

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement

Pursuant to the Foreign Agents Registration Act of 1938, as amended

For Six Month Period Ending December 31, 2015

(Insert date)

I - REGISTRANT

- 1. (a) Name of Registrant (b) Registration No.

Caribbean Tourism Organization USA Inc 991

- (c) Business Address(es) of Registrant

80 Broad Street, Suite 3200
New York, NY 10004

- 2. Has there been a change in the information previously furnished in connection with the following?

- (a) If an individual:

- (1) Residence address(es) Yes No
- (2) Citizenship Yes No
- (3) Occupation Yes No

- (b) If an organization:

- (1) Name Yes No
- (2) Ownership or control Yes No
- (3) Branch offices Yes No

- (c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

- 3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes No

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes No

If no, list names of persons who have not filed the required statement.

N/A

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes No
If yes, furnish the following information:

Foreign Principal	Date of Termination
Guadeloupe	December 3, 2015
Bermuda	January 1, 2015

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes No
If yes, furnish the following information:

Name and Address of Foreign Principal(s)	Date Acquired
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9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Anguilla, Antigua and Barbuda, Bahamas, Barbados, Belize, Bonaire, British Virgin Islands, Cayman Islands, Cuba, Curacao, Dominica, Grenada, Guyana, Haiti, Jamaica, Martinique, Montserrat, Puerto Rico, Saint Lucia, St. Eustatius, St. Kitts and Nevis, St. Maarten, St. Martin, St. Vincent & the Grenadines, Trinidad and Tobago, Turks & Caicos islands, United Virgin Islandd and Venezuela

Note: The Caribbean Tourism Organization USA Inc. is the principal and the countries are the members of the Caribbean Tourism Organization

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes No

Exhibit B⁴ Yes No

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, identify each foreign principal and describe in full detail your activities and services:

Promotion of Tourist Travel to the Caribbean region by means of Public Release, Caribbean Activity chart/Map and Public Relations on the joint interest of the Foreign Government islands and the USVI and Puerto Rico, as well as Allied Members engaged in operations of hotels in the Caribbean covering centralized general activities for the Government islands which are members of the registrant.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes No

If yes, describe fully.

⁵ "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If no, explain why:

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
See schedule A showing monies received			\$730,912.00

\$730,912.00

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, have you filed an Exhibit D⁸ to your registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes No

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
See Schedule B showing monies disbursed			\$695,531.00

\$695,531.00

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes No

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
 Yes No

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes No

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Caribbean Tourism Organization USA Inc

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

\$588,750 received from our member countries as shown on Schedule A for July to December 31, 2015

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts Magazine or newspaper Motion picture films Letters or telegrams
 Advertising campaigns Press releases Pamphlets or other publications Lectures or speeches
 Other (specify) Chart of Activities/Map

Electronic Communications

Email

Website URL(s): onecaribbean.org

Social media websites URL(s): _____

Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public officials Newspapers Libraries
 Legislators Editors Educational institutions
 Government agencies Civic groups or associations Nationality groups
 Other (specify) N/A

21. What language was used in the informational materials:

English

Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes

No

12. The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

3/14/16

Glaucio Brando

SILVA BROWN BRANDE

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

SHORT-FORM REGISTRATION INFORMATION SHEET

The Department records list active short-form registration statements for the following persons filed on the date indicated by each name. If a person is not currently functioning in the same capacity directly on behalf of the foreign principal, please indicate the date of termination in Item 5 of the supplemental statement.

Short Form List for Registrant: Caribbean Tourism Organization, USA Inc.

<u>Last Name</u>	<u>First Name</u>	<u>Registration Date</u>
Bramble	Sylma Brown	03/27/2012
Riley	Clyde Hugh	12/10/2002

CARIBBEAN TOURISM ORGANIZATION USA Inc.	
SCHEDULE A	
Government	
USVI	115,750.00
HO (Barbados)	473,000.00
SPONSORSHIP (AMEX)	8,650.00
CARIBBEAN WEEK INCOME	49,438.00
LEADERSHIP STRATEGY CONF(SOTIC)	84,073.00
TRADE SHOW	0.00
INTEREST INCOME	0.72
OTHER INCOME	0.00
TOTAL	
TOTAL RECEIVED	730,911.72

CARIBBEAN TOURISM ORGANIZATION USA Inc.		
SCHEDULE B		
DISBURSEMENTS	\$	
SALARIES AND WAGES	288,494	x
PAYROLL TAXES	21,153	x
EMPLOYEE PENSION	26,156	x
EMPLOYEE MEDICAL INSURANCE	37,623	x
EQUIPMENT RENTAL/MAINTENANCE	5,979	x
WEB HOSTING & MAINTENANCE	9,962	x
INTERNET SERVICE	9,963	x
OFFICE RENT	51,779	x
OFFICE SUPPLIES	9,766	x
POSTAGE/SHIPPING/MESSENGER	1,695	x
CONSULTANT EXPENSE	0	
TRAVEL EXPENSE	4,387	x
CHAPTER EXPENSES	0	
FOOD & BEVERAGE COSTS	5,235	x
SUSTAINABLE TOURISM CONFERENCE	0	
CTC CONFERENCE	51,325	x
IT MAINTENANCE & SERVICE	23,753	x
Maintenance General	4,897	x
TRADE SHOW EXPENSES	29,586	x
ROADSHOW EXPENSES	0	
ADVERTISING EXPENSE	3,117	x
MARKETING EXPENSE	0	
TELEPHONE & FAX	14,008	x
LEGAL FEES	7,965	x
REGISTRATION FEE -FARA	0	x
PUBLIC RELATIONS	0	x
INSURANCES/LICENSES	16,112	x
BANK/CREDIT CARDS SERVICE CHARGE	1,100	x
SUBSCRIPTIONS & ADVERTISING	480	x
MISCELLANEOUS	3,186	x
ENTERTAINMENT	946	x
INTERN Stipend	866	x
BOARD & OTHER MEETINGS	331	x
CARIBBEAN WEEK EXPENSES	65,667	x
PENSION & ADMIN COST	0	x
AUDIT & ACCCOUNTING	0	x
TOTAL DISBURSEMENTS BY CTO USA Inc	695,531	
TAX	0	
TOTAL DISBURSEMENTS	695,531	

