Form DJ-307

Budget Bureau No. 43-R226.5
Approval Expires Oct. 31, 1976

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

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AUG 5 3 39 PM '75
REGISTRATION UNIT
INTERNAL SECURITY
SECTION
CRIMINAL DIVISION

AMENDMENT TO REGISTRATION STATEMENT

Pursuant to the Foreign Agents Registration Act of 1938, as amended.

1. Name of Registrant	2. Registration No.
CARIBBEAN TOURISM ASSOCIATION	991

3. This amendment is filed to accomplish the following indicated purpose or purposes:

- ☐ To correct a deficiency in
  - ☐ Initial Statement
  - ☒ Supplemental Statement for Dec. 31, 1974
- ☐ To give notice of change in an exhibit previously filed.
- ☐ To give a 10-day notice of a change in information as required by Section 2(b) of the Act.
- ☐ Other purpose (specify) _____

4. If this amendment requires the filing of a document or documents, please list -

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

Registrant is asked to submit a statement as to the significant programs or activities carried out by the registrant. Such details are listed in the annexed written statement.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief.

Annie Lee H. Lee

(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

Subscribed and sworn to before me at New York, N. Y.

this 30 day of July, 1975.

Ernest W. Ferris
(Notary or other officer)

ARNOLD M. ARNOLD
Notary Public, State of New York
No. 24-0096200
Qualified in Kings County
Commission Expires March 30, 1977

My commission expires _____

20 East 46th Street, New York, New York 10017. Telephone: 212-682-0435/Cable Address: Caribtours



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June 1975

The purpose of this paper is to explain:

1. CTA's objectives as originally constituted.
2. The emergence of three other regional organizations - CHA, CTRC and ECTA.
3. A possible plan for restructuring the four regional organizations.
4. CTA current objectives, activities, and future goals.

The Caribbean Tourism Association was founded in 1951. The objectives of CTA as outlined in Article III of the CTA Constitution are to encourage and assist in the development of tourist industries throughout the Caribbean area by:

1. Providing an instrument for close collaboration among various territories and countries concerned.
2. Augmenting and assisting local promotional and development efforts of the members of the association and acting as liaisons between the members.
3. Providing a liaison between the member governments, government agencies active in tourist development and promotion, travel and transportation industries and organizations active in tourism promotion in the area and other organizations interested in tourism and regional development.
4. Carrying out advertising and publicity measures calculated to focus the attention of the traveling public upon the Caribbean as one of the world's outstanding vacation areas.
5. Encouraging the promotion of adequate passenger transportation services to and within the Caribbean area and assisting in the establishment of such services. The promoting and development of intra-Caribbean travel shall also be a particular care of the association.
6. Carrying out statistical and research work relating to travel trends and tourism development for the benefit of the members.

7. Negotiating with governments either directly or through the appropriate bodies for an easing of regulations and formalities tending to be barriers to tourist travel.

8. Establishing chapters of the association which should have as their purpose further developments encouraging the improvement and promoting of tourism.

Since 1951, three other regional tourism organizations have emerged. The Caribbean Hotel Association (CHA), the Eastern Caribbean Tourist Association (ECTA), and the Caribbean Tourism Research Centre (CTRC).

The hotel sector that was originally part of CTA formed their own organization, CHA, in 1962. They felt there was a need for an organization to be tailored more to the private sector's specific needs.

ECTA is comprised of six islands in the Eastern Caribbean. Four of these countries are also members of CTA. The basic reason for the formation of ECTA was to provide additional promotional activities on a cooperative basis for those countries that felt extra promotion was vital to increasing tourism to their respective destinations.

CTA was responsible for the formation of the Caribbean Tourism Research Centre. CTA felt it was essential to create an independent organization, staffed by professional experts, that would be active in research, technical assistance, training and education.

