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CARIBBEAN TOURISM NEWS

CARICOM sets up \$60 million fund to market tourism; focuses on regional air transport; Vander-Pool Wallace steps down as CTO head to return to Bahamas

Caribbean Community (CARICOM) Heads of Government have agreed to set up a US\$60 million fund which will be used to market the region's tourism as a single brand.

The announcement was made following the 29th CARICOM Summit meeting held in Antigua and Barbuda last week.

St Lucia's Tourism Minister Allen Chastanet, who also chairs the Caribbean Tourism Organization (CTO), said that Caricom and its associate members will provide \$21 million of that fund, with the remainder coming from non-Caricom members of the CTO, reports the *Antigua Sun*.

Guyana's President Bharrat Jagdeo, who is lead Minister in the CARICOM quasi-Cabinet, will work with Bahama's Hubert Ingraham on the development of a policy, reports *Caribbean360*. The fund will help promote a diverse tourism product, such as eco-tourism for countries like Guyana, Suriname and Belize, which are unable to fund or sustain marketing campaigns on their own, said CARICOM.

The CARICOM meeting also focused on regional air transport, and established the Caribbean Aviation Safety and Security Oversight System (CASSOS). The new agreement was signed by the governments of Barbados, Guyana, Saint Lucia, Suriname and Trinidad and Tobago, and succeeds the Regional Aviation Safety Oversight System (RASOS) with expanded functions.

The regional approach is consistent with the global strategy



promoted by ICAO and the US Federal Aviation Administration

Vanderpool-Wallace returns to Bahamas

Vincent Vanderpool-Wallace, secretary general of the Caribbean Tourism Organization (CTO) and co-CEO of the Caribbean Tourism Development Company (CTDC), will step down from his positions on July 7, to become Minister of Tourism and Aviation for the Bahamas.

Arley Sobers, CTO director of research and information management, will be the interim secretary general/chief executive officer. The CTO's executive committee will immediately begin the search for a new secretary general.

Vanderpool-Wallace became CTO secretary general in 2005 after serving 12 years as the Bahamas director general of tourism.

He helped lead the formation of the CTDC in January 2007 and create the first marketing and business development unit owned equally by the Caribbean Hotel Association (CHA) and the CTO.

CTO Chairman and CTDC Co-Chair Allen Chastanet, hailed Vanderpool-Wallace for the significant contributions he made during his tenure with both organizations.

"Vincent is, quite simply, one of the strongest, most visionary leaders in the Caribbean," said Chastanet. "He has been one of the most outspoken advocates for a unified Caribbean, as evidenced by his push for the creation of CTDC itself. He has been instrumental in advancing the Caribbean as a brand and increasing awareness of our region. It is no secret that he is one of the most highly regarded assets we've had in promoting this region and we look forward to continuing to work closely with him in his new role."

ACI, IATA report better than expected air traffic results for May

Both Airports Council International and the International Air Transport Association report surprisingly strong international passenger traffic in May, up by 6% over May 2007.

"International traffic continues to be the main driver for growth," commented ACI, which reported domestic worldwide traffic flat at +0.4 for the month.

Although international growth in May was slower than the 7.4% increase recorded for full year 2007, it was "stronger than expected given the economic downturn," said IATA.

IATA noted that results were skewed by a shift in the US of 1.7 billion available seat miles from domestic to international routes, resulting in a 7.9% rise in capacity in international markets. Consequently, North American carrier international traffic grew 8.2%, while domestic capacity fell 3.3%. Airlines in Latin America continued strong growth of 13.6%, said IATA

ACI regional results -international air traffic May 2008 YOY May 2007

NAM +4.4% 12.26m
ASP +3.3% 25.74m

LAC +9.9% 4.67m
EUR +5.8% 63.62m

AFR +19.5% 3.78m
MEA +15.4% 6.28m

Total international pax +6.1% 116.36m

PEOPLE



L'Oréal Luxury Products Division has formally announced the appointment of **Guillaume de Lesquen** as president, worldwide, **Ralph Lauren Fragrances**, based in New York. De Lesquen will report directly to L'Oréal Luxury Products president **Marc Menesguen**.