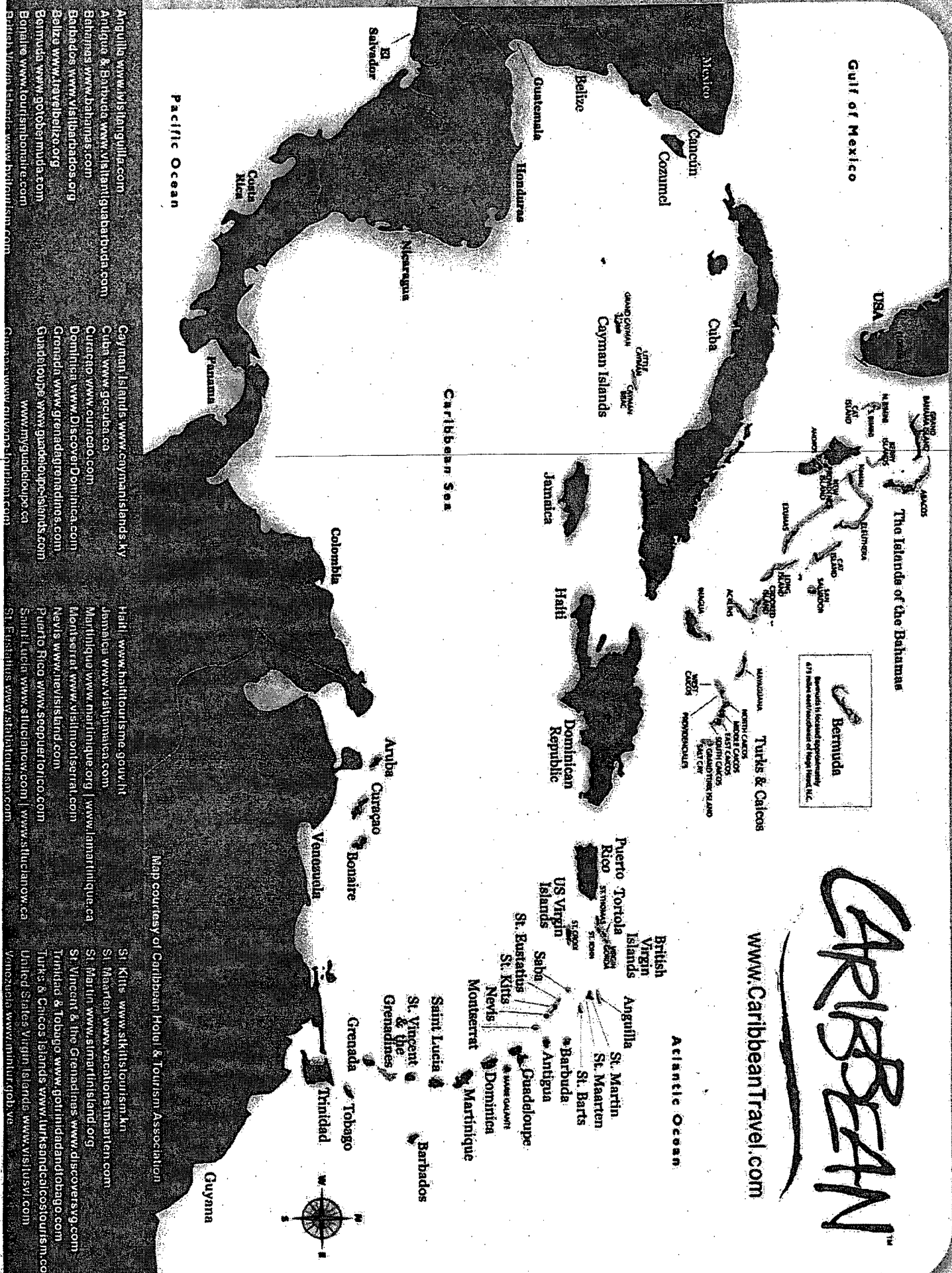


CTO MEMBER COUNTRIES

Anguilla	Haiti
Antigua and Barbuda	Jamaica
Bahamas	Martinique
Barbados	Montserrat
Belize	Puerto Rico
Bonaire	Saint Lucia
British Virgin Islands	St. Eustatius
Cayman Islands	St. Kitts and Nevis
Cuba	St. Maarten
Curaçao	St. Martin
Dominica	St. Vincent & the Grenadines
Grenada	Trinidad and Tobago
Guyana	Turks and Caicos Islands
	United States Virgin Islands
	Venezuela

To learn more about our members visit: www.OneCaribbean.org

Life Needs The Caribbean



The Islands of the Bahamas



www.CaribbeanTravel.com

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- Barbados www.visitbarbados.org
- Belize www.travelbelizo.org
- Bermuda www.gotbermuda.com
- Bonaire www.tourismbonaire.com
- British Virgin Islands www.bvian.com
- Cayman Islands www.caymanislands.ky
- Cuba www.gcuba.co
- Curacao www.curacao.com
- Dominica www.DiscoverDominica.com
- Grenada www.grenadagrenadines.com
- Guadeloupe www.guadeloupe-islands.com
- Haiti www.haititourisme.gov.ht
- Jamaica www.visitjamaica.com
- Martinique www.martinique.org | www.lamartinique.ca
- Montserrat www.visitmontserrat.com
- Nevis www.nevisisland.com
- Puerto Rico www.seppuertorico.com
- Saint Kitts www.skitits.com
- St. Maarten www.vacationstmaarten.com
- St. Martin www.stmartinisleland.org
- St. Vincent & the Grenadines www.discoversvg.com
- Trinidad & Tobago www.gottrinidadandtobago.com
- Turks & Caicos Islands www.turksandcaicos.com
- United States Virgin Islands www.visitusvi.com
- Venezuela www.visitvenezuela.com

Map courtesy of Caribbean Hotel & Tourism Association



CARIBBEAN ACTIVITY CHART

	Biking	Bird Watching	Body Surfing	Camping	Carnival/Festival	Casinos	Cave Exploration	Deep Sea Fishing	Duty Free Shopping	Golf	Hiking	Helicopter Tours	Historical/Heritage Tours	Horseback Riding	Kayaking	Music Festival	Nightlife	Parasailing	Pleasure Boat Tours	Rainforest Tours	River Rafting	Rock Climbing	Sailing	Scuba Diving	Snorkeling	Spas and Wellness	Submarine Tours	Tennis/Squash	Tubing	Turtle Watching	Volcano Excursions	Waterskiing	Weddings/Honeymoons	Whale/Dolphin Watching	Windsurfing/Kitesurfing	Zip-line/Treetop Touring	
ANGUILLA	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
ANTIGUA & BARBUDA	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
THE ISLANDS OF THE BAHAMAS	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
BARBADOS	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
BELIZE	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
BERMUDA	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
BONAIRE	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
BRITISH VIRGIN ISLANDS	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
CAYMAN ISLANDS	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
CUBA	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
CURAÇAO	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
DOMINICA	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GRENADA	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GUADELOUPE	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
GUYANA	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
HAITI	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
JAMAICA	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
MARTINIQUE	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
MONTSERAT	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
NEVIS	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PUERTO RICO	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
SAINT LUCIA	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
ST. EUSTATIUS	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
ST. KITTS	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
ST. MAARTEN/ST. MARTIN	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
ST. VINCENT & THE GRENADINES	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
TRINIDAD & TOBAGO	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
TURKS & CAICOS	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
U.S. VIRGIN ISLANDS	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
VENEZUELA	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

The information contained in the Chart above is subject to change without notice.



FOR IMMEDIATE RELEASE

MEDIA CONTACT:
Johnson JohnRose – CTO
Tel: (246) 427-5242
Email: jjohnrose@caribtourism.com

**REGIONAL TOURISM DEVELOPMENT AGENCY SEEKS TO INJECT FRESH THINKING
INTO CARIBBEAN TOURISM PRODUCT**

*~ The Caribbean Tourism Organization has organized workshop on best practices in tourism product
development with emphasis on the Singapore model ~*



Christopher Khoo

BRIDGETOWN, Barbados, 1 July, 2015 – The region’s tourism development agency is seeking to stimulate new ideas and fresh thinking aimed at re-inventing the Caribbean tourism product. The Caribbean Tourism Organization (CTO) has organized a regional four-day workshop to, among other objectives, provide opportunities for participants to maximize their knowledge through learning about international/global best practices in tourism product development.

“The overall quality of the visitor experience is influenced by the diversity and quality of tourism products and services being offered by the destination. The Caribbean’s tourism market share and overall competitiveness is gradually being eroded as the perception is that the region’s tourism product is jaded and needs an injection of investment to introduce new products and services, and re-fresh existing products that can excite today’s customer,” said Bonita Morgan, the CTO’s director of resource mobilization and development.

Using Singapore's model for tourism product development as the case study, the workshop will focus on key principles, including the tourism experience and the role of planning in tourism; fundamentals and principles of tourism product development and the tourism destination and its products.

Dubbed, **Developing Viable and Sustainable Tourism Products: The Singapore Model**, the workshop will be facilitated by Christopher Khoo, the senior tourism consultant at International Business Dynamics (iBusiness), a training and consultancy firm that specializes in trade and economic development, investment promotion and tourism development.

The four day workshop is being organized in partnership with the Barbados Hotel & Tourism Association and will be held from 13-16 July at the Radisson Aquatica Resort in Barbados. It will be followed by a half-day tourism forum on The Singapore Tourism Experience on Friday 17 July, at which participants will be introduced to best practices in the South-East Asian island city-state.