Tourism is the major activity in most countries in the Caribbean. The economic, sociological, psychological and environmental effects of tourism are vital to the future growth of the region. It is essential that each country and every element associated with Caribbean tourism pool their resources and unite for the common goal of improving tourism.

There seems to be general acceptance of this precept since most countries and those in the private sector belong to at least one of the existing regional organizations. Currently, however, many question the viability of having four separate organizations. Some question the value of belonging to the orgnization they presently are members of, and some are reluctant to join any unless they are convinced it is in their self-interest.

At the Ministers of Tourism Conference in Santo Domingo, Dominican Republic on April 4, 1975 it was the unanimous opinion of those present that there should be one central body in the Caribbean that was responsible for the overall activities of all tourism related matters. It was felt that rather than create a separate umbrella organization to accomplish this objective, that the Caribbean Tourism Association was the most logical choice for assuming this role.

The problem is that each organization in the region is currently underfinanced and it is unlikely because of the present economy that members would agree at this time to a dues increase. Therefore, it is essential that any restructuring plan provide reductions in operating costs and increases in membership.

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I feel this is possible if each organization's objectives are carefully defined and a restructuring plan reduces Board meetings, President's travel, Annual Meetings, and the like.

Presently each of the four organizations have a Board of Directors and a President or Chairman. Each organization also has a paid Executive Director and staff. The Boards and Presidents or Chairmen meet at different times throughout the year which is time consuming and costly. Businesses sometimes find they have too many "chiefs" and not enough "indians" and it would appear that this is one of the problems that has been created by operating four separate organizations.

The original concept of CTA covered a broad spectrum of responsibilities. Presently CTRC and CHA are professionally staffed to carry out specific projects such as research, training, technical assistance, hotel product improvement, etc.

The role of CTA should be limited to the overall coordination of regional tourism activities and be specifically responsible for public relations and promotion of the Caribbean as a desirable tourist destination.

The present Board of CTA could be expanded to include more representatives from the private sector. There would only be one President and one Board of Directors for the region. This would eliminate the other Boards and Presidents and Chairmen. It would also reduce operating costs and improve coordination of regional activities. This Board would define the goals and objectives of CTA, CHA, CTRC and ECTA and be responsible for approval of budgets and assignment of specific projects which in turn would be executed by the Executive Directors and staff. CHA, CTRC and ECTA would then become working arms of the region carrying out specific objectives that are coordinated by the CTA Board of Directors. For restructuring purposes CHA, CTRC and ECTA could be classified as regional chapters of CTA. For the present and until a better solution is found, they would maintain their own identity and independent staffs.

CHA's role should be mostly directed to improvement of the hotel and associated private industry products in order to insure better guest satisfaction and more profitability.

CTRC's role should continue to be research, technical assistance, training and education.

ECTA's role will have to be carefully defined so there isn't duplication of efforts with CTA's role in public relations and promotion matters.

CTA's role as overall regional coordinator has been described. CTA should also be the body that decides which country within the region represents the Caribbean with the World Tourism Organization (WTO). CTA's role in public relations and promotion of the Caribbean as a region is extremely important.

Questions that need to be answered are:

1. Should we have public relations and promotion on a regional level?

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2. Would it be better to hire a marketing and public relations firm to handle this function as versus the CTA staff in New York?

3. Do government members receive value for the dues paid to CTA?

There is no question that the Caribbean needs to improve public relations and promotion on a regional level.

In the mind of the consumer the Caribbean is regarded as a region with a common identity. Past experience proves this. When Europe offered bargain vacations, the Caribbean as a whole was chastised for "pricing itself out of the market."

When there is trouble in any one country of the Caribbean, the Caribbean as a region is pictured as unsafe and undesirable. The people of the region, whether it be the Bahamas or Trinidad, are regarded as one ethnic group. This fact tags the Caribbean with an identity situation that is completely different than other popular tourist destinations such as Europe or the Pacific. Therefore, more effort is required to project an atmosphere in the marketplace that enhances rather than discourages travel to the Caribbean.

