



**Bahamas  
Hotel  
Association**

# MEMBER UPDATE!

The Bahamas Tourism Centre  
John F. Kennedy Drive

JUNE 2012

*Serving the Hotel and Tourism Industry since 1952*

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## UPCOMING MEETINGS & EVENTS

For more information contact  
bha@bahamashotels.org or 242-322-8381

### BHA Board and Membership Meeting

Thursday, June 7  
British Colonial Hilton

### National Culinary Team Gala Dinner

Tuesday, June 12  
Fathoms, Atlantis

### CHTA Tourism Summit and 50<sup>th</sup> Anniversary Ball

June 14-16 Montego Bay, Jamaica

### Taste of the Caribbean

June 21-24 Hyatt Regency, Miami

### Summer Educator Internship Program & Scholarship Presentation (29th)

Nassau June 25-29th

### BHA Board and Membership Meeting

Thursday, August 2  
Luciano's of Chicago

### Summer Educator Internship Program

Grand Bahama—August

### BHA Board and Membership Meeting

Thursday, October 4  
Sheraton Nassau Beach

### BHA 14<sup>th</sup> Annual Golf Tournament

Sunday, October 7  
12:00 Noon, Ocean Club Golf Course  
Call 322-8381 for details

### Annual General Meeting & Gala Ball

Friday, November 30  
Grand Ballroom, Atlantis

### Annual Online Auction

December 1st -16<sup>th</sup>, 2012

## BHA Marks 60<sup>th</sup> Milestone:... Tradition of Service to the Industry and Nation

In 1952 a small group of hoteliers recognized tremendous opportunities which tourism presented for their businesses and The Bahamas and decided to organize themselves. The Bahamas Hotel Association (BHA) was formed. The fledgling air transportation business portended the advent of mass travel. The warm, hospitable nature of its people and its culture had strong appeal. The Bahamas was conveniently located next to the world's powerhouse economy; offering an incredible climate, beautiful beaches, and unmatched blue waters.

The group knew that to take advantage of this opportunity there was more power in working together to market themselves, provide letters of credit to tour operators, establish standards, and work in partnership with Government, than by going it alone. That commitment towards working together has steered a steady course over sixty years as the development of our budding industry and a young nation are intricately inter-twined.

**2012 marks sixty years and true to tradition, BHA has hit the ground running with an active agenda. I invite you to take time to review this Member Update. In it you will see an organization which is working for you, building on its rich past but also planning for tourism's future.**

The first five months of the year show promise, as most of the industry continues a positive trendline of growth in arrivals and occupancy which started last fall. New airlift, marketing offers by the Promotion Boards and individual properties, the return of group business, and a gradual improvement in consumer confidence support the continuous growth needed in all sectors.

However, our room rates remain below pre-recession levels and our energy costs and operating expenses continue to rise.

Our greatest guarantee for generating business lies with our existing customers. Nothing sells as effectively and as quickly as personal endorsements. Today's makers or breakers, and the development of the "tourism continuum" is crucial to the future of our industry.



Stuart Bowe, President

The **Member Update** provides a brief on a number of activities in progress to improve our product offering. Congratulations to the BHAHRP, and BHA for successfully launching Phase I of our LiveMocha online foreign language training program. **Over 1,200 employees have registered. This is mission-critical to the growth of the Latin American market.**

A new human resources support service has been put in place for members by the BHA Human Resources Professionals association. VisiTrends, a collaboration of the Ministry of Tourism, BHA, the Promotion Boards and Indusa Global, has been rolled out and is providing new and exciting ways for members to obtain important data. We've begun to roll out customer service training to our Family Islands. And our investments in education and training are reaching new heights as we reach thousands of students and many educators to inform and excite them about our industry.

We also continue to ensure BHA is sound operationally now and into the future. Our Articles of Incorporation are being updated. We continue to grow our membership base with a deliberate effort to invite more businesses to become allied members.

With a new Government in place, we have offered congratulations and extended our support to work together on industry initiatives. A meeting has been held with the Ministers of Tourism and Education, and the others are being planned in June.

True to tradition, the Bahamas Hotel Association continues to facilitate partnerships with industry, government and all tourism stakeholders. We thank our members for their ongoing support as we build upon BHA's foundation of success and prepare our industry for the next sixty years.