De Lesquen has been with L'Oréal Luxury Products Division since 1987, most recently as president, worldwide for Biotherm, where he led its international expansion into skin care, and particularly skin care for men. From 2002 to 2005, he served as deputy president, worldwide, of Lancôme; and was also president, worldwide, of Giorgio Armani Parfums from 2000 to 2002, where he oversaw development of the brand's cosmetics division, most notably in the U.S. and Asia. De Lesquen has also worked in L'Oréal's Consumer Products Division.

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V&S unveils 2008 holiday gift pack with a Masquerade theme

Absolut Vodka has unveiled its 2008 holiday gift pack. Inspired by a Masquerade Ball, the ultra-stylish bottle comes dressed in a removable sleeve of made of 3,238 shiny red spangles, complete with a zipper in the back.

"Our new gift pack builds on the legendary Absolut history of creative and groundbreaking bottle and package design," says Anders Olsson, Director of V&S Absolut Spirits Global Travel & Retail. "We are more than confident that the new design will be at least as appreciated as its ground-breaking predecessors, Absolut Bling Bling and Absolut Disco."

The new masquerade Absolut gift pack campaign will be implemented from September 2008 by Maxium Global Travel Retail, who is responsible for the

V&S brands in Duty Free and Travel Retail markets worldwide.

The new gift pack has been developed together with design agency Family Business (packaging), advertising agency TBWA/Chiat Day (print ads), Great Works (digital media) and Jung (PR).

V&S Absolut Spirits and Family Business, which developed the Absolut Disco gift pack and promotion for the 2007 holiday season, won the prestigious FAB award (International Food and Beverage Creative Excellence Awards) 2008 for best package design, and two Cannes Lions awards; Silver in the design category and Bronze in the promotion category.



Photo credit: HMSHost

The Estée Lauder Companies has released Tri-Aktiline, a potent deep wrinkle formulation created by Good Skin Labs, in select international markets, including travel retail. The product – which has reportedly been flying off shelves at Boots in the UK since launching in January -- instantly fills lines and wrinkles on contact, evening out and smoothing away the look of the deepest, most visible lines, says the company.

The Good Skin products are exclusively sold in the Kohl's chain of stores in the U.S. domestic market. In the Americas travel retail channel, Tri-Aktiline is currently available in select locations in Cancun, the Caribbean, Mexico and South America, Hawaii and with Nuance Toronto. It is also available on Princess



cruiselines and through Starboard, and inflight through DFASS on Avianca, Air Transat, Aero Sur, American Airlines, LAN Chile and TAM.

Destination Retailing: HMSHost celebrates the opening of new Empire State Building store in NYC

HMSHost last week officially celebrated the grand opening of a new and expanded retail store in New York City's iconic Empire State Building.

The expanded 3,000 sq-ft-store is open from 8 am until 2 am, seven days a week, 365 days a year to serve the nearly four million people who visit the Observatory Deck each year. Stainless steel and glass utilized in the store design pay homage to the building's famous Art Deco heritage.

HMSHost has run the store on the 86th floor Observatory Deck since 1991. A recent lease extension grants HMSHost the right to operate and manage the store through 2020. As part of the overall redevelopment of the ESB, Host has moved the store into a larger space on the 80th floor. The new location is in the path that all visitors take when exiting from the Observatory Deck.

The store is stocked with upscale gifts, books and proprietary Empire State Building products. As part of the renovation, HMSHost is introducing an exclusive line of licensed merchandise carrying the Empire State Building logo, including one-of-a-kind crystal glassware, ornaments and other collectibles.

A unique 4-foot tall LEGO sculpture of the Empire State Building, created by artist Sean Kenney from more than 13,000 tiny LEGO bricks, was commissioned as a centerpiece of *Empire: The Store*.

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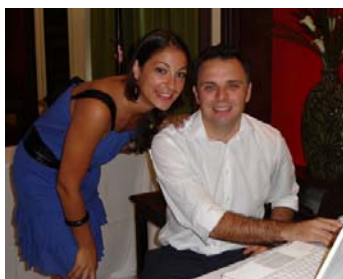


PGE Miami marketing meeting: SoBe gets a Caribbean touch

Miami distribution company Philippe Gerard Enterprises (PGE) held an extremely successful marketing meeting in trendy South Beach on June 29-July 1, with presentations by key suppliers—including special guest Luciano Bertinelli, CEO of Ferragamo Parfums – and retail buyers from throughout the Caribbean. A highlight of the meeting was the announcement that fast-growing California makeup brand Smashbox Cosmetics has named PGE as its distributor for the Caribbean. PGE chairman Philippe Gerard and president Jean-Francois Picot also hosted Ferragamo's Giovanni Campitiello, ITF's Mariana Miguez, Falic Fragrance Group's Kirk Wilde and Valerie Mills, Selective Beauty's Jose Penalba, New Wave Fragrances' Bryan Feldman, and Smashbox's John LaBonty, Marie-Clothilde Brule and Alejandro Ortiz.



