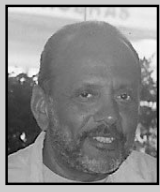


## Travel

# Barbados' Peter Odle Assumes Presidency of the Caribbean Hotel Association



*Travel With  
John Daye*

MIAMI, Florida (June 30, 2006) – Peter Odle, owner and managing director of the 76-room Mango Bay Hotel in Barbados, assumed the leadership of the Caribbean Hotel Association as President for the 2006-2008 term. During the Closing Gala of the 2006 Caribbean Hotel Industry Conference (CHIC), held June 28th, at the Hyatt Regency Miami, outgoing President Berthia Parle, MBE, officially passed the gavel to Odle.

In his inaugural speech at the helm of CHA, Odle summed up the essence of his platform as 'Unity through Consultation and Communication.' "It is clear to me that one of the first steps is that we do all that is necessary to be a more effective leader in regional tourism while strengthening our relationships with other Caribbean Tourism Partners. Of equal importance, we must also become more responsive to the needs of our members," he said, underscoring the importance of upholding and advancing the diversity and representation that is the core of CHA.

The new CHA President also noted his intention to tackle the issues of liberalization, regional collaboration, the cruise industry, intra-Caribbean travel, and advocacy - with a unified approach. "What is at stake is the viability of an industry that continues to attract so many people from all over the world, who wish to be part of a potpourri of peoples, languages, cultures, and cuisines that are uniquely Caribbean. With one mind and with a common purpose, we can do it," he concluded.

Odle is joined by a group of officers elected by the CHA membership: Allen Chastanet, St. Lucia, First Vice President; Jeremy MacVean, Bahamas, Second Vice President; Richard Doumeng, United States Virgin Islands, Third Vice President; John Lynch, Jamaica, Fourth Vice President; Enrique de Marchena, Dominican Republic, Fifth Vice President; Jag Mehta, Jamaica, Treasurer; Berthia M. Parle, MBE, Chairwoman.

In addition, he will appoint five regional vice presidents to ensure that the membership is adequately represented in the volunteer leadership.

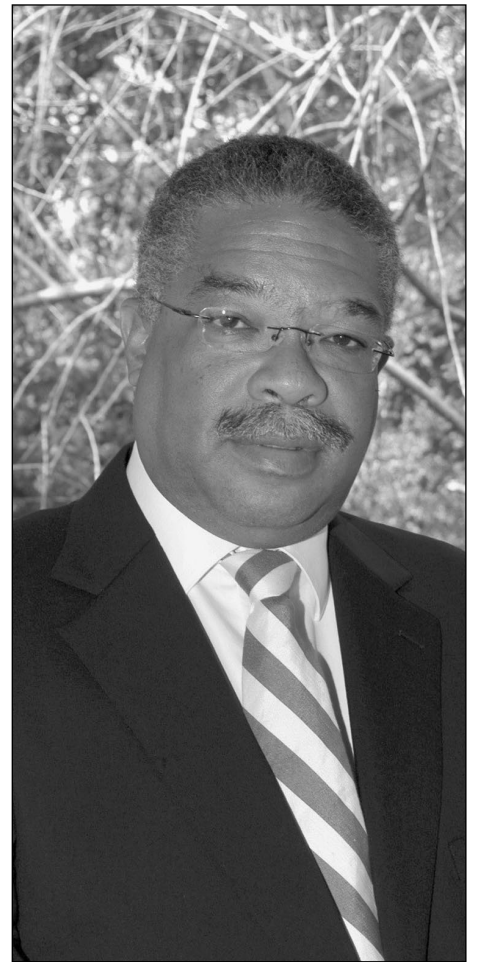
Peter Odle is recognized in the Caribbean tourism industry for his role in the development and sustainability of the indigenous

small hotel throughout the region.

A successful hotelier and respected entrepreneur, his career in the hospitality industry began in 1977 when he built 14 apartments known as Regent Apartments in the Sunset Crest area of Barbados. Almost 30 years later, he owns four hotels and a thriving catering business. He is Chairman of his group of companies.

Aside from his success as a dedicated hotelier, he has worked for the advancement of the Caribbean hospitality at-large through a long history of volunteer service in CHA, where he has chaired the small hotels committee and the membership committee and has served on the organization's Board of Directors. In the above-mentioned capacities, he has sought to sensitize governments, organizations and hospitality-related agencies of the importance of the hospitality industry to the economies and social well being of the countries of the Caribbean.