## KEY INITIATIVES.....

### BHA Reaffirms Working Commitments with Government...Congratulates PM Christie

Following the recent election, BHA reached out to the Prime Minister and Cabinet Ministers to offer congratulations and reaffirm its commitment to working with Government. Officials were provided with information about the organization's programme of work. Over the coming month follow up meetings will be held with the Prime Minister, Minister of Tourism and Minister of Education specifically to discuss our initiatives and their plans.

**BHA 2012 Executive Committee**

**Stuart Bowe**  
President  
(Kerzner International)

**Robert 'Sandy' Sands**  
Immediate Past President  
(BahaMar Limited)

**Magnus Alnebeck**  
Vice President, Grand Bahama  
(Pelican Bay Resort @ Lucaya)

**Shavonne Darville**  
Vice President, Out Islands  
(Gems at Paradise)

**Pablo Torres**  
Vice President, Nassau-Paradise Island  
(British Colonial Hilton)

**Peter Maguire**  
Treasurer  
(Lyford Cay Club)

**Nina Maynard,**  
Small Hotels Representative  
(The Corner Hotel)

**Beverly Saunders**  
Workforce Development Chairperson  
(Kerzner International)

**Vernice Walkine**  
Allied Member At-Large  
(Nassau Airport Development Company)

**Frank Comito**  
Executive Vice President and  
Corporate Secretary,  
Bahamas Hotel Association

**BHA STAFF:**

**Frank Comito,**  
Executive Vice President

**Charlotte Knowles-Thompson,**  
Executive Administrator

**Dominique Duncanson,**  
Executive Assistant

**Shamine Johnson, Manager**  
BHA Grand Bahama and  
Marina Operators of The Bahamas

**Bridget Murray,**  
Workforce Development Manager

**Latasha Allen,**  
Workforce Development. Administrative Assistant

**Dondre Fawkes**  
University of the West Indies, BHA Intern

**Over 1200 Employees Enroll in Foreign Language Program**

Phase One of BHA's thrust to improve and expand the industry's foreign language skills was launched in March with the introduction of the Livemocha online training program. Over 1,200 employees signed up for the program, with most opting to take Spanish but French, Portuguese and Mandarin also were selected from the 38 languages which Livemocha offers. BHA has received a substantial registration discount from Livemocha and is able to offer the \$100 per/person program for \$10. LiveMocha is the world's largest provider of online foreign language training. The program was tested by members of the BHAHRP (human resource professionals) earlier this year, who enthusiastically embraced it as a valuable learning tool. With added focus by industry and the Ministry of Tourism on developing the Latin American market, the new tool is a valuable addition to several initiatives which BHA and the Ministry have advanced recently. Phase One was directed at a handful of resorts to determine receptivity. BHA is now rolling out Phase Two which will reach the broader BHA membership.

**New Airlift, Continued Marketing Push Drives Arrivals Jump  
LPIA, Marsh Harbour Airports Upgrades Progressing; Cat Island New Bight Repairs Completed**

Early in 2011 officials from the Ministry of Tourism and Aviation, the Nassau Paradise Island Promotion Board, the Nassau Airport Development Company and BHA met to discuss an outreach strategy to attract additional airlift to the destination. The Ministry had similar meetings with the Bahamas Out Islands Promotion Board and the Grand Bahama Island Tourism Board to determine strategies for the Family Islands and Grand Bahama. These efforts, along with airfare promotions and the return of the group business, are beginning to pay off as evidenced by the increase in visitor arrival statistics thru May. The results show benefits from new and recent additional lift from JetBlue, Delta, Silver Airways, Vision Air and Copa Airlines. Plans are actively underway to attract additional airlift.

At LPIA in Nassau construction is on target for the fall completion of Stage II which includes a new international arrivals terminal and pier with baggage collection, Bahamas Immigration and Customs facilities. Financing was also secured in April for Stage III, construction of a domestic and international departures terminal and domestic arrivals terminal. Construction will start immediately after Stage II opens.

The Marsh Harbour airport in Abaco is 75 percent complete and expected to open in October. The current 3,315 square foot airport terminal building is being replaced with a 51,000 square foot facility which will have 100 percent more check-in space and everything consistent with a modern airport. It is being built to accommodate projected growth for the next 15 years.

Major repairs were also done to the New Bight Airport on Cat Island as a result of damage done from Hurricane Irene.

