

Tourism Update

The Quarterly Newsletter of the Discover Dominica Authority

Issue 12



Dive Fest Promotes Conservation

Access Conference Highlights

EU Arrivals Up

STAMPS

Welcome



Photo credit: DDA Image Library

Dear Partners,

I am pleased to present some of our new activities as well as recent initiatives with close partners in this issue of *Tourism Update*. During Dive Fest, we supported the Dominica Watersports Association with their concentrated efforts to preserve the coral reefs by specifically targeting removal of the invasive lionfish species. We commend the DWA for their dedication as they commence preparations for the 20th anniversary of Dive Fest in 2013. In addition, we are honoured to pay homage to the late *cadence-lypso* icon, Jeff Jo during the 16th World Creole Music Festival.

Ongoing access issues prompted us to host the first Access Conference in the Eastern Caribbean in September. The participants endeavored to develop practical and feasible solutions for Dominica.

As well, we continue to develop creative ways of attracting visitors to our Nature Island. One of our latest marketing incentives urges overseas Dominicans to 'Bring-A-Friend' when returning to attend festivals. In exchange, they will receive discounts when exploring sites and partaking of other services.

We are proud of the numerous online articles about Dominica that resulted from press trips by international journalists. We have provided a few of these links herein. Thus far, European market statistics for the first half of 2012 indicate an increase in visitor arrivals from that region.

In an effort to enhance the overall visitor experience, Information Officers have been further familiarized with the Waitukubuli National Trail. Taxi operators also benefitted from a refresher course. As well, there are now thirty-three DDA certified properties which comply with legislated standards.

The DDA's support of various partners resulted in the first Bridal and Events Fair, the Health and Wellness Symposium hosted by the Junior Minister for Tourism, Kitwanie Carbon, and the Olympic Academy Hike Fest.

I sincerely thank our existing partners for their invaluable contributions. We look forward to the ongoing development of the tourism sector and anticipate positive results.

Yours in tourism development,

A handwritten signature in black ink, appearing to read 'C Piper', written in a cursive style.

Colin Piper
CEO/Director of Tourism – Discover Dominica Authority

Editor's Note

Welcome to Issue 12 of Tourism Update, which covers new promotions, conferences, events and activities of interest between July and September 2012.



Photo: Photoworld Imaging

I do hope that everyone will enjoy the spectacular 16th annual World Creole Music Festival and its tribute to *cadence-lypso* icon, the late Jeff-Jo. Some interesting facts about this talented musician are found in 'Did You Know?' on page 5. If you are a returning Dominican, I trust that you are 'Bring[ing]-A-Friend' along so that you can partake of some great discounts at island-wide sites and establishments. If you missed out this time, be sure to bring someone when you come back for Carnival! See page 5 for details.

While Dominica and other Eastern Caribbean countries actively search for solutions to air access challenges, it is reassuring to note that an increased number of Europeans were able to visit this year and spend some pleasurable time on the Nature Isle.

When you read the amazing articles that a number of international journalists have posted online, there can be no doubt in anyone's mind that Dominica is a destination with great appeal to nature lovers and adventure enthusiasts. Check out the links on page 6.

Were you here to take advantage of some fantastic discounts during the recent 'Shop Dominica' weekend? I certainly benefitted from it, and am very pleased with my quality purchases at bargain prices. I can't wait for next year's sales event! Read all about it on page 6.

I encourage all tourism stakeholders and interested parties to take a little time to review the latest industry news, which is highlighted inside this issue.

Gwenith Whitford
Editor

Do let us know what you think about *Tourism Update*. Comments may be submitted to: tourism@dominica.dm.

