

# Independence Message

## Committed to excellence

**THE CHAIRMAN, directors, members and staff of the Barbados Hotel & Tourism Association (BHTA) extend greetings and Happy Independence wishes to all Barbadians as we celebrate our 52nd anniversary of nationhood.**

This is a challenging time for Barbados, with the country entering an International Monetary Fund recovery programme, commonly referred to as BERT (Barbados Economic Recovery and Transformation programme).

The BHTA is confident that the resilience of Barbadians, coupled with our faith in God, will cause us to emerge from the spectre of darkness into the resurgence of light.

Fortunately, we still have a very strong tourism sector which reflects a sophisticated, yet all-embracing ambience infused by natural beauty, delectable cuisine and intriguing experiences.

We are projecting that the upcoming winter season, which officially starts on December 15 and continues until the end of next April, will perform better than the previous season.

In addition, we are excited about the new hotel developments already started or that are anticipated to start soon. While this will naturally increase our room stock with contemporary accommodation, it also allows us to globally expand our destination's image.

In 2018 the BHTA continued its advocacy and lobbying on behalf of members in the critical areas of the performance of the **Tourism Development Act** and the **Tourism Development (Amended) Act**, as well as for the inclusion of stand-alone restaurants. In addition, we engaged in discussions concerning beach harassment, room rate levies, VAT refunds and land tax rebates.

The issues associated with the South Coast sewerage system continue to be a major area of concern for us. While our members are extremely pleased and appreciative of the elimination of effluent from our roads, the continued closure of Worthing Beach is impacting on our members in close proximity. The members are required to expend significant sums of monies to ensure that our visitors' expectations and experiences are not diminished.

In addition to representing the issues affecting our members, the BHTA also continued our promotion of Brand Barbados by strengthening strategic partnerships with entities such as the Barbados Tourism Marketing Inc. (BTMI), the Barbados Tourism Product Authority, Tourism Development Corporation (TDC), the Caribbean Tourism Organisation, the Caribbean Hotel & Tourism Association and other partners.

We also participated in several international and regional trade shows and conferences, including the **Caribbean Hospitality Industry Exchange Forum**, **IMEX America**, **World Travel Market**, **Caribbean Society of Hotel Association Executives**, the **State Of Tourism Industry Conference**, as well as a promotional visit to Panama

**from SENATOR RUDY GRANT,  
chief executive officer, BHTA**

and Colombia.

This year the BHTA continued its sponsorship of **Dive Fest Barbados** in association with the Barbados Divers' Operators Association, the TDC and BTMI, in our efforts to attract more visitors to the island. We also launched the second edition of our **Resource Guide** and relaunched our **Staycation Facebook** page, [www.facebook.com/staycationbarbados/](http://www.facebook.com/staycationbarbados/), among other activities.

As Barbados celebrates this 52nd year of **Independence**, the BHTA recommits to continue working diligently with our partners to facilitate

sustainable growth and development of this very important industry, to the benefit of our members, our country and the people of Barbados in general.

We give the assurance to our members and to Barbadians that we will continue to strive for excellence, as well as collaborate with our partners to ensure we maintain the image of Barbados as a pristine, enthralling, first world destination, thereby enhancing our global competitiveness and resulting in achievements that we can all be proud of.



### IMPORTANT NOTICE FROM SAGICOR GENERAL INSURANCE

As we move to streamline our operations and centralize our service departments, please note that our customer facing departments at Harmony Hall will be relocating to our Haggatt Hall location effective Monday December 3rd, 2018.

Our customer contact numbers remain unchanged.

*Fairmont*

ROYAL PAVILION

#### WORK PERMIT NOTICE

Having received no suitable response to our advertisement for the position of

**Director- Rooms**

it is our intention to submit a work permit application for a non-national to fill this position.

Persons objecting to the granting of this work permit should respond in writing to The Chief Immigration Officer within 14 days of the publication of this notice.