"Singapore offers one of the best business environments in the world and is fast emerging as a choice destination for the development of iconic tourist attractions. It also offers a dynamic tourism landscape and is constantly evolving to stay compelling and remain relevant as a tourist destination," said Ms. Morgan. "This forum offers an ideal occasion for sharing, learning and discussion among all tourism industry stakeholders."

This forum will examine six main areas relating to Singapore's strategic approach to tourism. These include planning and development, product development, partnerships, investment and financing, marketing and education and training.

The programme also includes informative and thought-provoking discussions from a panel of tourism experts, led by the CTO's secretary general, Hugh Riley.

For programme details and registration information, please visit www.onecaribbean.org.

- ENDS -

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JETBLUE CEO TO KEYNOTE CTO STATE OF THE INDUSTRY CONFERENCE

~ Robin Hayes to focus on growth through innovation at the 21 – 23 October event in Curaçao ~



(BRIDGETOWN, Barbados) 5 August 2015 – The head of one of the world’s most acclaimed airlines will keynote the region’s most valued tourism gathering. The president and chief executive officer of JetBlue Airways, Robin Hayes, will address the Caribbean Tourism Organization (CTO)’s State of the Industry Conference (SOTIC), which takes place from 21 -23 October in Curaçao.

Mr. Hayes joins an impressive list of top industry executives, including Willie Walsh of International Airlines Group (IAG), one of the world’s largest airline groups; Keith Williams of British Airways and Alex Zozaya of Apple Leisure Group, who have keynoted this important conference.

“As chief executive of a leading airline between the United States and the Caribbean, I look forward to joining the Caribbean Tourism Organization in Curaçao this October to discuss all the exciting developments in this vibrant part of our network,” said Mr. Hayes, who joined JetBlue

in 2008 and served as the company's executive vice president and chief commercial officer until his appointment as president of the airline in January 2014. He became JetBlue's third CEO in February 2015.

"Aviation is the lifeblood of Caribbean tourism and we are delighted to be part of the community in 30 destinations across the region," he added.

Prior to joining JetBlue, Mr. Hayes was executive vice president for The Americas for British Airways. He spent 19 years with BA in various capacities, including area general manager for Europe, Latin America and the Caribbean.

"Our members will be pleased to welcome Robin Hayes as our keynoter for this valuable conference. His insights will add an interesting and exciting dimension to the event and will help to illustrate how partnership and innovative thinking can produce steady, sustainable growth within our industry," said Hugh Riley, the CTO's secretary general.

The CTO State of the Industry Conference is the pre-eminent tourism gathering in the region. It brings together tourism decision-makers, including ministers, commissioners and directors of tourism, hotel and airline executives, travel agents, students, the media and persons directly and indirectly involved in tourism. It is preceded by CTO business meetings, including meetings of the board of directors and the Council of Ministers and Commissioners of Tourism.

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For more information on SOTIC, including how you can register, participate and benefit, visit www.onecaribbean.org. For a personal welcome by Curaçao's Minister of Economic Development Stanley Palm, please click on the following link: <http://bit.ly/1K1V2Xg>.

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**STATEMENT BY THE CARIBBEAN TOURISM ORGANIZATION ON
THE INFLUX OF SARGASSUM SEAWEED**

BRIDGETOWN, Barbados, Tues 11 Aug 2015 - The seasonal influx of Sargassum seaweed on Caribbean beaches has got the attention of the Caribbean Tourism Organization (CTO) and tourism policymakers and practitioners across the region.

Sargassum is a natural occurrence believed to originate in the Sargasso Sea, a two million-square-mile body of warm water in the north Atlantic near Bermuda, although some scientists believe the current influx was brought into the Eastern Caribbean through the North Brazil Current and because it thrives in warm, nutrient-rich water, the Sargassum simply spreads throughout the region

It is an unwelcome visitor which can be uncomfortable and which takes away from the beach experience for our guests.

The CTO and our Caribbean partners are treating this matter seriously and with urgency. We have engaged a number of regional and international institutions in our attempts at finding solutions, among them, universities.

A number of theories have been advanced as to the cause of the latest influx, and myriad suggestions put forward for tackling the issue. We will be participating in a symposium being led by the University of the West Indies (UWI) next Monday, August 17th "to crystallize these myriad ideas and theories into workable solutions that can be implemented immediately to address our situation." We are optimistic that meaningful solutions will emerge.

Among our CTO member-countries the issue differs significantly from one set of circumstances to another, as does the level of the incursion. Even in destinations which are at risk, not all beaches have been affected; in some cases it's just on the windward coast and not the leeward.

But many seem to agree that what's needed is a deeper understanding of how to tackle the issue collaboratively, with key stakeholders, public- and private-sector, contributing to the discussion. This is what the CTO is encouraging; this is what we are involved

The Caribbean has countless attributes which makes our region a most desirable holiday destination. Our history, culture, cuisine, music, hiking, diving, bird-watching, festivals, etc, all make for unforgettable experiences. However, for most of our members, the beach is an integral part of this experience, the pristine nature of which we are proud. We are aware that the influx of sargassum can impact this aspect of our product and we will be at the centre of efforts to find a regional solution.

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**FORMER MISS BARBADOS WORLD CONFIRMED FOR REGION'S PREMIER
TOURISM CONFERENCE**

*~ Leah Marville to present on entertainment tourism at 21 – 23 October State of the Industry Conference
at World Trade Center in Curaçao ~*



(BRIDGETOWN, Barbados) 28 August 2015 – Professional model, television host and former Miss Barbados World Leah Marville has been confirmed as a presenter for the Caribbean Tourism Organization (CTO)'s State of the Industry Conference (SOTIC) in Curaçao from 21 – 23 October 2015.

Marville, whose company My Destination Weekend organizes weekend experiences in the Caribbean “so travellers can experience everything in the destination”, will present on entertainment tourism and how the Caribbean can derive greater benefit from hosting entertainment events.

“We have been practicing entertainment tourism but we haven't developed it as a sector as we should. In the last two to three years social media has significantly impacted what we do and when we come to understand what the generations want from an entertainment vacations we will

start to create experiences around social media. We will have certain things around our events that will start to create virality,” Marville said.

“People want local experiences and want to connect with cultures. People are looking to document each and every step of the way to show what they are doing and that makes other people want to buy in to the experience, and they can go back home and talk about. Entertainment tourism is about content creation, using our individual cultural experiences to develop wider entertainment experiences for people to enjoy, which is what the new age traveller is looking for,” she added.

Marville, who was crowned Miss Barbados World in 2009, has modelled professionally for South Africa’s Base Model Management, German model agency East West Models and RED model management in New York. She has appeared in several magazine publications, including Cosmopolitan Elle and Marie Claire, and was named the Sexiest Woman Alive by Global Beauties in 2009. She also is a former host on Splash, a Caribbean lifestyle series on Black Entertainment Television (BET)’s sister network Centrick.

Marville will be part of a panel entitled, **Business Opportunities: Teach Me to Niche** on Friday 23 October.

The keynoter for the conference is JetBlue Airways CEO Robin Hayes.

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WHAT HAPPENS IN VEGAS COMES TO SOTIC

~ Las Vegas Convention and Visitors Authority executive to share success stories at CTO State of the Industry Conference in Curaçao ~



(BRIDGETOWN, Barbados) 31 August 2015 – The key to Las Vegas' continued success as a tourist destination and how its success is achieved will be shared at the Caribbean Tourism Organization's State of the Industry Conference (SOTIC) in Curaçao in October.

While Las Vegas is synonymous with casino gambling, Caroline Coyle, the vice president of brand strategy at the Las Vegas Convention and Visitors Authority (LVCVA) has said that the over 41 million people who visited the city last year went for a lot more than gambling, including shopping and entertainment. She will present on the topic, **Get Personal – Engagement Marketing For Better Business** at SOTIC, which will be held from 21 – 23 October at the World Trade Center in Willemstad.

“The key to our success is understanding and recognizing the diversity of the guest who comes here,” Coyle said.

Among its most successful campaigns is **What Happens Here Stays Here**, now in its 12th year. It is based on personalizing the experience for visitors, she said, adding that destinations like those in the Caribbean have much to gain by undertaking personalized marketing campaigns.