Table of Contents

Welcome	2
Editor's Note	3
Spotlight	
Dive Fest Saves Reefs	4
Do You Know...?	5
Access	
Access Conference	5
Marketing the Nature Island	
Bring-A-Friend	5
Dominica Online	6
Shop Dominica	6
Information Officers Sensitized	7
Research and Statistics	
European Arrivals Up	7
Quality Assurance Unit	
Updated Certified Properties	8
Taxi Driver Refresher	8
Product Development	
Bridal Fair	8
Junior Minister Symposium	9
Olympic Academy Hike Fest	9
Future Plans	
WCMF 2012—Sweet 16	10
Meet DDA Information Officers	11
DDA Offices	12
More DDA News	12

FRONT COVER PHOTO

Participants in the Dive Fest Iron Chef competition (see page 4)
Photo credit: Dominica Watersports Association



Spotlight

Dive Fest 2012 Promotes Reef Conservation

By Dominica Watersports Association

Every July for the last 19 years has come to mean one thing: it's time for Dive Fest! The Dominica Watersports Association (DWA) is proud of its latest successful event in 2012. This year, Dive Fest focused on a serious issue that desperately needed some publicity. Everyone should now be aware of an invasive species called the lionfish. This predator can destroy coral reefs and subsequently our dive tourism product. This dire situation inspired this year's theme, "Save the reef, Eat a lionfish."

The DWA, in partnership with the Fisheries Division felt that some public outreach was necessary to draw attention to the one significant means of controlling this species: Eat lionfish, because they taste delicious!!

In order to promote this concept, the Dive Fest programme featured a new event called 'Iron Chef'. Five local chefs competed to make the best two dishes with lionfish as one of the selected ingredients. We congratulate this year's winner, Jessica Pinard-Byrne Yarde.

Complimentary lionfish samples were offered at many Dive Fest activities. At our press launch, the media and officials also got to taste this delicate and delicious fish. While hunting these invaders in June and July in preparation for the events, there were multiple demonstrations on how to safely cut off the venomous spines and prepare them for cooking.

Our goal of creating links between the fishermen, restaurants and consumers was deemed highly successful. We anticipate that lionfish will be prepared on a regular basis.

Some of the other events held this year were the popular Fort Young Hotel Happy Hour, the Kubuli Canoe Race in Soufriere, the Irie Safari Treasure Hunt, the Discover Scuba Diving for kids at the Anchorage Hotel, Cabrits Dive Center and Sunset Bay Club, whale watching, sunset barbecue at Castle Comfort Lodge and a lobster and mussels dinner at Sunset Bay Club.



ABOVE: Kubuli Canoe Race participants



ABOVE RIGHT FROM TOP: Discover Scuba Diving participants at Sunset Bay Club; Children at Irie Safari Treasure Hunt; Iron Chef competitors at Anchorage Hotel. Winner Jessica Pinard-Byrne Yarde is 2nd from right



Photo credits: Dominica Watersports Association

Dive Fest plays a crucial role in the development and marketing of the local dive sector. Overall, this tourism niche averages a contribution to Dominica's economy of EC\$8 million per year. Its trickledown effect has a positive impact on a diversity of sectors, including hotels, restaurants, tour guides, farmers, fishers, supermarkets and petroleum suppliers, to name a few.

Organizers and sponsors are already very excited about our really big event in 2013, when we will celebrate Dive Fest's 20th anniversary. It will feature a revival of some old favourites, improved existing events and a return of some international guests. Plan to be in Dominica from July 4th-15th for Dive Fest 2013.



Credit: Dominica Watersports Association

Do You Know...?

The World Creole Music Festival was created as a platform to highlight Creole music genres from around the Caribbean region.

Reference: Dominica Festivals Committee

The late cadence-lypso icon Jeff Jo started off his musical career as a calypsonian and then converted to this form of Creole music due to the influence of Gordon Henderson from the Exile One band.

Reference: Dominica Festivals Committee

Jeff-Jo and the Grammacks band performed during the *Tour de France* in 1977 and at the Superbowl halftime show in Miami in 1979.

Reference: www.thedominican.net/2011/11/jeff-jo-icon-dies.html

Access

Dominica Addresses Access at Conference

Key regional stakeholders came together in Roseau Dominica from September 25th–27th for the first Access Conference in the Eastern Caribbean. They collectively sought the support of Caribbean carriers in order to develop a general approach to improving intra-regional and international access to Dominica. The group also desired to enhance the viability of the carriers.

