



World Travel  
Market 2016

**BARBADOS**

**Barbados Tourism Marketing Inc.**

United Kingdom





## Personal Information

NAME .....

COMPANY .....

DATE .....

# Welcome

## World Travel Market 2016 An introduction

On behalf of the jewel of the Caribbean – the one and only Barbados, which is celebrating its 50th year in 2016, it is my great pleasure to welcome all delegates to World Travel Market with the best wishes for a successful and prosperous week.

2016 has been a momentous year for Barbados and all its partners. Our 50th year celebrations have spanned the entire year and have received great support from industry, media and the general public alike. Following World Travel Market, we will be going back home to celebrate Independence Day on 30 November - and much is planned for this auspicious day. Wherever you are in the world on that day, I hope you can celebrate with us.

I am delighted to report on a very successful year for tourist arrivals with a number of different daily and regular flights offered from London Gatwick and Manchester from Virgin, BA and Thomas Cook. Increased airlift means increasing options and we have welcomed many British travellers to our shores to enjoy all that our island has to offer.

We're two years into our organisational structure as the Barbados Tourism Marketing Inc (BTMI) and the two divisions - BTMI, focussing on destination marketing and the Barbados Tourism Product Authority (BTPA) concentrating on developing and improving tourism offerings. We have been working long and hard to make our offering second to none – and an envy of tourism destinations around the world.

One of our key aims is to strengthen our offering so that when each and every traveller visits the island, they get an unforgettable experience that they'll want to tell their friends about and will encourage them to visit again and again and bring more friends and family with them. In other words, we want everyone to leave the island at the end of a wonderful trip taking a little bit of Barbados away with them in their heart – so they become honorary Bajans!

Our efforts in the UK to get that message across have been sustained and include presence at major events like the National Wedding Show, the National Dive show and the CTO Travel Agent Roadshow. We have also created a number of dedicated theme FAM trips introducing agents and media to the island in new and innovative ways.







We have been focussing on the whole of the UK; our roadshows have led us up and down the country – to Edinburgh during the world famous festival as well as Brighton, Bristol and Southampton. We've also 'popped up' at various public locations including Westfield Shopping Centre in Stratford and Shepherd's Bush and even created a beach at the Camden Roundhouse in London in association with Virgin.

Our media activity has led to us being showcased on ITV Good Morning Britain with an eight week campaign - the Barbados Bikini Promise and we've worked with high profile journalists and bloggers who are spreading the Bajan word.

In August, we also welcomed our Tourism Minister, The Honourable Richard Sealy to the UK shores for a dinner with high profile decision makers to discuss Barbados post Brexit and new initiatives to keep interest and travel to our island top of the agenda.

We are very much looking forward to welcoming many radio stations on island later this month who will be doing a number of radio takeovers to celebrate Independence Day.

2017 is themed as the Year of Sport as we will focus on all things sporting. Of course most people know the sports that we are internationally famous for, with cricket being the most obvious. However we also offer a host of water sports and we want to promote some lesser known past times that have now become national obsessions, such as running and biking. In anticipation of this we hosted The Bike Channel last month to show them around the island and to show them new and off the beaten bike paths to celebrate active Barbados.

I would like to take this opportunity to thank our UK team lead by Ms Cheryl Carter and all our partners for the help and support that everyone has given throughout this sterling year. We look forward to welcoming all our friends to WTM this year to discuss opportunities for 2017. We are undergoing tremendous changes in the world which will affect and influence travelling patterns and we need to be prepared in order to deal with whatever we need to in the coming months and years.

We are in a wonderful position now and will continue to work just as diligently and nimbly to ensure that we have continued success.

We look forward to welcoming you all to the incomparable island of Barbados and look forward to seeing you in the not too distant future.

**William Griffith**

Chief Executive Officer, Barbados Tourism Marketing Inc.



# Tales from Barbados

## Heritage Formation in Barbados Creating a Lasting Legacy

Nothing better illustrates the nature of heritage formation in Barbados than the 1717 map by Hermann Moll showing the island at the peak of the sugar revolution. For make no mistake, even though today, sugar is in retreat, yet for over three hundred years, the sugar industry and the plantation society that sprang up to meet its needs, moulded and shaped the island in every conceivable way.

In the ninety years since settlement in 1627, the island was transformed. The original forest was clear cut, all the available land space was parceled out into private hands. Patterns of fields interspersed with housing sprang up over the entire island and by the early eighteenth century, the planter class was boasting that they had defeated the natural world and had created a garden: "a Paradise on earth" and "a demi-Eden in the West." The irony of this marked transformation was that it had been accomplished using West African enslaved people and indentured servants from Britain. Yet this new landscape was the first of many legacies to emerge from sugar. This sense of harmony and order made its way into the national psyche. A quick glance at architecture will illustrate this. The favourite style of Barbadians is the Georgian, with its emphasis on balance, simplicity and harmony. From public buildings, to large private residences to the iconic Barbadian chattel house, features of Georgian architecture such as quoins, sash windows, columns and pediments are found in Barbadian buildings. Traditional chattel houses which dominated the landscape after Emancipation are an outstanding example of the degree to which the Barbadian traits of compromise and harmony are reflected in the facades which feature a central columned entrance with a pediment and sash windows on either side.

At its peak, there were over five hundred functioning sugar plantations on the island, each one a semi self sufficient small world to itself. These plantation yards, contained the owner's great houses, smaller houses for managers and overseers, a slave village, a mill to grind cane, and all the ancillary buildings needed to produce sugar and its byproducts, molasses and rum. In addition to the major plantations, there were over a thousand smaller "places" of thirty acres or less, with their own stock of buildings. In many ways, an embarrassment of material heritage was created. Barbados today still has a larger stock of seventeenth century buildings and houses, many of them still lived in, than the rest of the English speaking Caribbean combined. Of the five hundred sugar mills, some one hundred and forty survive, though only one, Morgan Lewis mill, maintains its sails and rollers which permit it to function, making it one of only two working wind mills left in the entire Caribbean.





# Tales from Barbados



Gun Hill with its lush gardens

Anglican churches were built for every parish to ensure religious conformity and to maintain a sense of order and social control in society. Their spiritual legacy continues today, but their buildings, with their magnificent stained glass windows, funerary plaques and old grave yards constitute an important part of our built heritage. Schools sprang up from a very early period. The island is blessed to have schools such as Harrison College, Queen's College, the Lodge School and Combermere to name but a few, with their three hundred year trajectory of scholastic excellence and tradition.

Forts and other military structures such as the signal stations were created to protect the island from external threats by the Dutch and French and from the ever present internal threat of slave insurrection. Today, these structures stand as legacies of a bitter sweet past of oppression and of warfare. One can stand on the ramparts of Fort Charles, look onto the clear blue waters of Carlisle Bay and imagine the sound of cannon fire, when in 1665, the forts of Bridgetown defeated an attempted Dutch invasion lead by the famed seventeenth century admiral, Michiel de Ruyter. The outstanding Bridgetown Garrison complex, put in place during the Napoleonic period to protect the island from a French invasion, is now part of a UNESCO World heritage inscription: Historic Bridgetown and its Garrison.





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Today, the magnificently restored Gun Hill with its lush gardens, provides the visitor with stunning views over three quarters of Barbados. But this peaceful façade conceals a darker past, when a chain of signal stations, of which Gun Hill is but one, was constructed after the defeated 1816 slave uprising, so that military surveillance and communication could be improved and better controls put in place.