“People have choices, and people like to be invited to places. They want to understand what is in it for them, what will make it special for them. And in today’s age it allows them to share with their families, with their friends, with their co-workers.”

Coyle will share details of the LVCVA’s approach to engagement marketing, including research on millennials, and how the campaigns have performed.

“We are so excited to speak at your conference. It’s very special for us. It’s really important for us to engage and live up to our brand. We are really, really excited to share our story with everybody at the conference. Delegates can look forward to lots of good content, showing how Las Vegas does it and maybe it will strike a chord with them and maybe a spark will occur and they can go home and create something magical for that works for their destinations,” the marketing executive said.

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**GAY AND LESBIAN TRAVEL TO BE DISCUSSED AT REGION'S LEADING
TOURISM CONFERENCE & NETWORKING EVENT**

*~ Presentation on why the LGBT market is lucrative is part of a general session on niche markets at CTO
State of the Industry Conference from 21-23 October in Curaçao ~*



(BRIDGETOWN, (Barbados) 1 Sept. 2015 – Some Caribbean destinations are being encouraged to go after the lesbian, gay, bisexual and transgender (LGBT) market while others are being advised to first determine if it is among their top three priority niches before allocating funds for outreach programmes to this community.

David Paisley, the senior research director at Community Marketing and Insights, a San Francisco, California- based market research firm that specializes in outreach to the LGBT community and which works with tourism bureaus to reach out to that community, has said that while gay and lesbian travel is lucrative, not all destinations are attracted to it.

“For some destinations the gay and lesbian market makes a lot of sense, for others it does not. I look at the Caribbean on a whole, I think some destinations probably should be going after the LGBT market, other destinations probably need a sitter. Is this a sort of market that falls into your top three niches or not? That doesn’t mean you are an LGBT unfriendly place. It means your

budget is limited and you need to go after other niches," said Paisley, who said that over 100 tourism bureaus have outreach programmes to gay and lesbian travellers.

Paisley will present on the subject at the Caribbean Tourism Organization (CTO)'s State of the Industry Conference (SOTIC) in Curacao next month. He will be part of a panel entitled, **Business Opportunities: Teach Me to Niche**, which will also explore entertainment tourism and the millennial market.

"Gay and lesbian travel can be a real economic boom for some places and some destinations recognize that and are going after that market," added Paisley.

He explained that this niche travels and spends more than their mainstream counterparts, particularly on hotels, restaurants and shopping. His presentation will focus on the numbers, as well as strategies that have worked for destinations that reach out to this market.

"What I want to emphasize is some of the statistics around the LGBT community and why it is a lucrative market, and try to get people to better understand why is it there are over 100 tourism bureaus that are actively outreaching to the LGBT community today. I want to break some of the myths. Gays and lesbians are like everyone else out there, we are travelling to a place because we want to have comfort, we want to have fun, we want to have a good time, we want to get out of work and our regular lives. And the basic motivations for why we travel are exactly the same as everyone else. And I want to talk about some of the outreach strategies that have been successful for other destinations."

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CARIBBEAN TOURISM ORGANIZATION ANNOUNCES CTO RELIEF FUND TO ASSIST DOMINICA FOLLOWING DISASTROUS FLOOD

BRIDGETOWN, Barbados (Sept 9, 2015) –The Caribbean Tourism Organization (CTO) is seeking donations for its CTO Relief Fund to provide monetary assistance to the people of Dominica following the passage of Tropical Storm Erika, which dumped 12 inches of rain on the island on Thursday August 27, causing extensive flooding which killed over 30 people and caused over US\$200 million in damage.

Dominica is a member of the CTO whose Relief Fund provides support for member countries impacted by natural disasters. The CTO is enlisting the help of governments and individuals across the Region along with supporters from around the world, to mobilize and encourage assistance for the Government and People of Dominica. The CTO is using all of its offices to facilitate the process.

“The time to help Dominica is now. In other times of need, the Caribbean as a Region has generously come together to provide assistance to those devastated by natural disasters, and we are confident that this spirit of generosity will be evident once again,” said Hugh Riley, Secretary General of the CTO. Cheques payable to Caribbean Tourism Organization Relief can be mailed to the London office at 22 The Quadrant, Richmond, Surrey, TW9 1BP, UK, or to the Barbados office at Ground Floor, Baobab Tower, Warrens, St. Michael, Barbados, BB22026, payable to Caribbean Tourism Organization. In the US, cheques payable to the CTO Relief Fund may be mailed to 80 Broad Street, 33rd Floor, New York, NY 10004. Contributions to the CTO Relief Fund in the US are not tax deductible.

Persons wishing to make electronic transfers can please contact the Barbados, UK or US offices to acquire banking details.

The CTO is also working with a civic group in the US, the Association of Dominicans in the Northeast, (www.adne-us.org) a registered charity based in New Jersey, to mobilize Dominicans, collect relief items and raise funds for the effort. The group is hosting a number of events, the entire proceeds of which will go to the relief effort.

The CTO Relief Fund has been utilized to assist member countries on several occasions in the past, including Haiti after the 2010 earthquake and Grenada following Hurricane Ivan in 2004.

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CTO UK MEDIA EVENT RAISES FUNDS FOR DOMINICA

*~ Meet the Media event raised over £400 all of which to go towards post
Tropical Storm Erika recovery efforts ~*

(LONDON, UK) 16 Sept 2015 – The Caribbean Tourism Organization (CTO) hosted its Meet the Media members' event on Tuesday 15 September in Central London. This event was attended by over 30 travel media professionals and about 25 CTO UK Chapter members.

The evening allowed members to discuss and update the media on their products and the latest developments within their destinations. Attendees included a wide range of high-calibre media, ranging from national newspaper travel and feature correspondents and editors, glossy magazine writers, newspaper supplements and online editors to key freelancers and influential travel and lifestyle bloggers. Also in attendance were representatives from the Morant Bay Distillery, who kindly supplied a sample of their rum and chocolates to the attendees.

The Morant Bay Rum is made from Jamaican molasses sourced from an estate in Jamaica. The rum is produced using temperature-controlled conditions at a site in the United Kingdom, replicating the climate of Jamaica for rum production, distilling, and ageing with the bottling process, according to the company.

During last evening's event, a business card prize draw was held, with prizes supplied by the CTO's members. In addition, a special charity raffle was conducted to raise relief funds for Dominica which suffered over EC\$600m in damage from Tropical Storm Erika. Attending media had the opportunity to enter the by donating a minimum of £10 each to win a selection of prizes.

Peter Ellegard, a freelance writer, was the lucky winner of a pair of British Airways World Traveller Plus tickets to Tobago; four nights all-inclusive stay for two people at Le Grand Courlan Spa Resort & three-nights at The Grafton Beach Resort Tobago, courtesy of British Airways and Sunrise Marketing.

Majorie Yeu of the Sunday Mirror was also rewarded but with a five nights stay for two courtesy of PSA Marketing and the Trinidad and Tobago Tourist Office. The raffle raised over £400 and all proceeds will be donated directly to Dominica.

Carol Hay, the CTO's director of marketing for the UK and Europe stated: "We are always keen to support our member countries, in any way we can and we are very appreciative of the support offered by our media and trade partners at our 'Meet the Media' event".

- ENDS -

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EXPANDED PROGRAMME FOR CARIBBEAN WEEK CANADA IN NOVEMBER

~ Activities in Burlington and London, Ontario added to the 15 to 19 November event ~

BRIDGETOWN, Barbados, 16 Sept, 2015 – The region's tourism development agency has announced an expanded programme for Caribbean Week Canada which runs from 15 to 19 November 2015.

For the first time ever the Caribbean Tourism Organization (CTO), its member countries and partners will take the Caribbean message to travel agents in new markets in Ontario by visiting Burlington and London. Another first will be a church service to launch the week.