Over the last year, work has been ongoing on the development of an Access Strategy for Dominica. The Access Conference addressed local limitations while attempting to increase year-round visitor arrivals. Sessions focused on marketing and infrastructural

development, access to Dominica, the critical role of smaller airlines and the importance of relevant financial institutions.

Although discussions and presentations concentrated mainly on Dominica, the conference provided much needed input into formulating a workable regional approach to solving air access challenges. Participants included the Dominica Air & Sea Ports Authority; Dominica Hotel & Tourism Association; Distribution system providers–Radixx and KIU; Access Consultant–Ian Bertrand; Ross University; and Discover Dominica Authority.

Marketing The Nature Island

'Bring-A-Friend' Promotion

A brand new campaign encourages those in the Diaspora to “bring a friend” when they travel to Dominica for the World Creole Music Festival and Carnival celebrations. This incentive was created in an effort to encourage returning Dominicans to explore their country and its attractions, as well as attend big events during their visits.

Just one week after the launch of ‘Bring-A-Friend’, several individuals had already signed up and registered a guest to visit the Nature Island with them.

The DDA is extremely pleased with the progress of this promotion.

We anticipate the same enthusiastic response to the upcoming ‘Refer a Friend’ campaign. Dominicans on

island will be urged to encourage their overseas relatives and friends to bring someone with them whenever they visit Dominica.

The DDA has partnered with hotels, restaurants, car rentals, tour operators and other companies to provide discounts on their services for two weeks during these festive seasons. Those planning to visit the island during festivals are asked to register on-line at www.DiscoverDominica.com to reserve coupon books. They are available while supplies last.



Source: DDA Image Library



Online Media Showcase Dominica

Press trips organized by the DDA resulted in significant online media exposure for Dominica. These published articles describe a wide range of experiences on the island, including: destination weddings; the Waitukubuli National Trail; Kalinago crafts; the Kalinago Territory; Hike Fest; Morne Trois Pitons National Park; and local rum, among others. Some of the links are found below:

greenglobaltravel.com/2012/08/31/dominica-photo-gallery-champagne-reef-screw-sulphur-spa

www.cntraveler.com/daily-traveler/2012/08/cruise-tips-contest-dominica-souvenirs-taino-baskets

www.grumpytraveller.com/2012/08/22/boiling-lake-trek-dominica

www.uncommoncaribbean.com/2012/08/23/on-site-dominica-cask-rum-refills-at-barbs-wholesale

www.uncommoncaribbean.com/2011/04/02/saturday-video-visiting-carib-indian-territory-in-dominica

www.travelagentcentral.com/small-ship-cruises/lindblad-expeditions-sail-caribbean-36543

epoch-archive.com/a1/en/uk/nnn/2012/08-Aug/15/012_Travel.pdf

www.cityam.com/lifestyle/travel/alternative-paradise#.UB_KCq_cvOs.email

www.uncommoncaribbean.com/2012/08/02/on-site-dominica-my-surprise-hike-to-denier-falls-part-1

www.greenbrideguide.com/content/destination-dominica

caribbejan.tumblr.com/post/27364577493/dominica-adventures-on-the-caribbeans-nature-island

Shop Dominica Creates an Economic ‘Buzz’

The weekend of August 24th–26th, dubbed ‘Shop Dominica’, really ‘buzzed’ for Roseau merchants in particular. Many local residents took advantage of the special sales and promotions on those days. L’Express des Iles ferry service reported increases in visitor bookings following radio and print media coverage in the French West Indies. Some visitors did benefit from this discounted shopping event.

Over 100 businesses participated in ‘Shop Dominica’. They included supermarkets; restaurants; hotels; wellness and beauty stores; clothing stores; building

supply businesses; bookstores; event planners; car rentals; and telecommunications companies, among others.

This initiative was launched through a partnership between the Dominica Association of Industry and Commerce, the Dominica Hotel and Tourism Association and the Discover Dominica Authority. Their collective objectives concentrated on efforts to stimulate the economy, attract stay over visitors and encourage return visitors.