**Routes Americas 2012 Conference Puts Spotlight on Bahamas to World's Airlines....**

The Nassau Airport Development Company, in partnership with the Ministry of Tourism and Aviation and the Nassau Paradise Island Promotion Board hosted over 400 airport and airline stakeholders to the Routes Americas conference in February. The conference presented The Bahamas with an opportunity to showcase the destination as it continues a deliberate outreach effort to attract additional airlift. The new airport, the Baha Mar development, and the offerings of Atlantis and the Family Islands played into the destination's conference strategy. At the conference, relationships were reinforced with existing operations. Meetings were also held with targeted airlines not presently offering service to The Bahamas. Follow-up meetings have been scheduled with many of them.

**Purchasing Discounts Offered to Small and Independent Hotels**

Many small and medium sized hotels, particularly those in the Family Islands, are now able to take advantage of volume purchase discounts afforded to chain hotels and large resorts thanks to a new discount program unveiled by American Hotel Register, an allied member of the Bahamas Hotel Association. The new program, titled the **'American Independent Advantage Program'** was announced at BHA's recent membership meeting by Marcus Guara, Director of Sales for the Caribbean, Latin America and the Cruise Lines for American Hotel Register. American is the world's largest supplier of hotel products including, linens, towels, sheets, bath amenities, case goods, outdoor furniture, uniforms and tens of thousands of other products.



The program is exclusive to independent hotels and tourism-related members of BHA and provides purchase savings of up to 20 percent on over 3,000 product SKUs from over 50 vendor products. The program also provides incentives for reducing freight costs. **To Register Contact: Marcus Guara; Director of Sales, Caribbean, Latin America, & Cruise Lines; Phone: (305) 262-5447 x1180; Email: [mguara@americanhotel.com](mailto:mguara@americanhotel.com) .**

**Destination Online Booking Infrastructure Taking Shape**

Three key infrastructure improvements are underway which will help to significantly improve the capabilities of smaller hotels and tourism-related businesses, particularly in the Family Islands. Each of these initiatives were advanced by BHA several years ago as part of its Inter-American Development Bank supported sustainable tourism project – STEMM. These are:

- an online financial transaction facility for credit-card bookings by Bank of The Bahamas;
- an online booking mechanism on Bahamas.com to initially support low-no cost commissions for hotel-air package bookings
- upgrades to BTC to support high-speed internet connections



DMS 10 Migration	Island	Target
Marsh Harbour	Abaco	May-12
Mangrove Cay	Andros	Jun-12
Georgetown - Exuma	Exuma	Jul-12
Governor's Harbour	Eleuthera	Aug-12
High Rock	Grand Bahama	Sep-12
West End	Grand Bahama	Oct-12
Rolleville - Exuma	Exuma	Sep-12
Farmer's Hill	Exuma	Oct-12
Harbour Island	Eleuthera	Nov-12
Spanish Wells	Eleuthera	Dec-12
Rock Sound	Eleuthera	Oct-12
Kemp's Bay	Andros	Oct-12
Fresh Creek	Andros	Nov-12
Cockburn Town	San Salvador	Nov-12
Sims	Long Island	Dec-12
Mathew Town	Inagua	Dec-12
Alice Town - Bimini	Bimini	Dec-12
Bullocks Harbor - Berry	Berry Islands	Dec-12

**BTC Rolling Out High Speed Internet in Family Islands and Grand Bahama**

The Bahamas Telecommunications Company is rolling out NGN (high speed internet) in the Family Islands and West End and High Rock, Grand Bahama. The roll out was recently completed on Cat Island. A schedule for the migration on major switching centers on other islands and surrounding communities is listed below. BHA and the Bahamas Out Islands Promotion Board have requested these improvements to BTC to help facilitate better guest communications and put the foundation in place to support reliable online bookings. Results from a survey undertaken by BHA last March on reliability and utilization of BTC's online services showed a need for significant improvements. We are pleased to see these are underway and invite members in the affected areas to provide us with feedback once the upgrades are made.



### VisiTrends Provides New, User-Friendly Analysis Tool for Hotels and Industry Stakeholders

Over 100 general managers, marketing representatives and management responsible for quality control participated in a series of training sessions to introduce VisiTrends, a new user-friendly data mining tool developed to support marketing and product improvements efforts by hotels and tourism industry stakeholders. The tool was developed by Indusa Global, a tech firm which has serviced the Ministry of Tourism for nearly ten years by putting in place a data collection process for tabulating information provided on Bahamas Immigration Cards.

