

BAHAMAS HOTEL ASSOCIATION

TOURISM INDUSTRY SURVEY

November, 2011

In an effort to better represent and service the tourism industry, the Bahamas Hotel Association is seeking your views on a number of matters. Please take a moment to complete this survey. Please note that those areas marked with an asterisk (*) are presently being worked on by BHA. We assure you that your responses will be held in the strictest confidence.

ADVOCACY ISSUES

Please indicate the priority which should be given to addressing the following issues:

Issue	Low Priority.....High Priority				
	1	2	3	4	5
*Amend Hotels Encouragement Act to Stimulate Upgrades	___	___	___	___	___
Privatization of BEC	___	___	___	___	___
*Energy Efficiency Policies	___	___	___	___	___
*Improvement of Airports	___	___	___	___	___
*Airlift Support	___	___	___	___	___
*Improve Customs/Immigration Entry Process	___	___	___	___	___
Mandatory Membership in BHA/Promotion Boards	___	___	___	___	___
*Improve and Liberalize Casino Gambling Environment	___	___	___	___	___
Improve Government Services for Business Licensing	___	___	___	___	___
Improve Government Services for Work Permits	___	___	___	___	___
Improve Hotel Licensing Process	___	___	___	___	___
Credit Card Fees	___	___	___	___	___

Other (specify) _____

BUSINESS and PRODUCT DEVELOPMENT

*Business Operations Training	___	___	___	___	___
*Provide Online Business Support Information	___	___	___	___	___
*Support Development of Small Hotel/Tourism Businesses	___	___	___	___	___
Destination Online Booking Mechanism for Air, Accommodations, Attractions and Amenities	___	___	___	___	___
Identify and Promote Sources of Financing	___	___	___	___	___
*Support Industry Language Readiness Activities	___	___	___	___	___
*Support Downtown Nassau Revitalization Efforts	___	___	___	___	___
*Support Development and Growth of Marina Sector	___	___	___	___	___
Pilot Family Island Product Improvements with MOTA	___	___	___	___	___
*Promote Initiatives to Help Manage/Reduce Energy Costs	___	___	___	___	___
Strategic Development of Industry as 'Green' Destination	___	___	___	___	___

Other (specify) _____

EDUCATION AND TRAINING

*Tourism Awareness Programs in Schools	___	___	___	___	___
*Improvements to High School Tourism Programs	___	___	___	___	___
*Job Fairs	___	___	___	___	___
*Job Readiness Boot Camp for High School Seniors	___	___	___	___	___

Issue	Low Priority.....High Priority				
	1	2	3	4	5
*High School Student Certificate/Credentialing Programs	___	___	___	___	___
*Scholarship Support	___	___	___	___	___
*Staff Credentialing Programs (AHLEI and others)	___	___	___	___	___
*Customer Service Training for Employees	___	___	___	___	___
*Excel and Accounting Training for Owners/Staff	___	___	___	___	___
Training on Legal Matters Affecting Hotels	___	___	___	___	___
Training to Support Use of Social Media to Market, Maintain and Improve Offerings	___	___	___	___	___
*Skills Specific Training	___	___	___	___	___
*Industry Degree and Certification Programs	___	___	___	___	___
Website Job Posting Service	___	___	___	___	___
*Develop Database of Students/Potential Employees	___	___	___	___	___
*More Govt Scholarship Support for Tourism Studies	___	___	___	___	___
*Improve College of The Bahamas Apprenticeship Chef Program	___	___	___	___	___
*Improve College of The Bahamas Hospitality Program	___	___	___	___	___
*Conduct Training for Food & Beverage Personnel	___	___	___	___	___
*Foreign Language Training	___	___	___	___	___
*Industry Participation in Bahamahost Program	___	___	___	___	___
*Educator Recognition Programs	___	___	___	___	___

Other (specify) _____

PUBLIC SAFETY

*Security Lighting Audits Along Tourist Corridors	___	___	___	___	___
*Safety & Security Training for Businesses	___	___	___	___	___
*Public-Private Sector Install CCTV Cameras in Public Areas Frequented by Tourists	___	___	___	___	___
*Support Tourism Safety & Security Network of industry professionals and their working relationship with Police	___	___	___	___	___
*Coordinate Industry Disaster Readiness and Response Efforts	___	___	___	___	___

Other (specify): _____

ENERGY EFFICIENCY

*Conduct Detailed Energy Audits for Members	___	___	___	___	___
Work with BEC to Identify Ways to Help Hotels Reduce Energy Costs	___	___	___	___	___
*Conduct Workshops and Training on Energy Efficiency	___	___	___	___	___
*Provide Members with Energy-Savings Info	___	___	___	___	___

Other (specify): _____

EVENTS AND MEMBER SERVICING

How would you rate the following services provided to members by the Bahamas Hotel Association:

<u>Service/Area of Activity</u>	<u>Ineffective</u>		<u>Effective</u>		<u>Very Effective</u>
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Data Resource – Provide Members with Current Data					
On Industry Trends and Issues	___	___	___	___	___
General Communications to Members	___	___	___	___	___
Advocacy and Government Relations	___	___	___	___	___
Presenting Industry Views to Public via Media	___	___	___	___	___
Involving Members in BHA Activities	___	___	___	___	___
Recognition Programs for Members (i.e. Tourism					
Champions in Nassau Guardian; Cacique Awards)	___	___	___	___	___
Annual Golf Tournament	___	___	___	___	___
Annual Silent Auction					
Providing Training Opportunities to Members	___	___	___	___	___
Promoting Participation in Regional & International					
Marketing/Industry Events	___	___	___	___	___
Overall Value to Members	___	___	___	___	___
Activities/Services of Caribbean Hotel & Tourism Assn.	___	___	___	___	___

WHAT ARE THE TOP THREE ISSUES BHA SHOULD BE FOCUSING ON IN 2012?

1. _____
2. _____
3. _____

IS THERE ANY OTHER ADVICE YOU WISH TO SHARE WITH THE BHA LEADERSHIP?

Company Name: _____

Island/Location: _____

**PLEASE RETURN VIA FACSIMILE OR EMAIL TO
THE BAHAMAS HOTEL ASSOCIATION BY FRIDAY, NOVEMBER 18, 2011 TO :
Fax: (242) 502-4246 or Email: fcomito@bahamashotels.org**

THANK YOU