In 2000, his fellow Caribbean hoteliers voted him "Caribbean Hotelier of the Year," in recognition of the time and resources he has volunteered through CHA over the years to help improve and grow the Caribbean tourism product. He is also Deputy Chairman of the Barbados Tourism Authority and will become Chairman in July 2006. In addition, he chairs the National Tourism Marketing Committee in Barbados.



**CHA president, Barbados Tourism Authority chairman elect, and National Tourism Marketing Committee chair, Peter Odle.**

# St. Lucia's Anthony Bowen, Windjammer Landing Villa Beach Resort and Spa, Named 2006 Caribbean Hotelier of the Year

MIAMI, Florida (July 3, 2006) – Anthony Bowen, managing director of the Windjammer Landing Villa Beach Resort and Spa, in Gros Islet, St. Lucia, was honored by his peers last week, at the 2006 Caribbean Hotel Industry Conference (CHIC), with the 2006 Golden Conch Award as Caribbean Hotelier of the Year.

The prestigious award recognizes superior hotel management, as well as the ability to nurture the intricate elements that lay the foundation of success, not only for a specific property, but the Caribbean hospitality industry at large. Each year's winner of the Golden Conch award adds to the high standards for which the award has become renowned. The annual tribute is sponsored by Yesawich, Pepperdine, Brown & Russell and American Express.

A native of Barbados, Anthony Bowen began his whirlwind career as Food & Beverage Manager, then Assistant General Manager, of the Southern Palms Hotel, Barbados. His next position was a partner in the Silver Sands Beach Hotel – and from there, it was on to the Sandy Lane Hotel, as Food and Beverage Manager and later Director of Operations for Pemberton Resorts. 1986 found our winner as a Shareholder in the Treasure Beach Hotel.

In 1989, he relocated to Jamaica, having been appointed Vice president of Development for Ciboney Villa Resorts, Jamaica; then on to St. Lucia as General Manager of the Windjammer Landing Villa Beach Resort. Never standing still too long, Bowen ventured to Antigua to manage the Pinapple Beach Resorts and was later hired to develop and open the Carlisle Bay Resort in Antigua.

He returned to St. Lucia and the Windjammer Landing Resort as the managing director. He moved swiftly to set about changing the sales and marketing strategy of this luxurious 238 room villa-hotel resort. This resulted in increased rev-



**Anthony Bowen, managing director of the Windjammer Landing Villa Beach Resort and Spa.**

enue for the Resort - a growth that has been consistent over the last three years.

As chief Executive officer he also intro-

duced a new management style that gave more responsibility to the employees. Now, solutions to problems are broad-based, and

employees feel a greater sense of achievement and pride in their workplace. On two separate occasions, he led his staff repairing the road leading to the hotel, when requests to government were unsuccessful.

He encourages participation in the Taste of the Caribbean Culinary Competitions, and his staff supports the Tourist Board at various overseas functions. Almost all Windjammer staff are St. Lucians, who are highly trained and motivated. In addition, he instituted a company-wide Windjammer health plan for all employees.

More recently, he established an Environmental Committee within the Resort with plans to become Green Globe certified.

Under Bowen's management, the Windjammer Landing was voted the Best Caribbean Villa Resort by Caribbean World and also received a Silver Award from Virgin Holidays for the best hotel in the Caribbean.

In 1995, Mr. Anthony Bowen was voted by his peers as "St. Lucian Hotelier of the Year," and rewarded for his outstanding contribution to the industry in general and the Association in particular.

Beyond his successful career as hotelier, Anthony Bowen has just completed two and half years as president of the St. Lucia Hotel & Tourism Association. Previously, he was president of the association during 1996-1997. He has also found time to represent the association on The St. Lucia Tourist Board, The Government appointed Tourist Advisory Council, The Cricket World Cup Accommodation Committee, and the Caribbean Hotel Association. At one time, he was Chairman of CHA's Small Hotels Committee and is a longstanding member of CHA's Board of Directors. He is currently Treasurer of the Caribbean Hotel Foundation, and has raised funds for the Foundation with a very successful golf tournament at Cap Estate in St. Lucia.