Nevertheless, the British military presence on Barbados had other unsuspected benefits. Their influence on sports is one such. Horse racing, polo and above all, cricket were introduced to the island by the military. Cricket was taken up by all Barbadians and made their very own. What an incredible legacy this game has forged for our island. Giants of the game emerged who dominated the world of cricket. From early players such as George Challenger to world renowned and National Hero, Sir Garfield Sobers.

In the final analysis, the forgers of our heritage and the creators of our legacies are our people. Out of the cauldron of the peopling of Barbados in the seventeenth century came the Barbadian. Of diverse cultures and back grounds...from Akan to Ibo to Yoruba and many other West African ethnicities, caught up in the trans Atlantic slave trade and sent to Barbados, to West Country English, Irish and Highland Scots, transported as prisoners of war or indentured servants. Adventurers and investors came from all over the British Isles, as did Sephardic Jews fleeing persecution in the Iberian Peninsula and Brazil. Listen to the Barbadian accent, you will hear the lilt of the Irish, the broad vowels of West Country English, mixed with West African linguistic influences. A new medium of communication...Bajan..was born and in the process, a new, self confident people with a new identity, emerged.

Certainly, our enduring legacy is the welcoming character of the Barbadian, all of whom dearly love what we affectionately call the Rock and who enthusiastically and proudly share its space and attractions with visitors to the island.

Dr. Karl Watson



# Tales from Barbados

## Sports in Barbados

For years, Barbados has been a well know luxury destination – second home of the rich and famous! Beautiful beaches, lovely turquoise water, friendly people, stable government and good infrastructure!

When I moved back there in 1995 it was like moving back to Heaven. But, and there is always a but...many places around the world have the same thing, a lot cheaper. How could we persuade people to choose us? Married to a keen sportsman whom I met in Barbados while he was on a cricket tour from Northern Ireland, it soon made us realise that Barbados has to start marketing itself in different ways and for us it was the sports tourism niche that made the most sense.

Of the 33 men that came with him on the cricket tour, seven remain repeat visitors to the island and one has bought at the Crane Resort and Residences. That was one cricket tour in 1984! The potential was enormous!

At the time when we started our magazine Sporting Barbados 20 years ago, there was hardly a golf product on the island, the Kensington Oval was ancient, and facilities for other sporting disciplines were few and far between for touring groups. Barbados was simply not tapping into this enormous and profitable market.

Fast forward to twenty years later – we have amazing golf product- Sandy Lane, Apes Hill, Royal West Moreland, Barbados Golf Club, Rockley Golf Club; certainly something for everyone and every pocket and with the new Golf Around Programme in place we can certainly expect more growth in this sector.

King Cricket, although slowing down with test matches, has embraced the fast food form of the game and in 2007 Barbados hosted the final of the ICC World Cup in the newly rebuilt Kensington Oval; the Mecca of Cricket in The Caribbean. Two years later we hosted the 20 Twenty Final. Kensington Oval remains one of the favorite stomping grounds for West Indies Cricket and next year we will once again be hosting the boys as we take on England in March 2017.

In the motor sport realm, we have seen the rebirth of Bushy Park and three times Formula One world champion Lewis Hamilton making frequent visits to the island to be part of the action. With events such as Top Gear, Festival of Speed, Race of Champions and of course, the Amazing Sol Rally – Motor Sport is becoming one of the largest spectator sports in Barbados and has been responsible for bringing more visitors and competitors to the island, and achieving more international publicity than almost any other sport.

From the tarmac to the high seas, the local sailing fraternity, with the help of the Government, have really raised the profile of sailing and over the last few years Barbados has hosted the Fireball World Championships, the Panerai Transat Classique Yacht Race, the SAP 505



Kensington Oval: the Mecca of Cricket in The Caribbean

World Championships, GP14 Worlds and coming up in 2017 the OK Dinghy and Finn Master world Championships.

The revamped Mount Gay Rum Barbados Race Series has now become a main stay in the Caribbean Regatta Circuit and every January unofficially kicks off the Season. Facilities have all improved in the inner basin in the careenage as well as 600ft of new dock space in the Bridgetown Port just in time to welcome the yachts taking part in the Barbados 50; a special transatlantic rally held to commemorate our 50th anniversary of Independence. The word is getting out worldwide that sailing is happening again in Barbados!

Let's not forget the resurgence of the Run Barbados; the Island Races team have done a sterling job in getting the Run Barbados Marathon Weekend back off the ground and this coupled with the Barbados Open Water Festival; now in its fifth year are both growing in popularity and bringing in competitors and journalists from around the world.

It's not what is there to do in Barbados? It's what to choose to do – between all the wonderful Horse Racing at the Garrison Savannah, the Polo matches in the winter at holders, motor sport, the cricket matches, the watersports and surfing events – you could fill almost every hour of every day.

Sports Tourism continues to bring people and life to this wonderful island. It sells it as something that is not just sand, sea and sun. For those people who want more, Barbados has a plethora of exciting, well organised and unique events. Come on down and see for yourself!

Pamela Hiles

# Tales from Barbados

## Of Meccas & Legends

On the eve of Barbados celebrating its 50th anniversary of Independence from Great Britain, we the Barbados Tourism Marketing Inc. (BTMI) thought it poignant to showcase various elements that comprise the island's rich cultural and social heritage.

From internationally renowned chanteuse Rihanna, to the powdery soft white sand beaches that fringe the island, some of which have been voted amongst the top sun-kissed strands in the world (Crane Beach), Barbados is the home of many iconic figures and places. As the birth place of rum, the grapefruit and the site of some of the most important historic sites in the Western Hemisphere, such as the oldest Jewish synagogue in the western world and the third oldest parliament in the Commonwealth; these facts, faces, stories and places are all integral parts of the stunning tapestry that has made our idyllic island nation a legend in its own right on the global scene.

Amongst the many enduring legends of the soil, none draw the admiration and adoration of so many around the world than our National Hero, The Rt. Excellent Sir Garfield Sobers. A monolithic figure in the island's favourite sport, cricket, Sir Garry, as he is affectionately known by Bajans and his innumerable fans and supporters from around the world, stands as the pinnacle of Barbadian achievement and hard-work, the embodiment of the values that helped to shape our tiny, but great nation.

Much of Barbados' social landscape, much like Sir Garry, owes its success to the game of cricket. Many Bajans cherish fond memories of vibrant games, filled with laughter and friendly rivalry around the scores of emerald pitches that dot the island's countryside, to the historic Kensington Oval, the mecca of Caribbean cricket. With 2017 being designated by the management of the BTMI as the "Year of Sport", it was befitting to pay homage to the legendary cricket ground and its indelible legacy on the world of sport, by modelling our stand at World Travel Market to mirror the modern canopied stadium in Bridgetown.

As the leaders of the island's tourism industry gather at this especially crucial WTM symposium, to chart the way forward for the industry, we take up the mantle of ensuring that Barbados' next fifty years will be marked by excellence, enduring legacy and new legends that bolster our reputation on the global scene. We therefore extend a warm invitation to all, on behalf of the people of Barbados, as we cross the golden threshold of fifty years of being craftsmen of our own fate, to join us on stand as we celebrate our finest under the banner of "Legends to Legacy".

Lennon Chandler





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## CARIFESTA XIII

Every two years, CARICOM and CARIFORUM countries of the Caribbean and Latin America gather to celebrate the spirit of their people through the expressions of Art, Music, Food, Folklore, Theatre and Dance at the Caribbean Festival of Arts known as CARIFESTA.

In 2017, Barbados will be hosting the 13th edition of this exciting Festival with participation by over four thousand artists, artistes and artisans.

Under the theme "Asserting Our Culture, Celebrating OurSelves" the Festival will be part of the Barbados Big Summer of Festivals season, as it will closely follow Crop Over... the Sweetest Summer Festival, which is known for its unique Barbadian masquerade, soca music and revelry.