Indusa has worked with the Ministry, BHA and Promotion Boards over the past year to create a user-friendly website to assist properties in gathering customer profile and satisfaction data which can be trendlined and measured against broader destination data. The easy-to-use tools provide a benchmark for improving marketing and customer service performance. The site also contains special reports and destination travel data and allows users to search from a huge database of customer comments by common topic areas.

Additional training and support sessions are planned for this summer with new features being planned as well. Please contact BHA at 242-322-8381 or [bha@bahamashotels.org](mailto:bha@bahamashotels.org) for additional information including a request for access codes to the site.

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### GOVERNMENT RELATIONS AND ADVOCACY



#### Focus Continues on 2012 Priority Initiatives....Gaming, Airports, Small Hotels

BHA's 2012 strategic plan calls for continuing to pursue the modernization of the nation's casino and gaming laws and regulations; supporting efforts to improve airports and attract and retain airlift; and supporting an improved operating and marketing environment for small hotels.

Earlier this year BHA worked with the Ministry of Tourism on a formal presentation for Cabinet to consider the gaming changes. This will be a top priority over the coming months. We continue to monitor and support where necessary improvements to the passenger travel experience. BHA has advanced and supported improvements to the infrastructure necessary to support online financial transactions by small hotels through improved telecommunications, introduction of an online banking facility and an online booking mechanism.

#### Return of LPIA Peak Travel Loads Underscores Need to Prepare for Future

As passenger traffic at LPIA reached pre-recession peak levels on several occasions this year, it served as a reminder that preparations need to be underway to support anticipated growth, particularly with the new properties coming on stream in 2014. In the interim, BHA assisted the Nassau Airport Development Company in encouraging US-bound travellers to arrive at the airport three hours before departure to ensure sufficient time to check-in, clear security and pre-clearance. Representation has also been made to officials from the US Embassy to assist with broader efforts to secure additional Customs and Border Protection officers to support pre-clearance with the expected uptick in passenger traffic in several years..

#### Growth in Arrivals from Latin America Forces Review of Yellow Fever Vaccination Process

Marketing efforts directed at the emerging Latin American market have shown positive results since the inauguration of the COPA Airlines flights direct to Nassau through their Panama City hub. There has also been an increase in regional travel thru American Airlines thanks to the marketing thrust. The increased travel has underscored some of the problems we are encountering with a requirement by the Government of The Bahamas that visitors entering the country from Brazil, Argentina, Colombia and other Latin American countries produce a yellow fever vaccination certificate. The Ministry of Tourism and BHA have worked with airlines and the Bahamas Department of Environmental Health (DEHS) on several instances to assist with denied entries.

Ministry and BHA officials met recently with DEHS to explore ways to improve lines of communication and entry requirements to reduce confusion, improve visitor processing, and minimize the number of entry denials. Recommendations will be presented shortly to airlines and policy makers.



## MEMBER SERVICES and ORGANIZATION DEVELOPMENT

### Executive Committee Establishes Code of Ethics

Following good corporate governance practices of progressive companies and non-profit organizations around the world, the BHA Executive Committee has established a Code of Ethics which members of the Executive Committee and BHA staff must subscribe to. The Code addresses matters such as confidentiality, conflict of interest and appropriate conduct and outlines grievance procedures. The Code is also proposed to be incorporated into the BHA Articles of Association as part of a series of amendments being presented to members at the June meeting.

### President Bowe Meets with Grand Bahama Members, Launches Jr. Hotelier Program

The President paid a visit to Grand Bahama in March where he met with members to review and receive feedback on BHA's recent initiatives and its 2012 strategic plan. He also participated in the Grand Bahama Island Tourism Board's meeting where he was briefed on the industry's performance, outlook and airlift initiatives which are underway. Early that day he paid a visit to St. Georges High School where he spoke with students about tourism career opportunities at the launch of Grand Bahamas' first Junior Hotelier program.



### Members Amend BHA Articles of Incorporation

At the April membership meeting attendees were apprised of a series of recommendations from the Executive Committee for amendments to the Memorandum of Association and Articles. It was agreed that these changes would be presented to the membership at the June meeting. The amendments regularize established practices. Those amendments adopted at the June Board Meeting include changing the current one-year term for Officers and Directors to two years. The Allied Member-At-Large position is elevated to a Vice President status. Several other housekeeping matters were codified regarding officer roles, authorization of financial transactions, and having an organization Code of Ethics.