It is anticipated that ‘Shop Dominica’ will become an annual event.



Patrons shopping during Shop Dominica



Photo credit: DAIC/DHTA

Information Officers Sensitized on the WNT

Seven Information Officers of the Discover Dominica Authority can now easily provide additional information to visitors and residents who wish to hike the Waitukubuli National Trail (WNT). They were recently updated on various aspects of it, such as segment highlights, contact information for specialist trail guides and nearby homestays. This informative session was conducted by Mrs. Jillianne Robinson-Francois, Promotion Community & Resource Development Officer and Mr. Eric Hypolite, Trail Maintenance Officer of the Waitukubuli National Trail Management Unit.

Research and Statistics

Growth in European Arrivals for 1st half of 2012

Visitor arrivals from Europe represented 17.3% of total stay over visitation from January to June 2012. These 6,267 arrivals represented a 4.4% increase over 2011 (6,004). This figure primarily resulted from growth in arrivals from the German speaking countries and other secondary source markets within Scandinavia.

While the same three top markets have been maintained, the composition of the European source market has changed. During the first six months of 2011, visitation from the UK was 49.7% of European arrivals, France, 28.6%, and Germany, 6.2%. By June 2012 the distribution of the top three stood at: UK—35.7%; France—31.1%; and Germany—12.4%.

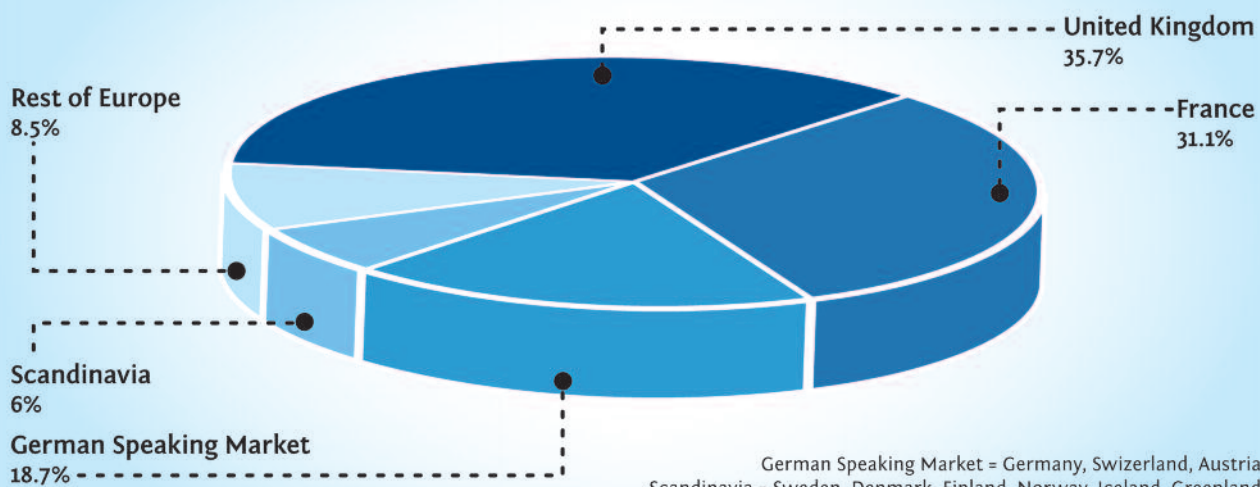
The source market grouping of Germany (783), Switzerland (299), and Austria (88), which represented 18.7% of European stay-over arrivals, grew 32.4% over 2011 (884) during the first six months of 2012. At the six month mark, arrivals from this market had reached 71.5% of 2011's entire

year arrivals, and had surpassed 2006's arrivals (1,116) by 4.8%.

Scandinavia is a small secondary market grouping, which represents just 6% of European stay-over visitation. However, between January and June 2012, these stay over arrivals increased by 15.3% to 376 over 2011 (326). This growth was primarily driven by an 850% increase in Icelandic visitor arrivals, who have mainly been here for business reasons. During the same period, there was a 28.8% decline in Swedish arrivals to 151.