Also of interest this year is an industry luncheon where attendees will network with industry executives. Principal Research Associate of the Conference Board of Canada Jennifer Hendry will speak at this event on trends in the industry, with particular reference to the Caribbean.

"We have been working closely with our national tourist offices in Canada in planning for this year's Caribbean Week and they have been very enthusiastically involved in developing the programme. Based on their input we have decided to add Burlington and London, Ontario to the schedule and to begin the week with a church service," said Sylma Brown, head of the CTO's New York office which oversees the Canadian market.

"In both of these cities Caribbean government representatives and private sector suppliers will update travel agents on the variety of experiences and new developments that are available in their destinations and how these travel agents can drive business to the region," Ms. Brown said. The Caribbean Week Canada programme is as follows:

Church Service and Diaspora Engagement

Sunday 15 November (Toronto) – Time & venue to be determined

The Week begins with fellowship where Caribbean nationals and friends will be in attendance at a church service. A message from the CTO chairman will be read.

Industry Luncheon

Monday 16 November (Toronto) – 12:30pm to 2:30pm

Networking with the Industry's Who's Who. Jennifer Hendry, Principal Research Associate of the Conference Board of Canada will speak about trends in the industry with particular reference to the Caribbean.

Caribbean Diaspora Forum

Monday 16 November (Toronto) – 6:00pm to 8:30pm

City and provincial officials have been invited to present proclamations in recognition of Caribbean Week Canada.

Caribbean Press Briefing

Tuesday 17 November (Toronto) - 1:00am to 10:45am

Media in Canada's most populous city are brought up to date with developments in Caribbean tourism.

Caribbean Media Marketplace

Tuesday 17 November (Toronto) – 11:00am to 12:30pm

Ministers and Commissioners of Tourism and other tourism representatives will update the media about their destinations.

Caribbean Tourism Awards Luncheon

Journalists and travel agents are recognized for their excellent coverage of the Caribbean.

Exhibition and Travel Agent Educational Programme

Wednesday 18 November (Burlington) and Thursday 19 November (London) – 5:30pm to 8:30pm

Caribbean government representatives and private sector suppliers will update travel agents on the variety of experiences and new developments that are available in the destinations and how to make the sale to their clients.

For more information on how to participate in Caribbean Week Canada visit www.caribbeanweek.com or call the CTO's New York office at (212) 635-9530.

— ENDS —

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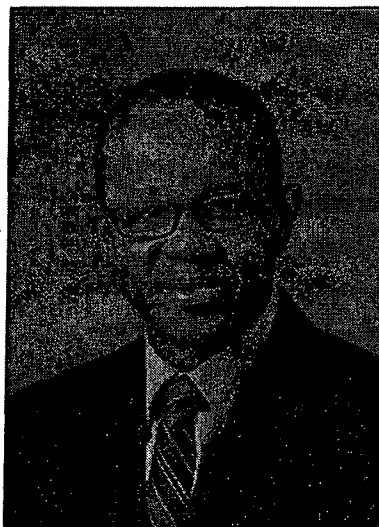
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**CTO SECRETARY GENERAL CALLS FOR ACTION TO FACILITATE TRAVEL TO
AND THROUGH THE CARIBBEAN**

*~ Hugh Riley made several recommendations in a speech at World Route Development Forum in
Durban, South Africa ~*



(BRIDGETOWN, Barbados) 29 Sept 2015 - Secretary General of the Caribbean Tourism Organization (CTO) Hugh Riley has urged regional authorities to institute an Open Skies policy and wherever possible to eliminate secondary screening at Caribbean airports.

Mr. Riley argues that while an Open Skies policy would allow regional carriers to take unlimited flights to all Caribbean Community (CARICOM) member states and encourage the growth of competition among carriers, while elimination of secondary screening would encourage greater demand for intra-regional travel.

He has also called for improved interline arrangements for a “vastly enhanced” baggage transfer and improved passenger experience.

In an address at the recent airline route development forum, World Routes 2015 in Durban, South Africa, Mr. Riley also made a plea for collaboration in a number of areas, including

intelligence sharing with the use of the Advance Passenger Information System (APIS), and security processing.

“Cooperation in these areas will encourage and facilitate greater investment by airlines into and across the Caribbean region. Better connectivity means greater economic benefits,” the secretary general said.

Citing the post-September 11 television campaign in the United States, **Life Needs the Caribbean**, and the 2007 Cricket World Cup as examples, Mr. Riley said the Caribbean has shown its ability to put effective regional strategies in place and can do the same to grow travel into and throughout the region.

“This type of cooperation and collaboration needs to be the standard practice in serving the region’s various tourism needs,” he said.

The secretary general added that it was important to finalize and implement the amended Multilateral Air Services Agreement; facilitate unlimited third, fourth, and fifth freedom of traffic rights for scheduled passenger services from and between international airports and sub-regions within CARICOM and establish a CARICOM Single Domestic Air Space to help generate additional international traveller demand which, in turn, will encourage airlines to establish routes to the region.

“Unnecessarily lengthy policy development and slow implementation processes hinder progress,” he stressed.

The World Route Development Forum attracts senior representatives from airlines, airports and tourism authorities who meet to plan and discuss new and existing global air services. It is organized by the aviation route development company, Routes.

CTO member countries Antigua and Barbuda, the Bahamas, Puerto Rico and the Turks and Caicos Islands attended this year’s event, with CTO supporting its members that were there as well as those that were not.

Mr. Riley’s attendance at the event was aimed at elevating the Caribbean brand; exploring opportunities for the Caribbean; presenting the prospects for expansion and improvement of connectivity within the Caribbean; and discussing challenges facing regional and global aviation and offering solutions. He also highlighted the work of the CTO Aviation Task Force as a facilitator within the Caribbean and beyond.

“I was pleased with the extremely high quality of the interactions we made in Durban and the level of interest there is in the Caribbean: interest in exploring the tourism potential between the Caribbean and Africa, as well as expanding into other non-traditional markets. I fully expect that contacts we made here will redound to the benefit of Caribbean tourism in general and CTO’s member-countries in particular,” the secretary general said.

-ends-

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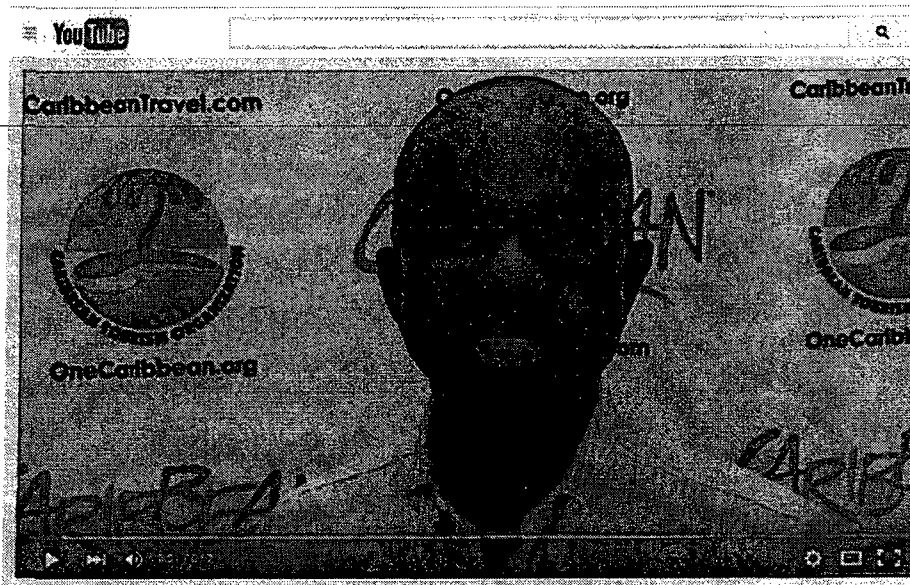
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**PANEL OF LEADERS ASSEMBLED FOR STATE OF THE INDUSTRY
CONFERENCE**

*~ Heads of government and captains of industry to discuss vision for tourism
at 21-23 October event in Curaçao ~*



(BRIDGETOWN, Barbados) 14 October – A panel comprising Caribbean leaders and captains of industry has been assembled for next week’s Caribbean Tourism Organization (CTO)’s State of the Industry Conference (SOTIC) where they will discuss the vision for tourism.