Unlike Crop Over, CARIFESTA is a gathering of over 23 Caribbean and Latin America nations showcasing a wide array of disciplines including film; folk traditions; several genres of music, theatre and dance; traditional culinary cuisine inclusive of national dishes and beverages at the largest gathering for Artistic expressions.

At the 13th edition, Barbados will launch the newly modeled market place for buyers, distributors and exhibitors at the Grand Market & Buyers' Shopping Mall, designed to showcase the emergence of the Caribbean Cultural and Creative Industries.

With its Super Concerts featuring Regional and International star studded performances; its Signal Events for the High Arts; and the traditions of many Country Nights showcases, CARIFESTA XIII, August 2017, is set to make Barbados a popular Summer Holiday destinations for 2017.

For further information on the Festival and to get a glimpse of past CARIFESTAS

**visit [www.carifesta.net](http://www.carifesta.net)**

See You at CARIFESTA XIII,  
Book early to secure your hotel accommodation.



# Delegates



## The Hon. Richard L. Sealy, M.P.

Minister of Tourism and International Transport

The Honourable Richard L. Sealy, M.P., Minister of Tourism and International Transport of Barbados, is a Civil Engineer. He holds a BSc. in Civil Engineering from the University of Florida, USA, and an MBA from the University of the West Indies, Cave Hill Campus; Barbados.

For 19 years, Mr. Sealy worked on engineering projects in Barbados and the wider Caribbean. He served on the Engineering Registration Board (1991–1994), he also served on the Film Censorship Board (1991–1994) and the Promotions Committee of the National Assistance Board (1992–1994).

Mr. Sealy entered elective politics and contested the St. Michael South Central constituency in 1999 as a member of the Democratic Labour Party (DLP), based on the mantra "Service over Self." He believes every Barbadian, who is blessed with special competencies and skills would do well to use these gifts for the benefit of the country. Mr. Sealy won a seat in the Parliament of Barbados for the St. Michael South Central constituency in 2003.

Mr. Sealy is a former President of the Young Democrats, the youth arm of the DLP. While in Opposition (2003–2008) he shadowed the portfolios of Industry and International Business; Foreign Trade; Commerce, Consumer Affairs and Business Development; International Transport and Health.

In January 2008, the Democratic Labour Party won the national elections by a landslide. Mr. Sealy was appointed Minister of Tourism and has held the position with distinction until the February 21st 2013 General Elections when he was returned to office under a Democratic Labour Party ticket.

A former Vice President of the Democratic Labour Party, he currently serves as a member of the Commonwealth Parliamentary Association and Deputy Chairman of the Cabinet's Economic Policy Committee.



## Mrs. Donna Cadogan

Permanent Secretary, Ministry of Tourism & International Transport

Mrs. Donna Cadogan is a trained economist, who holds a Bachelor of Science Degree in Economics and Management from the University of the West Indies, Cave Hill Campus, Barbados. She has been a career civil servant in the Barbados Public Service for the past 29 years and joined the Ministry of Tourism as Permanent Secretary in January, 2015. She has responsibility for the administration of the tourism sector, as well as for civil aviation regulation and the sea ports.

Mrs. Cadogan is also charged with oversight of the agencies responsible for tourism product development; tourism marketing and investment; the main Conference Centre; the leading tourism attraction on the island - Harrisons Cave and the operation of a number of Government-owned hotels, including the Hilton Barbados Resort.

Mrs. Cadogan is a Director of the Boards of the Barbados Tourism Marketing Inc.; Hotel and Resorts Limited; Grantley Adams International Airport Inc. and Barbados Port Inc.

She is committed to transforming Barbados into the No. 1 tourism destination through the implementation of the recommendations of the Barbados Tourism Master Plan which seeks to capitalize on the uniqueness of the Barbados Tourism Product. Her aim is also to enhance the sectors contribution to sustained socio-economic growth through increased infrastructural investment; to fast track the development of the aviation and cruise industries, expand existing source markets and create ones in Latin America and Asia.

Mrs. Cadogan is married and the mother of one son and two daughters. She is an avid reader who also enjoys research activities.

# Delegates



## Mr. Alvin Jemmott

Chairman of the Board of Directors, Barbados Tourism Marketing Inc

Alvin Jemmott entered the tourism industry in 1980 when he enrolled at the Hotel Training School. He began his career at Sam Lord's Castle in Barbados in 1982 as waiter and gradually emerged to the position of senior supervisor. An avid individual, who is driven by success, rose to the position of Director of Sales in a span of 18 years.

Mr. Alvin Jemmott, in his quest for continuous growth, moved onto the Elegant Hotel Group where he managed the Food and Beverage department and was a part of the successful team which opened the Crystal Cove Hotel, St. James.

In 2001, Mr. Jemmott became General Manager of Asta Hotel and later became the Director of Sales for the Palm Beach Hotel Group.

With his enthusiasm, drive and successful career thus far, Mr. Jemmott joined the Divi Resorts Hotel Group in 2006 as General Manager and is very proud of its accomplishments to date whereby the resort has seen an improvement in its financial performance.

In his career, Mr. Jemmott seeks to educate young people on the importance of Tourism in Barbados and by extension the world, having lectured at the Barbados Hospitality Institute – Pommarine, Deacons Primary School, Coleridge and Parry School, just to name a few. He further seeks to educate the public at large on the happenings in Tourism through his weekly column You're Welcome in the Barbados Today.

A former president of the Barbados Hotel and Tourism Association and a past Director on the Board at the Barbados Tourism Authority, Mr. Jemmott committed to contributing to the success of Barbados through tourism.

Mr. Jemmott holds a Masters in Science Degree in Hospitality and Tourism Management from the Revans University and a fellow member of International Management Centre Association. He is the first Chairman of the newly established Barbados Tourism Marketing Inc.





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## Mr. William 'Billy' Griffith

CEO, Barbados Tourism Marketing Inc

Mr. Griffith, a graduate in Hotel Management from the University of the West Indies, is a 35 year veteran in the hotel and tourism industry. His career started in 1979 as a management trainee at the famed Sandy Lane Hotel in Barbados, the country of his birth. During his nine years at Sandy Lane Griffith held various positions including Food and Beverage Manager and Director of Sales and Marketing.

In 1988, Mr. Griffith was appointed General Manager of the Harmony Club in Bermuda, and was subsequently promoted to Executive Director of Forte Hotels, Bermuda in 1991, managing both the Harmony Club (Bermuda's first all-inclusive hotel) and the Belmont Hotel. Griffith was also part owner of the Harmony Club Hotel from 1996-2001 and was voted Bermuda's Hotelier of the Year in 1997.

More recently he was President of the Bermuda Resort Hotels, managing the operations of Surfside Beach, Grape Bay Beach Hotel and the Wharf Executive Suites between 2001 and 2008.

Mr Griffith was appointed Director of Tourism of Bermuda in August 2008 and served in this capacity until March 2014. During this time he was responsible for the management of all company operations with an annual US\$27 million budget. He managed a team of 47 people worldwide with offices and representatives in the USA, Canada, UK, Italy and Germany and was responsible for planning the marketing, public relations and sales strategies to drive visitor arrivals to the destination.

During his tenure as Director he also served on the Board of Directors of the Caribbean Tourism Development Company (CTDC) and as Vice President of British Overseas Territories Committee of the Caribbean Tourism Organization (CTO).

Griffith was appointed CEO of Barbados Tourism Marketing Inc (BTMI) in October 2014.