At the end of June, there was a 0.6% growth in UK arrivals over 2011 (2,225) to 2,238; however, this was still a 27.2% decline from the previous high in 2007 (3,075). Despite preliminary figures from mainland France, which show a 2.9% decline to 1,951 from 2,009 in 2011, this country is still among the strongest of the European Markets, with an arrival trend that has been generally upwards for the last decade.

European Arrivals for 1st half of 2012



Source: Discover Dominica Authority



Quality Assurance

Updated Certified Properties

As of September 21, 2012

- Anchorage Hotel
- Calibishie Cove
- Calibishie Lodges
- Castle Comfort Lodge
- Chez Ophelia
- Cocoa Cottages
- Comfort Cottages
- Comfortel De Champ
- Crescent Moon Cabins
- Dominica Sea View Apartments
- Elegant Suites
- Emerald View Apartments
- Fire Fly Cottage
- Fort Young Hotel
- Garraway Hotel
- Hibiscus Valley Inn
- Hide Out Cottage
- Jungle Bay Resort & Spa
- La Flamboyant Hotel
- Narakiel's Inn
- Pagua Bay House
- Papillote Wilderness Retreat
- Picard Beach Cottages
- Portsmouth Beach Hotel
- Rachelle Retreat
- Rejens Hotel
- Rosalie Bay Resort
- Sea Cliff Cottages
- Secret Bay Resort
- Suite Pepper Cottage
- Tamarind Tree Hotel
- Villa Vista
- Zandoli Inn

Get Certified for Benefits!

Taxi Drivers Receive Refresher Course

Combine Taxi Incorporated, in partnership with the Discover Dominica Authority organized a refresher course for taxi operators and drivers. The sessions were held every Thursday from August 23 to September 27, 2012. This course formed part of the Combine Taxi's programme of activities that ensure its members stay abreast of current issues affecting their sector. Featured topics covered the tourism product, communication, conflict and crisis management, pension reform, record keeping, flora and fauna, history and understanding insurance.

Specific training modules for hoteliers and customs and immigration officers are currently being organized. The DDA hopes that service providers will embrace these opportunities to augment their skills in order to enhance their market share in the tourism industry.

Product Development News Dominica's First Bridal and Events Fair



Wedding Cakes on Display

Photo credit: DDA image Library

Wedding enthusiasts, service providers, brides and grooms showed up in massive numbers at the highly anticipated 2012 Bridal and Events Fair. It was held on August 5th, under the patronage of the Honorable Prime Minister, Roosevelt Skerrit. This event provided patrons with opportunities to peruse a number of booths while collecting all the necessary information for planning a dream wedding in Dominica.

Cont. on next page

Participants saw stunning displays of jewelry, dresses, decor, bridal registries, venues, honeymoon packages, as well as choice foods and beverages to serve at a Dominican wedding. This grand exposition of over 40 exhibitors also showcased cakes, floral arrangements, beauty and grooming, video and photography services, hair styles, make-up and more.



FROM LEFT: Visitors Interacting with wedding & event service providers; Hon. Minister for Tourism, Ian Douglas, addresses planners and visitors

The daylong event concluded with an exclusive fashion show, where models paraded on the runway with the latest bridal gowns and formal wear from local boutiques.

The Caribbean Exquisites, Nature Island Weddings and Dreamy Weddings organized this event, which is supported by the DDA. It is expected to become an annual event.



Photo credit: DDA Image Library

Junior Minister for Tourism Hosted Health and Wellness Symposium

Kitwanie Carbon, Dominica's Junior Minister for Tourism and winner of the Caribbean Tourism Organization's 2011 Tourism Youth Congress hosted a Health and Wellness Symposium at the Garraway Hotel on August 27, 2012. Miss Carbon outlined the objectives of this symposium: to increase stakeholders' awareness of the benefits of health and wellness tourism; to engage the youth in discussing ways in which chronic non-communicable diseases can be reduced through lifestyle

changes; to promote local products; and to propose the establishment of a health and wellness festival.