Premier Dr. Rufus Ewing of the Turks and Caicos Islands and the head of government of the Dutch Caribbean island of St. Eustatius Hon. Clyde Van Putten will be joined by CTO chairman Hon. Richard Sealy, Sandals chairman Gordon “Butch” Stewart, JetBlue CEO Robin Hayes, LIAT CEO David Evans, CTO secretary General Hugh Riley, CEO of the World Travel and Tourism Council (WTTC) David Scowsill and the president of the Caribbean Hotel and Tourism Association (CHTA) Emil Lee in the first-of-its-kind panel at the region’s premier tourism gathering. The discussion will be moderated by Anita Mendiratta, an author, special advisor to the secretary general of the United Nations tourism agency, the World Tourism Organization (UNWTO) and lead consultant of CNN International’s Tourism, Advertising, Solutions & Knowledge group.

“We have a responsibility as the CTO To insert innovation and to do something different at each of our conferences; so this is one of the additions to the State of the Industry Conference,” Mr. Riley said of the session.

“It is an opportunity for captains of industry and the leaders of our member countries to get together and talk about the importance of tourism to the economies of our Caribbean countries but also to look at all of the other assets that we have and to look at the notion of collaboration and sharing best practices,” he explained.

The session, Our Leaders Say, will follow the keynote address by Mr. Hayes on Thursday 22 October.

The CTO State of the Industry Conference is the pre-eminent tourism gathering in the region. It brings together tourism decision-makers, including ministers, commissioners and directors of tourism, hotel and airline executives, travel agents, students, the media and persons directly and indirectly involved in tourism. It is preceded by CTO business meetings, including meetings of the board of directors and the Council of Ministers and Commissioners of Tourism.

This year’s conference, which has as its theme, **Caribbean Tourism: Growth Through Innovation**, is organized in collaboration with Curaçao’s Ministry of Economic Development and the Curaçao Tourism Board, with support from the UNWTO and the WTTC. It will be held at the World Trade Center in Willemstad.

For more information on SOTIC, including how you can register, participate and benefit, visit www.onecaribbean.org. For a personal welcome by Curaçao’s Minister of Economic Development Stanley Palm, please click on the following link: <http://bit.ly/1K1V2Xg>.

- ENDS -

About Curaçao

Home to more than 35 captivating beaches, a diverse heritage spanning 55 different cultures, 'live and let live' attitude and unrivaled European architecture; Curaçao remains one of the most exceptional islands of the region. Its capital city, Willemstad – a UNESCO World Heritage site – with its iconic colorful Handelskade backdrop and roster of museums, monuments, flavorful restaurants and shopping, was selected in 2014 as one of USA Today’s 10 Best Caribbean Destinations. Curaçao’s natural beauty, pristine diving and snorkeling sites are a favorite with divers and adventure seekers, and its beaches and idyllic weather, situated on the outer fringes of the Hurricane Belt, has won it further accolade and recognition. To learn more about Curaçao please visit www.curaçao.com, call toll free 1.800.328.7222 or download our newest brochure at <http://curaçao.com/brochure>. Find us on Facebook: www.facebook.com/Curacaotb, Twitter: @CuracaoTravel or Instagram: CuracaoTB

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TOP CANADIAN TRAVEL RESEARCHER TO SPEAK AT LEADING INDUSTRY NETWORKING EVENT DURING CARIBBEAN WEEK CANADA

~ Senior research associate at the Canadian Tourism Research Institute Jennifer Hendry will present on trends in the industry, with particular reference to the Caribbean at the 16 November Industry Luncheon

BRIDGETOWN, Barbados, 30 Oct, 2015 – The factors influencing Canadians' travel plans for winter 2015-16 and the percentage of those who intend to travel to the Caribbean will be revealed when a senior Canadian travel researcher addresses regional tourism officials during Caribbean Week Canada next month.

Senior research associate at the Canadian Tourism Research Institute Jennifer Hendry will present on trends in the industry, with particular reference to the Caribbean, at a special luncheon on 16 November where attendees will network with industry executives.

Ms. Hendry conducts surveys of Canadians and their outbound travel intentions and motivations, and produces an annual five-year outbound travel forecast to more than 50 destinations. During her presentation she will demonstrate how economic conditions, the cost of travel and population demographics impact Canadians' travel decisions; compare travel intentions for 2015-16 to previous years, and demonstrate the impact lower trip intentions will have on the short-term travel forecast.

“The drop in oil prices has had far reaching effects on Canadian travellers. With the Canadian dollar in decline, and disposable income impacted in some parts of the country, many Canadians are finding that their trip intentions are being affected, or even cancelled altogether,” Ms. Hendry said.

Attendees at the industry luncheon can also expect detailed information on planned airline seat capacity to the region and the top Caribbean destinations for Canadians.

The event, a networking luncheon with the Industry's Who's Who, takes place on Monday 16 November from 12:30 PM to 2:30 PM at Rosewater, 19 Toronto Street, Toronto. It will be hosted by the Caribbean Tourism Organization (CTO)'s Secretary General and Chief Executive Officer Hugh Riley.

This year the CTO presents an expanded programme for Caribbean Week Canada, which includes first-time visits to Kitchener/Waterloo and Burlington, Ontario, where member countries and partners will take the Caribbean message to travel agents. Another first will be a church service to launch the week.

The programme also includes a Diaspora Forum on Monday 16 November and the tourism awards luncheon during which travel media and industry leaders will be recognized for their support of the Caribbean.

Caribbean Week Canada runs from 15 to 19 November and is being organized by the CTO's New York office with support from Caribbean national tourist offices in the marketplace.

For more information on how to participate in Caribbean Week Canada visit www.caribbeanweek.com or call the CTO's New York office at (212) 635-9530.

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**CARIBBEAN TOURISM MONTH 2015
SPECIAL MESSAGE BY
HON. RICHARD L. SEALY
CHAIRMAN, CARIBBEAN TOURISM ORGANIZATION
THEME: ONE SEA, ONE VOICE, ONE CARIBBEAN**

BRIDGETOWN, Barbados, 1 Nov 2015 - At the Caribbean Tourism Organization's State of the Industry Conference (SOTIC) last week we shared the encouraging news that the region continues to perform well, attracting visitors at a greater rate during the first half of the year than any other region in the world. During that period, the Caribbean outpaced the global average by 1.7 per cent and we were the only region to register growth of five per cent - our 5.8 per cent rise being nearly a full percentage point above Europe, the next best performing region.

While this is encouraging, we ought not to be complacent for varying reasons. We ought not to be satisfied because growth in the second quarter slowed somewhat to 4.9 per cent, compared to the six per cent growth experienced during the first quarter. We ought not to be satisfied because, despite outpacing the rest of the world, our share of the world market is approximately 2.8 per cent. We cannot be satisfied because there is still so much left to be done in the areas of product development, the facilitation of travel to and through the Caribbean, taxes, partnerships, and innovation in order to be competitive. We certainly cannot be satisfied until we become the world's most desirable year round, warm weather destination and until every citizen of the Caribbean is positioned to benefit from tourism.

During Caribbean Tourism Month, which we observe every November, we will have the opportunity to place even greater emphasis on these and other matters of concern to our industry. It's also an excellent time to introduce new ideas, methods and products, to insert innovative and revolutionary thinking and to generate fresh energy into the sector.

Throughout the month the CTO will undertake a social media marathon during which member countries will be profiled on the organization's social media platforms. It is an excellent, exciting and exceptional opportunity to be featured globally and to demonstrate to the world that the spirit of togetherness we talk so passionately about remains alive and vibrant in the Caribbean. It also helps to give meaning to the Caribbean Tourism Month theme, One Sea, One Voice, Once Caribbean.