## Sandals Montego Bay & 3Rivers Eco Lodge Take Home 2006 American Express Caribbean Tourism Environmental Awards *The latter revalidates for second consecutive year as a sustainable tourism pioneer*

MIAMI, Florida (July 5, 2006) – Sustainable tourism in the Caribbean is understood as the optimal use of natural, cultural, financial and human resources for national development on an equitable and self-sustaining basis in order to provide a unique visitor experience and an improved quality of life for its citizens. The 2006 American Express Caribbean Tourism Environmental Awards presented recently in Miami, during a special awards luncheon as part the annual Caribbean Hotel Industry Conference (CHIC), paid tribute to the hotels that are models of responsible environmental and social performance in the region.

"The relationship between tourism and environment must be intimate and continuous, especially in the Caribbean, where sustainability is indispensable to preserve our tropical paradise" says Dianelys Rodríguez, Vice President Establishment Services, American Express Latin America and Caribbean Division; "Our congratulations to both winners for taking the lead in environmental practices and serving as role models for the Caribbean region."

The 2006 American Express Caribbean Tourism Environmental Awards' winners obtained the highest combined scores, based on their performance in the following five criteria: Environmental Management & Stewardship, Infrastructure, Awareness, Conservation, and Health & Safety:

Small Hotel Category – 3 Rivers Eco Lodge & Sustainable Living Centre, Dominica

Large Hotel Category – Sandals Montego Bay, Jamaica

The 3 Rivers Eco Lodge & Sustainable Living Centre, reiterates in 2006 its commitment to sustainability after earning this award in 2005. Located in Dominica, this family business lives by a fundamental goal: to live in harmony with, yet has as little harmful impact as possible on the unspoiled natural beauty of its surroundings and community.

Their philosophy is driven by a belief in their role to protect and enhance the environment for guests, as well as the residents of the local community. Keeping in line with their goals, every aspect of the hotel has the environment in mind. The management embraces a sustainable lifestyle, minimizing the use of all resources, and monitoring all systems.

The sun powers the entire property. Even the water supply is pumped from the river using a solar powered pump, which works in silence to avoid disturbing the surrounding natural habitats. Likewise, solar hot water heating systems are used. To minimize water consumption, gray water is treated and then re-used in the garden and campers use dry toilets.

The hotel composts all kitchen and garden waste, and uses that compost to grow as much organic food as possible without the use of chemicals or fertilizers. A truly



(left to right) Dianelys Rodríguez, VP of Establishment Services, Latin America & Caribbean, American Express – Award Sponsor; Horace Peterkin, General Manager, and Lisa Simpson, Environmental Manager, Sandals Montego Bay; Berthia M Parle, MBE, CHA Chairman; and Jem Winston, Owner, 3Rivers Eco Lodge.

original invention is the modification of a pick up truck that has been retrofitted to run on used vegetable oil as well as diesel fuel. With the 'cooking oil truck' they have reduced harmful emissions by some 93%, and are able to re-cycle oil that had been previously discarded by local restaurants in local rivers and ravines. Whenever possible, the hotel avoids purchasing packaged goods. The hotel shops locally, recycles and uses biodegradable products, and tries to keep waste products to a minimum. Water, electricity, gas, solid waste and paper consumption are monitored daily to continuously find new ways of reducing usage.

An important aspect of 3 River's philosophy is to involve the local community. Employees come from local villages, and they are trained in sustainable living. As an Eco-Lodge, the hotel owners feel that community-based tourism is essential in order to ensure that their local friends benefit from the hotel's existence. Bearing this in mind, the hotel offers a number of local community based activities for the visitors' enjoyment, which, at the same time, help many native people earn money to provide for their families. The activities give guests a true taste of life in Dominica, as seen by a Dominican, and are as innovative as they are engaging. They include:

- Learning traditional farming methods and how to make & taste one of Dominica's national dishes - Calalou Soup.
- A day at an organic herb farm, discovering traditional herbal medicines & remedies, and tasting various bush teas.
- Coffee and cocoa preparing and roasting – where tourists can take some home at

the end of the day.

- Visits to the local village primary school - getting to know the kids, sharing experiences with them and learning the local history.
- Band practices with the local Reggae and Calypso stars - The Blazing Squad.
- Learning to make ancient knitting or flower crafts, among others.