Representatives from youth organizations, the hotel sector, the Dominica Olympic Committee and the Dominica Girl Guides participated in the sessions. Key presenters included Terri Henry, Priest Kailash and Atherton Martin. The symposium concluded with a panel discussion on careers in health and wellness.

DDA supports Olympic Academy Hike Fest

In its ongoing support of the hiking sector, the Discover Dominica Authority assisted the Roseau Olympic Academy with its Hike Fest on August 12, 19 and 26, 2012. The theme for the hikes was 'Stepping towards Healthy Living' in an effort to promote healthy lifestyles. *I am Dominica* t-shirts were awarded to the top three participants who completed the hikes.





Dominica
THE NATURE ISLAND

HEADLINE SPONSOR
Digicel

P R E S E N T S
DOMINICA'S
WORLD CREOLE
MUSIC FESTIVAL
Sweet Sixteen

Three Nights of Pulsating Rhythms
October 26, 27 & 28, 2012

Friday - 8:30pm
Zouk All Stars - Stephane Ravor, Luc Leandry, Zouk Machine, Tanya St. Nat
Kreyola
WCK Band
Asa Bantan

Saturday - 8:30pm
Fanatik with Fredo, Onyan, Rah
Disip Gazzman
Krosfyah
Tarrus Riley . Triple Kay

Sunday - 4:30pm
Rising Stars
T-VICE
Damian Marley
Grammacks Original - Jeff Jo Homage
Women Stars of Dominica - Michele Henderson & Ophelia Marie
Midnight Groovers

Windsor Park Sports Stadium

SEASON TICKETS \$325
US\$122 • EURO 109
NIGHTLY TICKETS \$120
US\$45 • EURO 40

1 (767) 448-4833
www.wcmfdominica.com
www.discoverdominica.com

Mizik A Nom
Homage to Jeff Jo



Meet DDA's Information Officers



FROM LEFT TO RIGHT:

Information officers: Christabel Jno.Baptiste (Bayfront Office), Deslyn Simon (DDA Headquarters), Almer Lawrence (Cabrits), Rene Rocque (DDA Headquarters), Gilbertha Linton (Melville Hall Airport), Cyrilla Alexis-Garrick (DDA Headquarters), Mauricia Sanford (Melville Hall Airport)

Photo credit: DDA Image Library

Information Officers Core Functions:

- Provide tourism-related information and assistance to visitors, local residents, and tourism industry colleagues
- Partner with local businesses and gather information about tourist attractions
- Maintain updated calendars of local events and activities
- Maintain literature and brochure stocks
- Support marketing and product development functions
- Data entry of immigration cards and related support for marketing research
- Collate statistics on the dissemination of visitor material and information packages
- Ensure smooth operation, overall design and layout of the information centre

DOMINICA TOURISM AUTHORITY OFFICES

DISCOVER DOMINICA AUTHORITY

HEADQUARTERS
P.O. Box 293
Financial Centre, First Floor
Kennedy Avenue, Roseau
Dominica

Tel (+1-767) 448-2045

Fax (+1-767) 448-5840

tourism@dominica.dm

BAYFRONT TOURISM
INFORMATION OFFICE
Old Market Plaza, Roseau
Dominica

Tel (+1-767) 255-8230

CABRITS TOURISM
INFORMATION BOOTH
Cabrits National Park
Portsmouth
Dominica

Tel (+1-767) 255- 8212

MELVILLE HALL AIRPORT
INFORMATION OFFICE
Marigot
Dominica

Tel (+1-767) 445-7051,
255-8239



www.discoverdominica.com



www.facebook.com/DiscoverDominica



www.twitter.com/nature_island



www.youtube.com/discoverdominica

MORE DDA NEWS FOR YOU!



Weekly Press Releases

Published on Fridays by all media houses



Weekly Radio Programmes

Tourism Update

Airs on Wednesdays Q-95 (95.1 FM), 11:15 am
DBS (88.1 FM), 12:15 pm
Kairi (93.1 FM), 12:55 pm

Talking Tourism

Shared by DHTA & DDA
Airs live on Mondays Kairi (93.1 FM), 7-8 pm