### Human Resources Member Support Service Established by BHAHRP

The Bahamas Hotel Association Human Resources Professionals (BHAHRP) launched their website and support network for member human resources professionals in the industry earlier this year. The site also serves as a resource for Bahamas Hotel Association members with general queries on human resource matters, best practices and trends.



The site presents BHA members with the opportunity to post questions and invite immediate feedback on a broad-range of HR matters, inclusive of: industrial/employee relations, benefits & compensation, recruitment, selection and retention, awards and recognition, goal setting and performance evaluation, progressive discipline, training and development, employee assistance programmes, employee satisfaction surveys, and other matters requiring leading-edge, proven strategies.

Matters requiring a legal or more detailed and technical response will be noted and referred accordingly. BHAHRP President Tameka Forbes encouraged BHA members to take advantage of the new service. "The Bahamas Hotel Association of Human Resources Professionals is pleased to offer to members of the BHA an industry established human resources support network through our recently launched website. We envision this tool being utilized in support of industry best standard practice development and initiatives" she stated. BHA members are invited to visit the site and use the resource. It can be accessed at <http://bhahrp.shrm.org>.



### BHA to Produce 60th Anniversary Supplement

This year BHA celebrates its 60<sup>th</sup> birthday. To chronicle some of the key points in BHA's and the industry's history, a newspaper supplement is being planned for release early this fall. Sixty-years of service to tourism will also be the theme at a ball being planned for early December around the Annual General Meeting.

## EDUCATION ACTIVITIES: INVESTING IN OUR FUTURE....



### Junior Hotelier Program Reaches Over 1,000 Students in 17 Schools;

#### Expands to Grand Bahama

One of BHA's goals this year is to continue to build upon its successful Junior Hotelier program which provides primary and secondary school students with an understanding of tourism and exposure to its range of career opportunities. Thus far this year ten primary schools and five high schools on New Providence are participating. St. Georges High School and Jack Hayward High on Grand Bahama joined the program. Discussions are also underway to extend the program to the Family Islands. Members in the Family Islands interested in knowing more about the program and possibly extending it to their island should contact Bridget Murray at [bmurray@bahamashotels.org](mailto:bmurray@bahamashotels.org).

### Customer Service Workshops Held on Long Island

The Bahamas Hotel Association of Human Resources Professionals (BHAHRP) in collaboration with BHA and the Ministry of Tourism recently hosted the A.R.T. of Customer C.A.R.E. Workshops for 43 small hotel and tourism industry professionals on Long Island. The first session was held at the Stella Maris Resort and according to Karen Sutherland, BHAHRP Secretary and one of the workshop facilitators, "the objectives of the session were to identify qualities and characteristics of customer service, identify behaviors that build commitment to the delivery of high quality personalized service and also how to build customer loyalty." A second session was held at the Resource Centre in Gray's.



The BHAHRP launched the Family Island training initiative in April, 2012 which will also be offered on other Family Islands. BHA President Stuart Bowe applauded the initiative stating "Tameka Forbes, President of BHAHRP and her team are to be commended for recognizing the importance of developing sound customer service skills by industry professionals throughout our country. Often our small hotels don't have easy and affordable access to expertise who can deliver this high level of training. This collaborative effort demonstrates how we can pull our resources together to help make an on-the-ground difference".

### 9<sup>th</sup> Annual Summer Educator Internship Programs Set

Since 2004 over 800 educators from throughout The Bahamas have taken a week out of their summer vacation to learn about the tourism industry, its many job and career opportunities, and the readiness skills required to enter and succeed in the industry. This year's program theme, "THE STATLER STANDARDS – CLASSIC SERVICE BASICS" will take place June 25 – 29 in New Providence and during August 20 – 24 in Grand Bahama. Between these two sessions, it is anticipated that approximately 100 educators will be exposed to industry.



### Industry Shows Support for Scholarship Initiatives

**CHTAEF Scholarship:** The Caribbean Hotel and Tourism Association Education Foundation offers Scholarships for Students, Employees and Educators. Thanks to BHA Member support we presently have seven Bahamians attending Johnson and Wales, Florida International University and the American Culinary Institute under this scholarship program. The total value of their awards is \$32,000. Partners supported the annual CHTAEF's auction in record numbers this year, with 18 hotel stays.