# Delegates



## Dr. Kerry Hall

CEO, Barbados Tourism Product Authority

Dr. Kerry Hall is a double graduate of the University of the West Indies in Barbados, with a B.Sc. (Hons) in Management Studies and a Ph.D. in Tourism History. She also holds a M.Sc. in Hotel and Food Service Management from the Florida International University, School of Hospitality Management.

She has acquired diversified experience in the tourism and hospitality industries in both the public and private sectors, in the capacity of Chief Tourism Development Officer (Ag) in the Ministry of Tourism and International Transport, Trade Consultant for Tourism & Entertainment Services at the Barbados Private Sector Trade Team and Director of People Development and Training at the Five Diamond Sandy Lane Hotel.

As an independent Consultant, she worked on local and regional tourism projects, specializing in the areas of market research and analysis, strategic planning, tourism marketing and human resource development. One of her more notable projects included crafting the "White Paper on the Development of Tourism in Barbados 2012-2022" for the Barbados government.

A former Chairperson of the Tourism Advisory Council and member of the Board of Directors of the Barbados Tourism Authority, in 2013, she co-authored a Coffee Table book entitled, "Island in the Sun: The Story of Tourism in Barbados". Her present position is Chief Executive Officer of the Barbados Tourism Product Authority, where she has direct oversight over the quality and standard of the Barbados product offering, facilitating the development and enhancement of new and existing tourism product and ensuring that Barbados' tourism industry remains current, viable and competitive in an evolving global tourism environment.



## His Excellency Mr. Guy Hewitt

Barbados High Commissioner to UK

H. E. Mr Guy Hewitt took up his appointment in September 2014. An accomplished executive with considerable leadership and management skills, he has worked in a number of public sector agencies including the University of the West Indies, Caribbean Examinations Council and the Commonwealth Secretariat where he held senior positions.

His public service involved membership of a number of boards including Chairman of the Queen Elizabeth Hospital and Deputy Chairman of the Barbados Vocational Training Board. Educated at the University of the West Indies and the University of Kent at Canterbury, he is married with two children

# Delegates



## Ms. Cheryl Carter

Director, Barbados Tourism Marketing Inc, UK

In 2014, Cheryl Carter was appointed as UK director for BTMI following a 12 year stint as Senior Business Development Manager, then Vice President of BTMI in Canada. During that period, Cheryl's efforts resulted in a 47 percent growth in visitors from Canada to Barbados.

Cheryl has spent approximately twenty years in the hospitality industry in several roles including Public Relations Officer with the Barbados Tourism Authority and Public Relations and Marketing Manager with Sandy Lane.

Cheryl joined a leading Barbadian PR firm in 1994, where she spent six years as the Senior Account Executive managing British Airways, Sandy Lane, Tall Ships and the Cellular Division of Cable & Wireless, to name a few. She also represented the PR affairs of Caribbean Export, Pine Hill Dairy and CBC TV Channel 8.

From 2000-2003 Cheryl spent three years in the role of Account Director at BCB communications and was responsible for managing the marketing initiatives for numerous retail chains. A graduate of the University of the West Indies, Cheryl also holds an MBA from the University of Western, Richard Ivey School of Business in Ontario.





## Ms. Anita Nightingale

Director, Barbados Tourism Marketing Inc, Europe

"Director, Europe of the Barbados Tourism Marketing Inc., Anita Nightingale, is responsible for the roll out of the BTMI's marketing strategy in Europe, ensuring that there is demand for Barbados tourism experiences.

Anita joined the BTMI in March 2016. She has 20 years experience in brand, creative and marketing strategy, working on both the agency and corporate sides. Anita has held progressively senior roles including Account Manager for Ford's national US ad campaigns, Head of Regional Marketing at Dufry, and Director of Strategic Planning at Zimmerman Advertising. Her accomplishments include growing Dufry's Caribbean cardholder subscription and spend from her first year, after it suffered a three-year decline.

Anita's academic qualifications include an undergraduate degree in English and French, a Masters degree in Media Studies, and a post graduate certificate in Media Economics.

A PADI-certified scuba diver, she enjoys indulging in her own travel expeditions with her teenaged daughter, and learning new languages."

# Delegates



## Mrs. Roseanne Myers

Chairman, Barbados Hotel & Tourism Association

Mrs. Myers is the General Manager of Atlantis Submarines Barbados, and was appointed the Chairman of the Barbados Hotel and Tourism association in June 2016, as the first Direct Tourism Services member of a national association to do so. She holds a Bachelor of Science honours degree in Chemistry and Biochemistry and a Master of Science in Tourism and Hospitality with distinction. She has over 32 years senior management experience in the manufacturing and tourism sectors, having worked at Intel Corporation before joining Atlantis Submarines.

Throughout her career in the industry she has served as director on the boards of several major tourism institutions including Barbados Port Inc. (BPI), the Tourism Development Corporation (TDC), the Barbados Tourism Authority (BTA), and was the Chair of the BTA's National Tourism Marketing Committee for several years. She also served on the council of the Barbados Chamber of Commerce and Industry and up to 2013 was the Deputy Chairman of the board of Kensington Oval Management Inc. Mrs. Myers is Chair of Premier Attractions of Barbados, a marketing alliance of Barbados' top attractions, was recently appointed the Chairman of the Advisory committee of "Bank on Me", a reality television show and is an executive committee member of the newly formed Harrison College Foundation.

Mrs. Myers is married to Dr. Donovan Myers and has two children Dr. Alanna Myers and Mr. Marcus Myers.



## Mrs. Susan Springer

CEO, Barbados Hotel & Tourism Association

Sue is a veteran hotelier of some 30 years and commenced her career in London at the Waldorf Hotel before moving on to work in Bahrain and Guyana. She then moved to Barbados to continue her career and opened and managed the Turtle Beach Resort, part of the Elegant Hotels Group.

Mrs. Springer holds a Master of Science in Tourism and Hospitality Management and is a Member of the Hotel Catering Industrial and Management Association (HCIMA). She has also lectured at Guildford and Plymouth College of Technology in England, as well as at the Barbados Community College Hospitality Institute. She currently sits on several statutory bodies and is an Executive Member of the Caribbean Hotel and Tourism Association (CHTA).



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# BARBADOS

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## Accra Beach Resort & Spa

Centrally located overlooking the beautiful Rockley Beach, this 3 1/2 acre property exemplifies the "Caribbean Dream". All rooms offer panoramic views of the island, pool or ocean.

The center-piece of the lush gardens is a large swimming pool complete with swim-up bar for a cooling refreshment or indulge in a boozy cocktail in the comfort of the 'Sand Bar'. Enjoy a hearty breakfast or lunch from our Cocopatch Restaurant or a light bite from our bar snack menu served daily. Dine in style at the Accra Deck restaurant and choose from an array of local and international European cuisine or indulge in the flavours of the Pacific Rim at the Pacifica Kitchen.

Relax, rejuvenate and heal at our on-sight Chakra Spa. Choose from a wide selection of treatments and immerse yourself in the tranquil atmosphere of our spa experience. Be sure to stay at our award winning hotel during your next visit to Barbados.

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## Alleyne Real Estate

We are a dedicated team of villa holiday specialists and real estate professionals located in Barbados, and we offer a highly personalized service to our valued clients. Our focus is to find the property in Barbados that is best suited to you whether you are looking for a short stay villa or a second home. Please give us a call and allow us to open the doors to Barbadian real estate for you so you too can enjoy our Caribbean island paradise!

