, membership in the Caribbean Hotel and Tourism Association (CHTA) and group medical insurance.

The main focus of the Association is Training and Human Resource Development, Advocacy, Product Development, and Marketing and Promotion.



Breadfruit Recipes
 of
 Saint Vincent and the Grenadines



Copies of the Breadfruit Recipes of SVG available at:

R&M Adams Book Centre, Cruise Ship Terminal

Gaymes Book Centre, Kingstown

Ross' Bookshop, Kingstown

Reliance Stationery, Kingstown

Nightingale Book Shop, Kingstown

Clifton Beach Hotel, Union Island

Airport Restaurant, Arnos Vale

SVG Hotel & Tourism Association, Arnos Vale

Bequia Tourism Association, Port Elizabeth

Cloister Bookstore Ltd, Barbados

Natmed Ltd, St. Lucia

Contact T: 784 458-4379 . E: svg-hotels@vincysurf.com