These are just some of the responsible practices that 3 Rivers Eco Lodge proudly undertakes. "Environmental issues concern not just the air we breathe and the water we drink; they also concern our obligation to each other, and to future generations to protect our planet," said CHA President, Berthia Parle, MBE. "In the Caribbean hospitality industry, businesses that utilize the most solid social and environmental practices benefit communities and save not only our environment, but our heritage as well."

Sandals Montego Bay in Jamaica – winner in the large hotel category - has a fully implemented Environmental Management System and Health and Safety program. This program received Green Globe 21 certification in January 2001; since then, Sandals Montego Bay has been continuously improving its operation, with programs such as:

- Energy Conservation Management
  - Freshwater Resource Management
  - Waste Minimization
  - Improved Social and Cultural Development
  - Safe Care, Use and Handling of Chemicals
- They also created an Emergency Disaster

Plan Manual as well as an HIV/AIDS Workplace Program Policy. Sandals Montego Bay has a full time environment, health and safety manager, responsible for staff training, developing community awareness, and liaising with the Montego Bay Marine Park and National Environment and Planning Agency.

Staff are encouraged to participate and become involved with Monthly Awards, Annual Health and Safety Expositions, Field trips, Committees, Clubs and Special Events such as medical missions for children's infirmaries, AIDS hospices, and neighboring mental hospitals, as well as youth training and recruitment programs, and community clean-ups - both above and below the water.

Awards Criteria: The American Express Caribbean Tourism Environmental Awards demonstrate the Caribbean travel and tourism industry's genuine commitment to pursuing sustainable tourism development in the region. The awards program is designed to encourage investment in environmentally friendly technologies and sustainable management practices within hotels and resorts, by recognizing those properties that have realized significant achievements in "greening" their operations.

A team of qualified environmental experts performed site inspections and evaluated the properties in five categories:

- Environmental Management & Stewardship takes into consideration the integration of management, the comprehensiveness and accomplishments of the green team, the implementation of action plans as well as plans for the future;
- Conservation of Natural Resources takes into consideration the hotels ability to implement the principles of the three R's; recycling, re-use and reduction of wastes, energy and water consumption.
- Awareness & Community Activities reviews environmental and conservation training programs for the staff, community awareness and outreach programs, the efforts made to communicate the hotel's conservation and protection policies to guests, and future plans or commitments to act;
- Infrastructure & Technology reviews the hotels use of sustainable or renewable energy technologies, the property design, the use of water and energy saving devices, and capital investments made towards greening the hotel;
- Health and Safety examines the maintenance of relevant equipment, disaster awareness programs and emergency plans, and the use of natural alternatives for harsh chemicals.

The awards program is made possible by the generous contributions of American Express, a Governing Council member of the Caribbean Alliance for Sustainable Tourism, a subsidiary of the Caribbean Hotel Association. To learn more about the winners or for additional information on how to develop an environmental program, contact CAST, 787-725-9139; E-mail: dshurland@caribbeanhotels.org

## BWIA'S New York Office Relocates to JFK International Airport

Port of Spain, July 05, 2006. BWIA's New York Sales and Ticketing office will relocate to Terminal 4, Concourse B, John F. Kennedy (JFK) International Airport New York effective August 01, 2006.

"BWIA has a long standing presence in New York, and enjoys very close ties with the West Indian community there. This move is part of our strategy to improve

passenger convenience and operational efficiency", stated Mrs. Jo-Anne Edwards, BWIA's Acting Vice President Marketing and Sales.

The office will open Monday – Friday from 9.30 a.m. – 6.00 p.m. and on Saturday from 10.00 a.m. – 5.00 p.m. The telephone contact is 1.718.520.8100.

Founded in 1940, BWIA West Indies

Airways has operated as the airline of the Caribbean for over 65 years. The airline offers a daily service between JFK, New York and Port of Spain, Trinidad, with ongoing service to Guyana and connections to Tobago. The airline also offers daily service between JFK, New York and Barbados; with twice-weekly service to and from JFK/Antigua.

For editorial and advertisement, contact John Daye at dayeco@msn.com or call 866-329-3261  
Go to [www.dayeandcompany.com](http://www.dayeandcompany.com) to view Travel Archives.