### CONTACT DETAILS

Shane Johnson - Chief Executive Officer & Director  
Tel: 246-432-1159  
Cell: 246-230-9436  
Fax: 246-432-2733  
Web: www.jalbarbados.com  
Alleyne Real Estate: A Division of Jennifer Alleyne Ltd.  
Weston, St. James, Barbados, BB24032





# Hotels & Villas

## All Seasons Resort Europa

All Seasons Resort is a unique 3 star hotel located on the posh West coast of Barbados. Nestled in the heart of Sunset Crest, St. James, we feature 48 rustic Caribbean suites within cottages. Each suite (750sq ft.) has fully equipped kitchenette, dining area, living area, private patio, cable TV & a personal parking space.

All Seasons is ideally located near Holetown, close to beaches, shopping malls & amenities including the Beach House facilities all just 3 minutes ride on our complimentary scheduled shuttle service. Free Wi-Fi in public areas, a fitness center, Restaurant and Multi-functional facility for hosting events.

### CONTACT DETAILS

Soni Kessuram - Managing Director  
Tel: 246 432 5046  
Fax: 246 432 0893  
Email: [stay@allseasonsresort.bb](mailto:stay@allseasonsresort.bb)  
Web: [www.allseasonsresort.bb](http://www.allseasonsresort.bb)  
Europa, Palm Avenue, Sunset Crest, St. James, Barbados.



## Barbados Beach Club

Barbados Beach Club offers 110 air-conditioned rooms on an All Inclusive basis, with ocean, pool or garden views. Set on the scenic South Coast close to St Lawrence Gap, facilities include two restaurants and a bar, tennis court, exercise room, water sports and nightly entertainment.

### CONTACT DETAILS

Adam Broome - General Manager  
Tel: +1 (246)-428-9900  
Fax: +1 (246)-428-8905  
Email: [barbadosbeachclub@caribsurf.com](mailto:barbadosbeachclub@caribsurf.com)  
Web: [www.barbadosbeachclub.com](http://www.barbadosbeachclub.com)



## Bougainvillea Beach Resort

Discover Bougainvillea Beach Resort an ocean front hotel that captures the essence and allure of the Caribbean. Feel the warmth of the sun and the friendliness of Barbados from your home away from home.

Escape from the norm with endless options and all the comforts of a full-service hotel, ideally suited to couples and families alike. Relax, unwind and fall in love with all that makes Barbados uniquely unforgettable. Bougainvillea Beach Resort offers the perfect setting for a relaxing escape, but is also convenient to the activities of the vibrant South Coast of Barbados.

### CONTACT DETAILS

Jamal Griffith - Sales & Marketing Manager  
Tel: +1 (246) 628-0990  
Email: jamalgriffith@bougainvillearesort.com  
Maxwell Coast Road, Christ Church



## Butterfly Beach Hotel

In a lovely beach and ocean front location, we are ideal for those looking for a full-service, but self-catering property in a casual setting, that is located near to the many activities and amenities Barbados has to offer.

Walking distance to the famous Oistins Fish Fry and almost as close to the nightlife hub of St. Lawrence Gap. Many repeat guests come every year for our friendly and relaxed atmosphere. Refurbished late last year Butterfly is the best value for money in Barbados and a TripAdvisor Travellers' Choice award winner.

### CONTACT DETAILS

Mark T. Kent - General Manager  
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Fax: +1 (246) 418-0502  
Web: www.butterflybeach.com



# Hotels & Villas



## Coconut Court Beach Hotel

Recently renovated, family owned hotel located directly on a large, beautiful beach in the heart of the South Coast offering great value and warm, genuine service. All 112 spacious guest rooms face the ocean and are equipped with efficient kitchenettes and free WIFI. Self-catering island view apartments also available.

Located adjacent to the South Coast Boardwalk in the World Heritage UNESCO district within easy walking distance to historic sites, shops and restaurants. Bridgetown, St. Lawrence Gap and Oistins are a short bus ride away. Free roundtrip airport transfers, welcome bottle of Pirate Punch and daily shopping shuttle service included.

### CONTACT DETAILS

Jason Lampkin - General Manager  
Linda Lampkin - Marketing Manager  
Local Tel: +1 (246) 427-1655  
Toll Free: 0808-238-0051  
E: [reservations@coconut-court.com](mailto:reservations@coconut-court.com)  
The Garrison Historic Area, Hastings, Christ Church,  
BB15156 Barbados W.I.



## Coral Mist /Blue Orchids Beach Hotel

A Tropical haven where turquoise sea, edges the vast sweep of pristine white sand of Worthing beach. These two comfortable and delightful hotels boast 63 newly built rooms, exquisitely furnished with Studios, 2 Bedroom, 1 Bedroom and 1 Bedroom Deluxe. All with kitchenette, air-condition, private bath and balconies.

Nestled within lush gardens strewn with palm trees overlooking the Caribbean Sea. A restaurant, fitness Centre and novelty shop combined with warm hospitality and lively water sports, add to the charm of the hotels and makes for a great holiday for couples and families.

### CONTACT DETAILS

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Margaret Carrington  
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**BARBADOS**  
Year of Sport 2017

## Coral Reef Club

Quietly nestled in twelve acres of lush tropical gardens on Barbados' famed West Coast, Coral Reef Club has been family owned and managed for over sixty years. The staff has a strong eye for detail and ensures that guests are well looked after resulting in a high level of repeat guests to the hotel.

The elegant oceanfront restaurant has an excellent reputation for fine dining. All rooms are spacious and well appointed while the Luxury Cottages and Plantation Suites boast their own plunge pools and outstanding interior design. A state of the art spa, offering the highest standards is the ultimate complement to such a unique treasure as Coral Reef Club.

### CONTACT DETAILS

Mark O'Hara - Managing Director  
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Web: www.coralreefbarbados.com  
Email: bp@southernpalms.net  
Coral Reef Club, Porters, St. James BB24017



*Coral Reef Club*



## Elegant Hotels Group

A collection of six award winning beach front hotels all located on the southern Caribbean island of Barbados. All properties share a passion for gracious Bajan hospitality, superlative services and amenities that provide each guest with unrivaled attention. As part of the Elegant Experience, each guest received a variety of complimentary services entitle "Elegant Inclusions" at all hotels:

- Free Motorized Water Sports and Non-motorized water sports
- Free Wi-Fi in rooms and throughout properties
- Free Water Taxi service between West Coast hotels
- Free Fitness Center / Classes like yoga, pilates (vary at each property)
- Free Beach & Pool Ambassador service at all properties
- Free Flying Fish Kids Club (all but The House)
- Dine Around Program with Elegant Hotels

### CONTACT DETAILS

Glynis Jeffery - Director of Sales & Marketing UK/Europe  
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Tel: + 44 (0) 1904 607435  
Mobile: +44 (0) 7967 193425  
Reservations: (freephone from UK) 0800 917 3534  
Suite 11, Woodhouse Grange Business Centre,  
Sutton upon Derwent, YO41 4DF  
Web: www.eleganthotels.com



**ELEGANT HOTELS**  
BARBADOS  
*elegance with a twist*



# Hotels & Villas

## Fairmont Royal Pavilion

The Fairmont Royal Pavilion has been described as 'a whisper of old world grace in a setting of new world luxury'. Set on 11 acres of tropical garden, on the famed Platinum Coast of Barbados, on a beautiful half mile crescent bay of golden sand where Turtles still nest.

All rooms overlook the Caribbean Sea. 48 Deluxe rooms have unobstructed views of the Ocean from the glass fronted balcony. 24 Beachfront Junior Suites with direct access to the beach from a decked terrace and a 3 bedroom Villa located in the gardens. 2 restaurants, beach club, plus tennis & watersports.