Fourteen Bahamian students applied for scholarship for the upcoming academic year. Awards will be announced shortly. Details on the application process can

be accessed by going to: <http://www.caribbeanhotelassociation.com/CHTAEFapplication.php>.

The Patrick S.G. Bain Hotel Industry Partners Scholarship is available for students interested in pursuing studies in tourism and culinary-related fields to attend the College of The Bahamas Culinary and Hospitality Management Institute (CHMI). Additionally, industry professionals can also apply for scholarships to continue their professional development.

Jointly funded by the Bahamas Hotel Association and the Bahamas Hotel Employers Association, the scholarships are being offered in the name of the respective organizations and in tribute to the late union leader Pat Bain, in recognition of his commitment to education and building business-labour partnerships. Presently, six (6) Bahamians are students at the College of the Bahamas, and in total, there are 21 beneficiaries of the scholarships, with a total value in excess of \$100,000.00. The application period closed May 18<sup>th</sup> and awards will be announced shortly.

### **COB Apprenticeship Cooks Program Gets International Review**

BHA played a critical role in bringing stakeholders together to prepare the College of the Bahamas Culinary & Hospitality Management Institute's (CHMI's) Apprentice Cooks Programme for a credentialing review by the American Culinary Federation Education Foundation (ACFEF). The review encompassed inspections of COB and host properties' facilities, an in-depth examination of the curriculum, and interviews with students and lecturers. The credentialing review is necessary to ensure that graduates of the Apprentice Programme are certified. Over the years, BHA and BHEA have assisted with apprenticeship placements and in resolving some industry-college issues. Signatories to the programme's Agreement are The Bahamas Culinary Association, The Bahamas Hotel Employers' Association, The Bahamas Hotel and Allied Workers Union and the College of The Bahamas. A welcome reception for the ACFEF Review Team and other functions were hosted by Atlantis, Sheraton Nassau Beach Resort, Lyford Cay Club, The Bahamas Culinary Association and The Bahamas Hotel Association.

### **High School Tourism Academy and Tourism Curriculum Upgrades Take Effect in September, 2012**

For a number of years BHA has advocated that tourism studies need to be upgraded in the nation's high schools. Through its INSPIRE program, the Ministry of Education has worked with BHA to develop a Tourism Academy, initially at CC Sweeting, but also with aspects of the Academy being extended to other high schools throughout the country. BHA has provided industry input in the development of the model for the academy and the curriculum. After several years of development, the Tourism Academy is expected to roll out in 10<sup>th</sup> grade this coming fall at C.C. Sweeting. Additional upgrades are expected in the nation's other high school programs.

### **63 High School Students Seeking American Hotel & Lodging Education Foundation Credentials**

The Student Task and Result Training (START) Programme is an intensive, three-year programme that affords high school students the opportunity to achieve industry credentialing while still in high school. This summer, 63 Grade 11 and 12 students from Aquinas College, Anatol Rodgers and CV Bethel High Schools will be placed throughout eight properties to accumulate between 120 and 160 hours of real-world, industry experience. As a result, approximately 8000 hours will be spent shadowing industry professionals and performing appropriate tasks in the workplace. Thank you to Comfort Suites PI, BC Hilton, Lyford Cay Club, Wyndham Nassau Resort, P.I Harbour Resort, Sandals Royal Bahamian, Atlantis, Sheraton Nassau Beach Resort, SuperClubs Breezes and Nassau Palm Resort & Conference Centre for providing the placement opportunities.

START is certified by the American Hotel and Lodging Association. The program provides training for a variety of hospitality positions throughout the industry.

### **New Jr. Minister of Tourism Hails from Anatol Rogers High School**

Iante Stubbs, a Grade 11 student of Anatol Rodgers High School competed fiercely and was selected the 2012 – 2013 Jr. Minister of Tourism. Iante is in the Hospitality Programme at her school and has participated in many industry-led events. In addition to the numerous prizes she won from the Ministry of Tourism, she has been awarded the industry's PSG Bain four-year Scholarship, tenable at the College of The Bahamas. BHA hosted the screening interviews and assisted with other elements of the Jr. Minister of Tourism selection programme.