I wish to encourage every CTO member country, every tourism organization and entity and everyone who is engaged either directly or indirectly in tourism to organize at least one activity during the month that will help focus attention on the industry. Be creative, be daring, be brave, be innovative.

The CTO will organize a number of activities, including the social media marathon to which I referred earlier. I also wish to announce a social media contest in which people are encouraged to

post photos of themselves in the Caribbean using the Caribbean Tourism Month hashtag #CTM2015. You will receive details from the CTO but I encourage everyone, both within and outside the Caribbean, to participate.

Let me take this opportunity to thank the sponsors, supporters and everyone who helps us celebrate Caribbean Tourism Month, One Sea, One Voice, One Caribbean.

Happy Caribbean Tourism Month.



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Caribbean Tourism Organization launches new UK website

LONDON, UK (5 November 2015) The Caribbean Tourism Organization has announced that its newly redesigned website (www.caribbean.co.uk) for the UK is now online for consumers and trade. This dynamic website, designed by Experience Engine, a full-service digital agency, will provide users with a wealth of information about the Caribbean region.

Users will be taken on a journey to learn and experience the wide range of activities they can enjoy while in the Caribbean, from sailing around the calm, crystalline Caribbean sea, exploring the tropical rainforests, to walking along the idyllic white, pink, golden or black sandy beaches.

The website also includes the latest special deals for the Caribbean, events, online competitions, a 'Love Caribbean' blog and a wide range of places to stay. In addition, it provides users with a list of Caribbean specialists to help them book their dream holiday.

Recognising the way consumers' have visited the website in the past, Caribbean.co.uk is built with a smart and responsive design, for consistent experience for all users across mobiles, tablets and PCs.

Users can also plan their ideal holiday by adding their preferred destination and activities, events, special offers, and hotels to the 'My Trip Planner' section of the website.

What's more the new website features a travel trade section with resources to assist tour operators and travel agents during the sales process, as well as a media gallery with amazing images of the Caribbean region.

Ends

For further information contact the Caribbean Tourism Organization on +44 (20) 8948 0057
or email ctolondon@caribtourism.com

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Connect with CTO on Facebook at <https://www.facebook.com/LovetheCaribbean/>.



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CTO TO HONOUR TWO AIRLINES SERVING THE CARIBBEAN

~ Air Canada and Caribbean Airlines will be recognized during Caribbean Week Canada for decades of dedicated service to the region ~

(BRIDGETOWN, Barbados) 11 Nov 2015 – The Caribbean Tourism Organization (CTO) will honour Air Canada and Caribbean Airlines for their decades of service to the Caribbean.

The CTO will present awards to the two airlines during Caribbean Week Canada for longstanding service from that market. Both airlines have demonstrated commitment and dedication to the growth and development of Caribbean tourism by providing up to six decades of service, according to the CTO's director of USA Inc Sylma Brown.

"Caribbean Airlines has demonstrated continued dedication to the growth and development of Caribbean tourism by providing more than five decades of intra-regional and international service, while Air Canada has shown its commitment to the region's tourism sector by providing over six decades of outstanding uninterrupted service to the Caribbean," said Ms. Brown, head of the CTO's New York office which is charged with organizing Caribbean Week Canada.

The decision to recognize the two carriers was made following discussions with CTO member countries' national tourist office representatives in Canada who felt strongly that both airline partners should be among the entities recognized during Caribbean Week for their strong partnership, Ms. Brown revealed.

The awards will be presented at the Caribbean Tourism Awards Luncheon on Tuesday 17 November at Rosewater in Toronto.

Caribbean Week Canada is supported by Air Canada Vacations, Anguilla, Antigua & Barbuda, Bahamas, Barbados, Caribbean Airlines, Cayman Islands, Cuba, Dominica, Grenada, Hibiscus International, Jamaica, Kalinago Beach Resort (Grenada), Puerto Rico, Saint Lucia, St. Kitts, St. Vincent & the Grenadines, The Atrebor Group, Transat Tours Canada, Trinidad & Tobago and Turks & Caicos.

For more information, including how you can participate, please visit www.onecaribbean.org.

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ATLANTIS SUBMARINES BARBADOS SUPPORTS CARIBBEAN TOURISM MONTH

(BRIDGETOWN, Barbados) 12 Nov 2015 – Atlantis Submarines Barbados has thrown its support behind Caribbean Tourism Month (#CTM2015), the Caribbean Tourism Organization (CTO) initiative aimed at raising awareness among the people of the Caribbean of the importance of tourism to the region.

In observance of the month Atlantis Submarines is offering a number of specials, including offers in celebration of Barbados' anniversary of independence and regional carrier Liat's 59th birthday. It has also declared the month of November – Caribbean Tourism Month - as hospitality month, offering anyone working in the tourism sector in Barbados complimentary dives with special rates for their families.

“Atlantis Submarines Barbados is very pleased to support Caribbean Tourism Month. Caribbean tourism is extremely important to the social and economic development of the region and we should take pause in November to truly appreciate why our natural and human resources are so attractive to the millions that flock to our shores,” said general manager Roseanne Myers.

“Take a tour or adventure in your island, plan a staycation, really get close to what hundreds of us do for a living every day to entertain guests, create employment and help to sustain our existence. We live where many crave to vacation and in November we should try to re-energise ourselves, our staff and our publics about our product so we can energise others to continue to

invest in a Caribbean holiday. That is what Atlantis Submarines Barbados intends to do to support CTO's initiative," she added.

For Caribbean Tourism Month Atlantis Submarines is extending a 59% discount to regional travellers holding a Liat boarding pass stub for the October through November period in celebration of the airline's 59th birthday serving the region, while \$49 promotion for Barbados' 49 anniversary of independence has also been launched to encourage residents in Barbados "to see first-hand what we offer to visitors everyday on cruise and who visit us by air," Ms. Myers revealed.

The CTO and its member countries and partners have organized events and activities in observance of the month, including a social media marathon featuring different countries throughout the month.

Sponsors include Atlantis Submarines Barbados, Liat, Caribbean Airlines and Spice Island Beach Resort in Grenada.

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**THE BEST OF CARIBBEAN TRAVEL JOURNALISM IN CANADA TO BE RECOGNIZED AT
CARIBBEAN WEEK CANADA**

*~ CTO to present awards to top travel writers and photographers for
outstanding coverage of the Caribbean ~*

TORONTO, ON, 15 Nov, 2015 – The Caribbean Tourism Organization (CTO) will recognize Canadian travel journalists for their outstanding coverage of the region at the CTO's Caribbean Tourism Awards Luncheon at Rosewater, 19 Toronto Street, Toronto on Tuesday 17 November during Caribbean Week Canada.

Awards will be presented in eight categories, including the Best of the Best - the top entry among the winning submissions - for work produced in 2014.

The CTO received some 70 submissions for this year's awards. The winners will be revealed at Tuesday's luncheon.

The following are the categories and the finalists:

Been There, Wrote That – Best Feature Article In A Consumer Magazine

Jo Matayas– Living in the Past (Nevis) – Doctor's Review

David McGimpsey– The Non-Connoisseur's Caribbean (Martinique)– En Route

Tim Johnson - In Praise of Beans (Jamaica) – Readers Digest Canada-

I Couldn't Have Written Better Myself – Best Feature In A Consumer Newspaper

Violaine Ballivy - L'abecedaire de la Jamaïque – La Presse

Hélène Clément – St-Pierre Ressuscitée (Martinique)- Le Devoir

Susan Campbell- Maybe there is something in the Water (Dominica)– Globe and Mail

Inner Circle King/Queen– Best Feature Article In A Trade Publication

Ilona Kauremszky- A New St. Kitts- Travel Industry Today

Ilona Kauremszky-- Havana Still Enthralls/More than sunshine and beaches- Travel Industry Today

Virtual Visitor Award – Best Online Feature

Susan Campbell – Getting wet on vacation (Dominica)– Globe & Mail

Jim Byers – St. Lucia: Romance is a Caribbean cocktail of flowers, sea breeze - The Star

Amy Rosen – A resolution to run is easy to keep (Jamaica) - National Post

Not Lost in Translation (Best Feature by Canadian Journalist that appeared in Foreign Media)

Mark Stevens – Martinique: The Belle Island - All At Sea

Melanie Reffes - Where to sip and snack in San Juan- USA Today

Melanie Reffes - Pretty in Puerto Rico – Jax Fax

Oh Snap!– Best Photograph accompanying a feature

Sharon Matthews-Stevens- The Other Virgin Islands (St. John's, USVI) - Canadian Yachting

Susan Campbell– Great Adventures in Grand Cayman - Luxury Report

Melanie Reffes - Sipping and Snacking in San Juan – USA Today

For more information about Caribbean Week Canada visit www.onecaribbean.org call (212) 635-9530, or connect on Twitter @CaribbeanWeekNY and on www.facebook.com/caribbeanweekny.