### CONTACT DETAILS

Annabelle Marshall - Director of Sales  
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Email: Annabelle.marshall@fairmont.com  
Email: reservations@coconut-court.com

*Fairmont*  
ROYAL PAVILION

## Infinity on the Beach

Infinity on the Beach is an intimate hotel located on the popular Dover Beach on the stunning South Coast. The hotel boasts one of the best locations in Barbados right in the heart of the renowned St. Lawrence Gap.

The Gap separates the two-three storey buildings that comprise this unique property; offering the option of tranquil landside or scenic ocean side rooms. The hotel promises to bring its guests the best of Barbadian hospitality, food, activities and service, all of which they can enjoy from this superb location. It is not often that such a small hotel offers so much.

### CONTACT DETAILS

Renée Coppin - General Manager  
Tel: (246) 623-0000  
E-mail: stay@infinityonthebeach.com  
Infinity on the Beach St. Lawrence Gap, Christ Church  
Barbados

  
**INFINITY**  
ON THE BEACH



## Intimate Hotels of Barbados

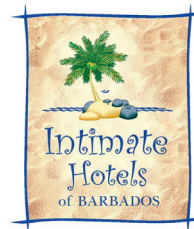
The Intimate Hotels of Barbados is a unique collection of small, boutique, cozy, affordable properties scattered across the island of Barbados.

Within this collection, are hotels, apartments, guest houses, villas and condos – all with less than 75 rooms and offering self-catering facilities from the south coast to the west coast. Our properties offer a variety of features (pools, spas, restaurants, Wi Fi) and can cater to various niches – sports groups, school groups, leisure travelers, budget travelers, weddings & honeymoons.

What makes the IHB properties special is the personalized service by the hotel owners and the affordable rates. Feel free to contact us at 246-436-2053 or 622-1517 or at [www.intimatehotelsbarbados.com](http://www.intimatehotelsbarbados.com) or find us on facebook if you are seeking an authentic Barbadian holiday.

### CONTACT DETAILS

Mrs. Gayle Headley-Lowe, Executive Director  
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Email: [ghlowe@intimatehotelsbarbados.com](mailto:ghlowe@intimatehotelsbarbados.com)  
BHTA Building, 4th Avenue, Belleville, St. Michael



## Mango Bay Group

The Mango Bay Group comprises of Mango Bay, Island Inn and The Sands Barbados.

Mango Bay is set on a beautiful beach on the fashionable West Coast and is ideal for those seeking an all-inclusive holiday combined with the personal and friendly service of a small, intimate resort. We also offer a wide array of included activities. Island Inn is a quaint, 24 room all-inclusive property within the Garrison UNESCO World Heritage site. It will amaze you with its disarming simplicity and old world charm and offers an unrivalled warm atmosphere with contemporary trappings and a true Bajan experience.

Our latest addition to the group, The Sands Barbados, is set on a stunning white sandy beach on the South Coast of Barbados. This new contemporary-styled, vibrant all-inclusive property is ideal for families, groups and couples seeking a trendy holiday combined with personal and friendly service.

### CONTACT DETAILS

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# Hotels & Villas

## Ocean Hotels

Ocean Hotels operates three boutique hotels on the South Coast of Barbados all offering 4 star quality accommodation and excellent facilities and amenities in superb locations. Perfectly suited to families, couples, weddings and honeymoons and the groups and incentive market.

Our outstanding hotels comprising a luxury beachfront resort, an intimate all-inclusive and a trendy all suite property, provide a choice of unique accommodation options that allow for truly one of a kind holidays backed by highly personalized service – at Ocean Hotels it really is "Your Holiday, Your Way!"

### CONTACT DETAILS

Patricia Affonso-Dass - Group General Manager  
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Tel: +1 (246) 230-3209 (M)  
(246) 418-1800 Ext: 8030 (W)  
Ocean Hotels Corporate Office, St. Lawrence Gap,  
Dover, Christ Church, Barbados



## Port St. Charles

Port St Charles Resort located on the north western coast of Barbados facing the idyllic aquamarine Caribbean sea, offers beautiful villas and apartments for either a short holiday or if you wished to visit at your convenience, ownership becomes a dream come true. Our luxury homes vary from one bedroom to five bedroom, located in the 22 acre community, either on the lagoon-front or directly on the beach front.

More than just recognized as the premiere Caribbean Marina, Port St Charles Resort offers a luxury lifestyle. Our homes are individually furnished with each one having a unique point of view to make your holiday or investment a reality.

### CONTACT DETAILS

Mr. Stephen Austin - General Manager  
Tel: 419-1000  
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Email: [psc.reservations@caribsurf.com](mailto:psc.reservations@caribsurf.com)  
Port St. Charles Heywood's St. Peter BB 26013





**BARBADOS**  
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## Radisson Aquatica Resort

Perfectly situated on Needham's Point in the shimmering Carlisle Bay, the Radisson Aquatica Resort Barbados offers everything necessary for an unforgettable Caribbean getaway.

We are located along two miles of gorgeous white-sand beach, allowing you to spend your days soaking up the sun, paddle boarding, snorkeling or even swimming alongside sea turtles. During your vacation in Barbados, take advantage of our hotel's numerous amenities, including exquisite on-site dining, a well-equipped fitness center and an outdoor pool. A number of local craft markets and cultural destinations are located within walking distance, making it easy to explore and pick up souvenirs.

### CONTACT DETAILS

Cheryl Blackman - Director of Sales  
Tel: 1 (246) 426-4000  
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Email: sales@aquaticabarbados.com  
Web: www.radisson.com/barbados  
Aquatic Gap, Carlisle Bay, PO Box 639, Bridgetown,  
St. Michael



## Southern Palms

Southern Palms is located on the South Coast, in St. Lawrence Gap consisting of 92 units, the Hotel is set in lush, attractive gardens. The architecture is a blend of traditional and Barbadian design with buildings and gardens that stretch over 1000ft of beautiful beach frontage.

With 4 categories of accommodation; garden or pool view, ocean view, junior suite and one bedroom suites. There is a relaxed atmosphere of luxurious comfort, with personal service and attention to detail ensuring the perfect holiday. Our Garden Terrace Restaurant serves breakfast, lunch and dinner, with various specialty nights accompanied by Live Entertainment

### CONTACT DETAILS

Britta Pollard - Managing Director  
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Web: www.southernpalms.net  
St. Lawrence Gap, Christ Church, Barbados, BB15017



# Hotels & Villas

## Sugar Bay Hotel

Barbados' newest all-inclusive resort - Sugar Bay Barbados is set on 5.5 acres of stunning beachfront with 150 meters of white, sandy beach and a tranquil ocean lagoon. Sugar Bay is located in the UNESCO World Heritage Site, the Historic Garrison. The elegant interiors are cool and airy with vintage furniture and a blend of contemporary and traditional touches.

The service is exceptional and the attentive staff really make you feel at home. Our oceanfront hotel is located on the beautiful south coast of the island, well known for its gorgeous year round weather, great nightlife and breathtaking beaches. Lounge by the pool, sip cocktails at the swim-up bar or enjoy a siesta in one of the hammocks strewn between palms.

There are two superb specialty restaurants - Sizzle Steakhouse and UMI, an Asian-fusion restaurant. Collin's Bar & Grill a traditional rum shop that provides a casual setting for lunch, snacks & drinks. Our great choice of restaurants also includes Reef where you can sink your toes in the sand and listen to the waves while enjoying delicious dishes and themed buffets including Caribbean, Mediterranean and Asian.