### **President Delivers Commencement Address at St. Georges High School**

Following the launch earlier this year of BHA's Junior Hotelier Program at St. Georges High School in Grand Bahama, President Bowe was invited by the principal to provide the commencement address at their graduation on June 15<sup>th</sup>. Looking out at a sea of over 190 graduates, the President challenged the students to take advantage of the opportunities which our industry and the world presents. *"Understand our nation's needs and the range of opportunities available to you, not just in tourism, but in all sectors. Prepare yourself to be part of a diverse and exciting global environment, learning foreign languages and exposing yourself to other places and cultures. Prepare to invest more of your time in educating and training yourself to broaden your skills and marketability. Network in the right circles to increase your chances to connect or be connected. Find a mentor for life...someone to give advice and share their experiences."*

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## DEVELOPMENTAL AND SUSTAINABLE ACTIVITIES

### BHA, Meteorologist Basil Dean, ESF12 Chair Alert Members: Be Prepared for Hurricane Season

While the number of storms predicted for 2012 is below that of recent years, Basil Dean from the Bahamas Department of Meteorology cautioned members at BHA's June meeting that "it only takes one storm to wreak havoc, so be fully prepared". John Nixon from the Ministry of Tourism, who chairs the Tourism Committee (ESF12) for the National Emergency Management Agency, also provided members with an overview of the readiness and response activities for tourism, with which BHA plays an integral role. BHA has provided members with an annual update, sending out links to the industry's preparedness plan and cancellation policy, the industry's hurricane readiness procedures manual, the Ministry's Crisis Kit, and insurance readiness information. These can be accessed through BHA's website at: <http://www.bhahotels.com/hurricane-policy>



### CCTV Program Being Implemented

For nearly ten years BHA has urged Government to use municipal closed circuit television as a crime fighting tool. Last month, following two years of planning to organize an effective municipal CCTV system and carefully select a skilled vendor, the \$4 million program was launched at Police Headquarters. BHA has played an active role with the Police in the development of the program. In Phase one over 260 cameras will be strategically placed in high tourist areas and key intersections and public places throughout New Providence.

### Task Force Meets with Bahamas Petroleum Company for Briefing

BHA's Sustainable Tourism Task Force met with representatives from the Bahamas Petroleum Company to be briefed on their initial exploratory work and findings. Members focused on the environmental concerns and were assured that in addition to BPC's environmental studies, the Government will be conducting an independent environmental impact assessment. Task force members expressed an interest in being provided with ongoing information and working with Government to review the studies and plans should the project proceed. A number of members, particularly in Grand Bahama and the Family Islands have expressed interest in following the development of the project given the potential for a negative environmental impact.

### Application Made to Support Energy Efficiency Demonstration Projects for Small Hotels

Should a grant from the Global Environmental Fund be approved, six small hotels in The Bahamas will be beneficiaries of detailed audits and considerable subsidies for putting in place energy savings measures. The project also will develop tools for working with employees to help reduce energy costs. These tools would be made available to all members. The Sustainable Task Force has made application for grant support and hopes to have a decision by early June.

### Marina Operators of The Bahamas Grows and Supports Industry Marketing and Development

Spawned by BHA three years ago, the Marina Operators of The Bahamas now has nearly sixty members with most marinas in The Bahamas having joined the organization. MOB has developed an official chart map for The Bahamas and is working with the Ministry of Tourism to significantly expand its distribution. The organization also continues to work on boat safety and recently received a report from the Royal Bahamas Police Force showing a huge drop in boat thefts and recoveries since a variety of measures were put in place by the Police, the US Coast Guard and the MOB two years ago. The group is finalizing a strategic plan for the nation's marina sector and hopes to launch initiatives with insurance companies soon to encourage boat owners to keep their vessels in The Bahamas year-round.

## RECOGNIZING INDUSTRY'S FINEST

### Tourism Champions Continue to Be Showcased to the Public

As part of the Bahamas Hotel Association's efforts to broaden public awareness and interest in the range of career and business opportunities in the tourism industry, BHA has continued its weekly feature with the Nassau Guardian called '*Tourism Champions*'. The feature showcases our many and varied achievers and aims to stimulate greater pride and professionalism in our industry by their example. Since it was inaugurated in February, 2011, over 60 'Champions' have been featured. We applaud the following Champions who have been featured thus far this year:



- |                     |                                    |               |                 |
|---------------------|------------------------------------|---------------|-----------------|
| ● Kristen Wells     | Director, Baha Mar Academy         | Baha Mar      | Nassau          |
| ● Gricelle Richmand | Marketing Manager                  | Senor Frogs   | Nassau          |
| ● Kevan Dean        | Director of Emergency Preparedness | Kerzner Int'l | Paradise Island |