Caribbean Week sponsors and supporters include by Academy Engraving, American Express, Anguilla, Antigua & Barbuda, ASM, Association of Travel Marketing Executives, Barbados, Belize, British Virgin Islands, Caribbean Airlines, Caribbean News Service, Caribbean Open Tour – Martinique; CarnivalInfo.com, Cayman Islands, CitiTech Solutions, Coconut bay Beach Resort & Spa in Saint Lucia, Conde Nast, Curacao, Dominica, Empire State Building, Golden Krust, Grace Foods, Haiti, Jamaica, Laura Davidson Public Relations, Lou Hammond & Associates, Manhattan Beer, Martinique, MarryCaribbean.com, Montserrat, The New York Times, Puerto Rico, Routes, St. Kitts, Saint Lucia, St. Maarten, St. Martin, St. Vincent & the Grenadines, The Atrebor Group, Travel + Leisure, Trinidad & Tobago, TripAdvisor, Unique Vacations/Sandals Inc, United Airlines, US Virgin Islands and Wyndham New Yorker.

- ENDS -

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OUTSTANDING CANADIAN TRAVEL JOURNALISTS CELEBRATED AT CARIBBEAN WEEK CANADA

~ Caribbean Tourism Organization presents awards to top travel journalists for exceptional coverage of the Caribbean ~



**Award winners from left: Jim Byers, Jo Matyas, Ilona Kauremszky, (CTO SG) Hugh Riley, Sharon Matthews-Stevens & Mark Stevens.
Missing from photo are Melanie Reffes and H el ene Cl ement**

TORONTO, Canada, 17 Nov, 2015 – Some of Canada's top travel writers and photographers were celebrated at an exclusive event here in recognition of their outstanding coverage of the Caribbean region.

The Caribbean Tourism Organization (CTO), the region's tourism development agency, presented awards to seven journalists for the exceptional role they played in 2014 in driving Caribbean tourism through their coverage of the region.

“Canada remains an important market for the Caribbean. Of course, as the US dollar made gains against the Canadian dollar, travel to the Caribbean by Canadians became relatively more expensive since many of the regional currencies are pegged to the US dollar. However, for the first half of the year more Canadian tourists visited the Caribbean month-over-month without exception up to the end of June,” CTO secretary general Hugh Riley said.

An estimated 2.1 million Canadians visited the region during the first half of the year, with Cuba, the Dominican Republic and Jamaica the dominant destinations, while several other destinations with smaller market shares have emerged with the best performances.

The awards were presented at the CTO Travel Media Awards Luncheon, which formed part of the organization’s Caribbean Tourism Awards programme, at Rosewater on Tuesday 17 November, as part of the programme of activities for Caribbean Week Canada.

The following are the winners:

Been There, Wrote That – Best Feature Article In A Consumer Magazine

Josephine Matyas– Living in the Past (Nevis) – Doctor’s Review

I Couldn’t Have Written Better Myself – Best Feature In A Consumer Newspaper

Hélène Clément – St-Pierre Ressuscitée (Martinique)- Le Devoir

Inner Circle Queen– Best Feature Article In A Trade Publication

Ilona Kauremszky- A New St. Kitts- Travel Industry Today

Virtual Visitor Award – Best Online Feature

Jim Byers – St. Lucia: Romance is a Caribbean cocktail of flowers, sea breeze - The Star

Not Lost in Translation (Best Feature by a Canadian Journalist that appeared in Foreign Consumer Media)

Mark Stevens – Martinique: The Belle Island - All At Sea

Not Lost in Translation (Best Feature by a Canadian Journalist that appeared in Foreign Trade Media)

Melanie Reffes - Pretty in Puerto Rico – Jax Fax

Oh Snap!– Best Photograph accompanying a feature

Sharon Matthews-Stevens- The Other Virgin Islands (St. John's, USVI) - Canadian Yachting

They Like Me, They Really Like Me! – Best of the Best

Josephine Matyas– Living in the Past (Nevis) – Doctor's Review

Some 70 entries were received this year's awards which were judged by a panel of media and public relations experts led by chief judge, Tim Doyle, a Toronto-based writer, editor and media executive who helped drive the digital transformation of many of Canada's major newsrooms. The remaining judges were Elizabeth Kerr who has been in the magazine publishing industry for over 20 years as owner/publisher of Canadian Yachting, – Canada's only national boating-lifestyle magazine; Anna Hobbs, one of the founding editors of Canadian Living, which became Canada's leading family magazine; Jeff Lake, managing partner and senior vice president of Punch Canada, an award-winning public relations firm; Jayne Lloyd-Jones, co-founder of the public relations firm, Spectacular Ink and Gaven Dumont, senior managing partner at The Montréal Office, a public relations and brand management company.

Caribbean Week Canada is supported by by Air Canada Vacations, Anguilla, Antigua & Barbuda, Bahamas, Barbados, Caribbean Airlines, Cayman Islands, Cuba, Dominica, Grenada, Hibiscus International, Jamaica, Kalinago Beach Resort (Grenada), Puerto Rico, Saint Lucia, St. Kitts, St. Vincent & the Grenadines, The Atrebor Group, Transat Tours Canada, Trinidad & Tobago and Turks & Caicos.

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**STATEMENT BY THE CARIBBEAN TOURISM ORGANIZATION ON THE PARIS
AGREEMENT ON CLIMATE CHANGE**

(BRIDGETOWN, Barbados) 12 Dec 2015 – The Caribbean region is experiencing the impact of the ravaging effects of climate change. Sea level rise, frequent and intense natural hazards; extended dry seasons resulting in water scarcity, loss of livelihoods and the disappearance of some of our islands are among the present-day dangers that we face.

The tourism sector and the environment are inextricably linked and environmentally responsible tourism is paramount to the sector's sustainability and overall success. Tourism must be stewarded and balanced so that the benefits for the environment, the communities it serves, its employees and the economy outweigh the costs. Our commitment to the climate cause is one way to do this.

The Conference of Parties 21 *(COP21) came to a close at the end of last week and the Caribbean's position was clear. Caribbean governments and regional agencies joined in one voice to shout their message of '1.5 to stay alive' which urged global partners to support a call to limit warming to below 1.5C - a critical call on which our survival depends! The Caribbean Tourism Organization (CTO) also endorsed this call!

Many are touting COP21 a success. The outcome, called the Paris Agreement, has been adopted by 195 nations, and for the first time brings all nations into a common cause based on their historic, current and future responsibilities. This is a huge achievement for the Caribbean.

The universal agreement's main aim is to keep a global temperature rise this century well below 2 degrees Celsius and to drive efforts to limit the temperature increase even further to 1.5 degrees Celsius above pre-industrial levels.

This new agreement offers hope. As many of CTO's members are Small Island Developing States (SIDS), we remain optimistic that the tremendous strides made in Paris will help to ensure that this issue continues to occupy a prominent position on the global agenda. Let us all do our part to support the outcomes in Paris in any way we can.

Please view the video below, which has also been placed on onecaribbean.org, to remind you about the importance of this topic to the Caribbean.

<https://www.youtube.com/watch?v=ak7cVJ9SXbk&feature=youtu.be>

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