### CONTACT DETAILS

Jamal Griffith - Sales & Marketing Manager  
Tel: +1 (246) 628-0990  
Email: jamalgriffith@bougainvillearesort.com  
Maxwell Coast Road, Christ Church



## The Crane Resort

For over a century, the historic Crane Resort has surveyed the famous pink sands and turquoise waters of Crane Beach from its dramatic cliff-top perch. A Barbadian legend since 1887, and the oldest operating hotel in the Caribbean, The Crane effortlessly marries the old-world charm of its past to all the 21st century amenities and services expected by today's most discerning travellers.

From grand colonial styled suites featuring lush gardens, private pools and rooftop terraces, to an impressive array of world-class amenities and services including fitness facilities, spectacular cascading pools, exciting restaurants and of course, the Zagat rated Zen, The Crane offers an idyllic respite on the South East coast of Barbados.

### CONTACT DETAILS

Ms. Sophia Gunning - Director of Operations  
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Ms. Charita Jordan - Marketing Manager  
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Email: charita.jordan@thecrane.com





**BARBADOS**  
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## The Club Barbados Resort & Spa

A quiet and comfortable Caribbean Experience, The Club Barbados is set amongst four acres of lush, tropical gardens, directly overlooking the Caribbean Sea.

The Club Barbados has choice of seven accommodation categories, which surround the gardens, pools, lounges and restaurants and line the coral rock along the sea. Activities include swimming pools, Jacuzzi, tennis, Hobie Cat Sailing, snorkelling and kayaking. Dining at The Club Barbados is a gourmet experience. There are two restaurants to choose from at the resort; and the resort has three bars, including the signature Rum Bar.

### CONTACT DETAILS

Mr. Andrew Zepherin - General Manager  
Email: gm@theclubbds.com  
Web: www.theclubbarbados.com  
The Club, Barbados Resort & Spa, Vauxhall, St. James



## The Sandpiper

Family owned and operated with just fifty rooms and suites, The Sandpiper is a real little gem of a hotel on the desirable west coast of Barbados. Set in lush gardens leading to an excellent white sand beach, The Sandpiper offers a wide range of facilities. All of the bedrooms and suites have their own private terrace and are spacious and well appointed.

Three Tree Top Suites with their own plunge pool and wrap around terrace feature outstanding interior design. The restaurant, which is in lush gardens surrounded by tranquil koi ponds, has a fine reputation and offers an eclectic menu with a Caribbean undertone. The personal service which guests receive from attentive staff helps ensure that they return to visit year after year.

### CONTACT DETAILS

Mark O'Hara - Managing Director  
Tel: +1 (246) 422-2372  
E-Mail: markohara@coralreefbarbados.com  
Web: www.sandpiperbarbados.com  
Coral Reef Club, Porters, St. James BB24017



THE SANDPIPER





# Destination Management

## Foster & Ince Tourism Group

The Foster & Ince Tourism Group has been in the Tourism Industry in Barbados for 48 years. The company is a diverse Tourism company that is involved in the Cruise market as well as the land based Tourism sector. The company owns and operates a wide range of Amazing Tourism Attractions and owns a large fleet of high end vehicles.

### CONTACT DETAILS

Martin Ince - Chief Executive Officer,  
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Email: mince@foster-ince.com  
Web: www.foster-ince.com



## Platinum Services Ltd.

Since 1999, Platinum Services Ltd has been the leader in VIP Fast Track, Meet & Assist, Concierge Services, and Luxury Private Jet Charters in Barbados. Our focus is on quality service, ensuring that our clients' travel experience is always seamless, free of hassle, and enjoyable. If your destination is the Caribbean, our arrival, departure, and in-transit services eliminate many of the hassles synonymous with travel today.

The Platinum Team of dedicated and well-trained protocol officers has one goal as their mission—to serve you. With Platinum Services, there is no queuing, no unnecessary waiting time at the airport, and no worries about flight transfers or baggage collection. We cater to all of your needs from the moment you deplane right up until you enter your hotel room. Platinum Services exists because you deserve nothing but exceptional service. We understand that your status is hard-earned, and for this reason it should carry certain privileges. We are here to serve you and will satisfy all your requests!

### CONTACT DETAILS

Shelly Williams - Managing Director  
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Platinum Services Ltd, Coles Engineering Bldg, Lowlands,  
Christ Church BB17078, Barbados





**BARBADOS**  
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## Remac Tours

Remac Tours is an indigenous Barbadian Destination Management Company that specialises in inbound and outbound tourism. The company offers quality service to all its clients worldwide. Remac Tours is the new GSA for Condor Airlines in Barbados and offers this service through its associate offices in the Caribbean.

### CONTACT DETAILS

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Email: remactours@gmail.com  
Web: www.remactours.com



## St James Travel & Tours Limited

Over the past 30 years, St. James Travel & Tours has built a reputation of excellence as the Caribbean's leading Destination Management Company. With offices in Antigua, Barbados, Grenada and St. Kitts & Nevis, our clients trust our expertise based on our attention to detail, flexibility, and dedication to understanding their needs.

### CONTACT DETAILS

Kavita Sandiford - General Manager  
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Web: www.stjamesgroup.com



**St. James Travel & Tours**

# Destination Management

## West Indian International Tours

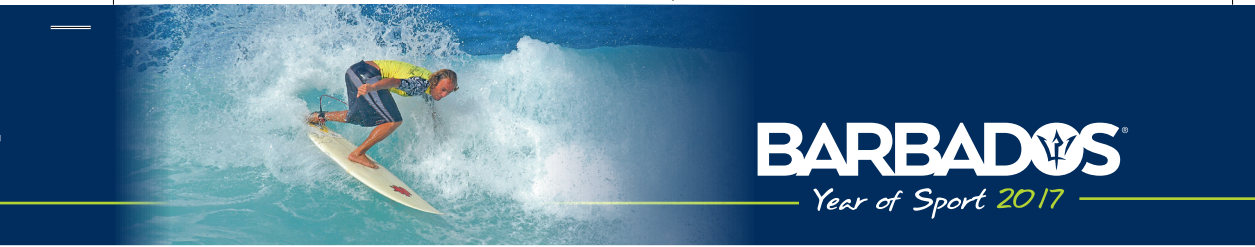
West Indian International Tours (WIIT) manages the customer service delivery process to an international clientele. Services include tour representation, hotel accommodation, short term villa rentals, tours and activities and services the MICE industry.

Extensive shore excursion programme in the Eastern Caribbean with a multilingual capability. Cultural and sports themed experiences in the region, including Wellness, Gastronomy, Hiking. Introducing the Bajan Way, ([www.bajanway.com](http://www.bajanway.com)) the best way to enjoy Barbados; a prepaid meal plan, with a choice of over 30 restaurants island wide. Just pay with a voucher.

### CONTACT DETAILS

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Web: [www.wiit.net](http://www.wiit.net)  
Ciboney Caribbean, Frangipani Flats, Worthing  
Christ Church BB15011





## Atlantis Submarines

Atlantis Submarines (Barbados) Inc. is a unique underwater tour company, operating an authentic submarine as a subsidiary of Atlantis Submarines International. It is part of a fleet operating in the Caribbean, Hawaii and Guam and has been in operation off the west coast of Barbados for 29 years. It is an internationally certified safe operation with environmentally friendly certification by Green Globe.

The company offers underwater tours on a daily basis in a 48 passenger submersible and is perfect for families during the day and more romantic for couples at sunset and at night. The Atlantis Submarine with its large view ports all around creates amazing unforgettable memories fully submerged in the aquamarine Caribbean Sea, among coral formations, as curious reef fish and turtles peek in and sea fans sway. A "must-do" underwater adventure at 150 feet (46 metres) below the surface. Net rates are available for hotel package inclusions and advanced bookings.