1. Ferragamo Parfums CEO Luciano Bertinelli, and 2. area manager Giovanni Campitiello. 3. Philippe Gerard, ITF area manager Mariana Miguez with He-Wood by DSquared², PGE's Cynthia Haddad and JF Picot. 4. Gerard and Picot w/ FFG VP of Sales Valerie Mills and Dir. of Sales Kirk Wilde, showing Perry Ellis Man.



5. Smashbox VP-International John LaBonty, international consultant Marie-Clothilde Brule and makeup artist Alejandro Ortiz. 6. Haddad with Jose Penalba, Selective Beauty area manager. 7. Gerard and Picot with New Wave Fragrances President Bryan Feldman, showing Ed Hardy. 8. Lucky winners of the coveted Ed Hardy t-shirt trivia contest: Caymania Duty Free's Harriet Lott, Aruba Trading's Elias Wilson and Dufry Miami's Angelines (Nine) Valdes.



9. Tania Yammine-Le Rouge International (Yellow House), Elias Wilson-Aruba Trading, Harriet Lott-Caymania DF, Donna Fortin-Maggy's, Kristi Peterson-JL Penha. 10. Dufry Miami's Nine Valdes & Sue Aviles. 11. Dufry Trinidad's Stephanie Guevara & Nicole Williams. 12. Darolyn Willock Thomas – Flo's, Kenley Powell – Bolo's. Continued on next page.



STARBOARD CRUISE SERVICES MEETS FOR A TOUCHDOWN



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Primary responsibilities

include the coordination of TR promotions and Merchandising.
 2-3 years related experience required.

Fluent in English and Spanish.
 Excellent Excel and Presentation skills.

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 Dynamic, able to multitask.

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Two divisions of Starboard Cruise Services Tag Football League – one sponsored by Bacardi and the other by Absolut Vodka – met last week at Miami's Bermudez Park. Among the spectators (left) were Philip Morris' Gary "The Hammer" Handerman (who also pitched in for the Absolut team); PM's Vince Jaris, and Starboard's Jada Marek. Sponsors Zach Sulkas, from Bacardi, and David Hogan, from Maxxium, were not able to attend. For more information about game schedules, contact Marco Arilli at Starboard.

DLC

Has an immediate opening for a
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 (Caribbean)**

DLC is a market leader in the distribution of watches for L.A. and the Caribbean. Position will be based in Miami reporting to the Caribbean Director. It entails 60-75% traveling to the Caribbean.

Key Responsibilities:

Management of Key Accounts
 Define and Manage Correspondent Sales Budget

Negotiate promotional/marketing plans and all commercial terms with customers.

Manage and monitor retailer performance within given territories.
 Look for expanding opportunities
 Supply Chain follow up and analysis.

Qualifications:

1-3 years into Duty Free related Sales. English/Spanish a must.
 Strong analytical approach.
 Team player.
 Strong Communication and public relations skills.

Please send resume to
icabrera@dlctrading.us

PGE marketing meeting, *continued*



*Left: Donna Fortin-Maggy's, Olga Lopez-Dufry Miami.
 Right: Angela Rodriguez- UltraFemme, JF Picot - PGE*



Philippe Gerard with Kim and Sophia Samuda of K&S Perfumes, Jamaica, and Deborah Collins of Caribbean ARI (Barbados).

Essence Corp

is looking for a

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Key responsibilities:

Implement Marketing strategies
 Promote portfolio of assigned brands

Report to suppliers
 Oversee marketing & training team

Qualifications:

Strong organizational & decision making skills

Minimum 3 years experience in the industry

English-Spanish required
 French-Italian a plus

Microsoft office proficient

Send your resume to :

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