### Tourism Champions Continue.....

• Evelyn Miller	HR Manager	Wyndham Nassau Resort	Nassau
• Chef Edwin Johnson	Executive Chef	Frankie Gone Bananas	Nassau
• Stephanie Lightbourne	Co-Owner	Coterie of Butlers	Nassau
• Doris Kemp-Knowles	Owner/Operator	Ocean Pearl	Grand Bahama
• Christal Stubs	HR Manager	British Colonial Hilton	Nassau
• Susan (Debbie) Symonette	Bartender	Green Turtle Cay Club	Abaco
• Ian Ferguson	Hospitality Consultant	MOT/ Chamber	Nassau
• Dr. Sophia Rolle	Associate Professor	College of The Bahamas	Nassau
• Ancilleno Solomon	Jr. Sous Chef	Lucianos of Chicago	Nassau

### Welcome New Members! Ten Join Since January

#### Invitation Extended to All Direct and Indirect Tourism Stakeholders to Join

An organization is only as strong as its membership base and we're excited to report that BHA continues to grow! A number of member hotels have provided us with information about the companies they do business with and an outreach is presently underway to invite over 100 of those companies to become allied members. We are continuing to invite hotels who are not members to support the organization whose work directly benefits them. We welcome the following members who have joined the organization this year and encourage members to support members.

• Arawak Imports	Theresa Saunders	Import & Brokerage (Customs)
• JetBlue Airlines	Alan Sweeting	Airline
• Discover Financial Svc.	Vitor Tournier	Financial Service
• Lindroth Development (Schooner Bay)	Carter C. Redd	Development
• Conch Inn Hotel & Marina Ltd.	Michael Albury	Hotel/Marina
• Abaco Community Tourism Board	Michael Albury	Non Profit Tourism Board
• Prestige Foods & Specialities Ltd.	Marilyn Deleveaux	Food Wholesaler
• Liquid Courage Ltd.	Chris Frye	Retail/Wholesale Liquor
• APD Limited	Amanda Knowles	Port Operations
• F&BH Inspections & Related Services	Dominic Bain	Hotel Inspection

### 2012 Taste of Caribbean Team Selected

Some of the nation's top young chefs have been selected to represent The Bahamas at the upcoming 'Taste of the Caribbean' competition on June 21-24 at the Caribbean Hotel and Tourism Association's annual regional competition in Miami, Florida.

The National Culinary Team is one of the youngest ever fielded and includes a mix of chefs who competed at the regional event for the first time last year capturing a team Silver award and numerous individual medals. They are joined by several new members to the team. For the first time in a number of years The Bahamas will be entering the ice carving competition and the team will be joined by the high school winner of the National All-Island Young Chef completion

The competition is sponsored by the Bahamas Hotel Association, the Ministry of Tourism and the Bahamas Culinary Association with support from participating hotels and restaurants and corporate sponsors, including Bahamas Food Services.

This year's team is comprised of: Team Manager, Chef Devin Johnson from the Sheraton Nassau Beach Resort; Team Captain Chef Jamal Small; Chef Mychal Harris from Atlantis; Junior Chef Kevyn Pratt from One and Only Ocean Club; Chef Charon McKenzie & Chef Wencil Brown from the Lyford Cay Club; Chef Shanique Bodie from the Old Fort Bay Club; Chef Ancellino Solomon, from Luciano's of Chicago; Alphonso Gerard Knowles (Bartender) from the British Colonial Hilton and Dwayne Sinclair, the National Young Chef from Temple Christian High School.

### BHA HOSTS SPELLING BEE CHAMPION

Winner of the 15<sup>th</sup> Annual National Spelling Bee Paloma Cartwright was recognized by the Bahamas Hotel Association at their recent membership meeting. The N.G.M. Major High School seventh grader from Long Island is offered congratulations by BHA President Stuart Bowe; Shavonne Darville, BHA Vice President for the Family Islands and owner of Gems of Paradise, Long Island; and BHA Manager for Workforce Development Bridget Murray. Ms. Cartwright and her mother Zoe participated in the BHA meeting and were hosted to a two-day mini-vacation at Atlantis. "We are inspired by Paloma's achievements and her commitment to excellence. It is the spirit and potential of our young people which motivates BHA to engage in numerous programs with schools and our nation's youth" states Mr. Bowe.



# **THE BAHAMAS HOTEL ASSOCIATION** **is pleased to announce**



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