### CONTACT DETAILS

Roseanne Myers - General Manager  
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Web: [www.barbados.atlantissubmarines.com](http://www.barbados.atlantissubmarines.com)



# Car Hire

## Courtesy Rent A Car

Courtesy Rent A Car has established a reputation for the provision of quality new vehicles at reasonable rates with service that is second to none. We offer free island wide delivery or collection on arrival from our Grantley Adams International Airport office.

We look forward to working with you to provide your clients transport solutions.

### CONTACT DETAILS

Ian Proverbs - Manager  
Wildey, St. Michael & Grantley Adams International Airport  
Tel: +1 (246)-431-4160  
Fax: +1 (246)-429-6387  
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Web: [www.courtesyrentacar.com](http://www.courtesyrentacar.com)



## Stoutes Car Rental Ltd

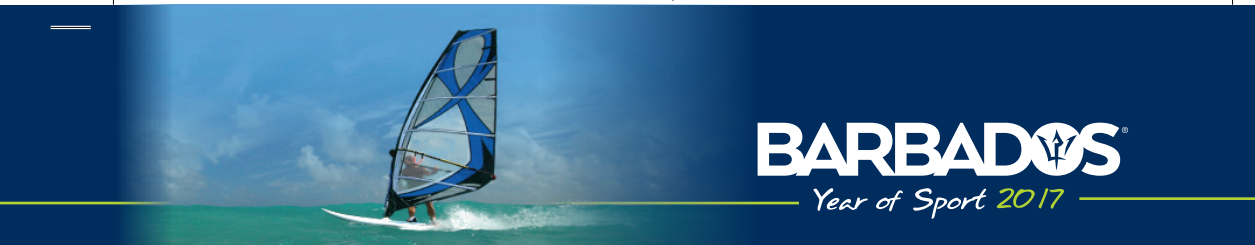
Explore Barbados in a vehicle from Stoutes Car Rental Ltd. Jeeps, mokes, vans and air conditioned cars available – all with detailed maps that indicate our island's beaches and other unique attractions. We deliver at our offices at the airport and cruise terminal, and offer free delivery/pick-up service to any location in Barbados. Visitor permits, child seats and 24 hour emergency service are supplied.

### CONTACT DETAILS

Ann Stoute - General Manager  
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Fax: +1 (246)-416-4435  
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Website: [www.stoutescar.com](http://www.stoutescar.com)







# DIARY

# Monday 7th November

10.00am	10.30am	11.00am	10.30am
12.00pm	12.30pm	1.00pm	1.30pm
2.00pm	2.30pm	3.00pm                      3.30pm  <i>Happy Hour &amp; Photocalls</i> Sir Garry Sobers/Desmond Haynes/ Gordon Greenidge/Anthony "Gabby" Carter/Stedson "RPB" Wiltshire.	
4.00pm	4.30pm	5.00pm	5.30pm

# Diary

## DIARY

Tuesday 8th November

10.00am	10.30am	11.00am	10.30am
12.00pm	12.30pm	1.00pm	1.30pm
2.00pm	2.30pm	3.00pm <i>Happy Hour!</i>	3.30pm
4.00pm	4.30pm	5.00pm	5.30pm



# DIARY **Wednesday** 9th November

10.00am	10.30am	11.00am	10.30am
12.00pm	12.30pm	1.00pm	1.30pm
2.00pm	2.30pm	3.00pm <i>Happy Hour!</i>	3.30pm
4.00pm	4.30pm	5.00pm	5.30pm

















## Barbados - A few island tips

### Size & Location

Barbados is 166 square miles, divided into 11 parishes. The island is the most easterly of the Caribbean islands, with St. Vincent and St. Lucia being its closest neighbours.

### Climate

With over 3,000 hours of sunshine annually, the weather is almost always sunny and warm, cooled by the constant north-east trade winds. The average daytime temperature ranges between 80-85 degrees Fahrenheit, 27-29 degrees Celsius. Summer temperatures rarely exceed 90 degrees Fahrenheit (32 Celsius).

### Language

English, although the Bajan dialect can be heard all around the island.

### Capital

Bridgetown is the capital of the island and the main shopping centre. A convenient and inexpensive shuttle service operates between hotels and Bridgetown (bookings can be made through your hotel front desk).

### Business Hours

Shops in Bridgetown are open Monday to Friday from 8.30am-4.30pm and 8.30am - 1.00pm on Saturdays. Malls and out-of-town shops and boutiques usually open from 9.00am - 5.00pm (mon-Fri) and 9.00am-2.00pm on Saturdays. Most shops are closed on Sundays, although some supermarkets and convenience stores remain open.

### Time Difference

4 hours behind GMT in the winter and 5 hours in the summer. 1 hour ahead of US Eastern Standard Time (EST) in the winter and the same during US Daylight Saving Time.

### Population

Approximately 284,589. The ethnic mix consists of 93% African decent, 3% European, 1% Indian and Asian and 3% mixed race. Average life expectancy is 77 years for both males and females.

### Economy

The economy is based on the following sectors: tourism, business, financial and general services, agriculture and manufacturing.

### The Government

Settled in 1627 by the British, Barbados remained a British colony until its independence on November 30th, 1966. A member of the British Commonwealth, Barbados' constitution is based on the British style of parliamentary democracy, with elections being held every five years. Barbados has two houses of Parliament, a Senate and a House of Assembly. The Governor General, who represents the British Monarch, is Head of State while executive authority is vested in the Prime Minister and Cabinet who are collectively responsible to Parliament.

### Healthcare

Barbados is recognised as having the most modern medical facilities in the Eastern Caribbean. Medical services are provided by the two major hospitals, Queen Elizabeth and Bayview, and several well equipped clinics, health centres and nursing homes. In addition, FMH Emergency Medical Clinic in St. Michael and Sandy Crest in St. James are private accident and emergency medical centres.

### Currency

The Barbados dollar is tied to the US dollar at a fixed rate of US \$1.00 = BDS \$1.98. The rate of exchange for sterling Canadian currency varies. US currency is readily accepted everywhere on the island, while most hotels, restaurants and large stores accept travellers cheques and most major credit cards as well.

### Electricity

115/230 volts 50 cycle. Many hotels provide converters for European or Asian appliances. North American appliances will not need converters.

### Water

The water service in Barbados is reliable and the water supply is safe and refreshing to drink straight from the tap.



# Sponsors

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## Barbados Hotel and Tourism Association

The Barbados Hotel and Tourism Association is a major sponsor of Barbados' participation in the 2016 World Travel Market Exhibition. The organization is a not for profit private sector trade association and one of the largest non-governmental associations in Barbados. Their primary goal is to facilitate the sustainable growth and development of our local tourism sector, to the benefit of our members, our country and the people of Barbados.

Although they represent over 80% of the total accommodation room stock of the island, over 60% of their membership base consists of non-accommodation entities, including activities and attractions, airlines, restaurants, real estate agents, tour representatives, retailers, local and international trade and consumer press, advertising and public relations agencies, technology providers, consultants, and suppliers of goods and services, consultants, cruise service providers and tourism students.



## Tourism Development Corporation

The Tourism Development Corporation (TDC) is a major sponsor of Barbados' participation in the 2016 World Travel Market Exhibition. The TDC functions as an excellent catalyst for tourism development in Barbados. It directs member contributions to support qualified, sustainable overseas marketing and on-island product enhancement initiatives, with the view to increasing the awareness of Barbados as a quality tourism destination in major tourist markets and, ultimately increase visitor arrivals to the island, and on-island visitor spend. The TDC also supports the continuous of the tourism product, to maintain interest and enhance the visitor's experience.



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