In addition, there is a need to provide a central location in viable markets to answer the many questions about the region and to provide the vehicle for directing inquiries to proper sources for eventual consummation of a sale to a particular destination. There is also a need for programs that provide information, education and coordination of efforts to stimulate interest in the Caribbean as a region, which increases consumer sales to particular destinations.

CTA accomplishes these objectives as follows:

1. The CTA office in New York answers thousands of inquiries about the Caribbean and directs persons who are interested in particular destinations to the proper source.

2. CTA distributes a brochure kit which gives a general discription of each member country, specific information on languages, immigrations, currencies, activities, etc.

3. CTA stores and distributes literature of countries, hotels, airlines, cruise ships and other members. Thousands of people come to the New York office to pick up literature, ask questions and get information on the region.

4. CTA cooperates with or sponsors several Caribbean supplements or sections in both consumer and trade publications. Publications used or that will be used to date are:

New York Times	Travel Trade
Miami Herald/News	Capital
Travel and Leisure	Business Week
Travel Weekly	Town and Country
Canadian Travel News	Modern Bride
Group Travel Magazine	Southern Living

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These supplements provide tremendous editorial exposure to the countries of the Caribbean, and a wealth of information that encourages a person to vacation in the region. Re-runs of many of these supplements are provided complimentary to CTA for further distribution.

5. CTA and CHA produced a new movie on the Caribbean entitled, "The Caribbean - A World of its Own." This movie is being distributed by CTA to 250 T.V. Stations, 500 service clubs, and will be shown on American Airlines DC-10 flights. It is estimated that 12,000,000 people will see the film this year. In addition, CTA will have prints available that can be used by anyone associated with selling travel to the Caribbean. The film has received outstanding reviews and will be a major tool in improving our image and stimulating interest to travel to the Caribbean.

6. CTA and CHA also produced a 10 minute film that demonstrates the value of tourism and the efforts being made by CHA and CTA to improve tourism. This film will be used throughout the Caribbean to educate people on the positive aspects of tourism which will help to improve attitudes and create a better understanding of tourism.

7. CTA provides SHACC (Serving Hotels and Caribbean Community) with financial support. SHACC, which is operated by CHA, is a team made up of experienced hoteliers, travel agents, airline personnel, marketing experts and the like that travel to various countries within the Caribbean. They educate hotel personnel, particularly small hotels, on how to improve their operations. In addition, they hold discussions with immigrations/customs personnel, taxi drivers, youth, and other persons that are involved in tourism. These seminars have been extremely successful in educating people on the value of tourism and improving attitudes.

8. CTA officials have met with the editor of the New York Times and have had discussions with other publications in an effort to improve press relations. Also the Executive Director of CTA has been a guest speaker at SATW and NYTWA meetings. For the past few years there has been much adverse press about the Caribbean, however, the press now is much more favorable. Part of this favorable press can be attributed to the efforts CTA has made to improve press relationships.

9. CTA formed a Marketing and Public Relations Committee. The members of this committee are publishers, editors, writers, marketing persons, public relations persons, travel agents, etc. who are all experts in the marketing and public relations field. This committee advises and establishes guidelines for CTA in order to improve marketing and public relations for the Caribbean.

These are the major accomplishments of CTA in the public relations and promotional field. The next project that CTA is organizing is the formation of CTA Chapters. The primary purpose of the chapter will be to provide a forum wherein individuals connected with selling travel and providing services for the Caribbean can meet and exchange information and ideas. Regular promotional meetings will have guest speakers and entertainment from the Caribbean. All chapter members will receive

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the informative CTA monthly newsletter, market intelligence and research reports as compiled and distributed by CTA. Membership of the chapter will be open to all individuals whose parent company or organization is a member of CTA with the exception that retail travel agents may become chapter members without this requirement.

The chapter concept has been very successful for the Pacific Area Travel Association (PATA) and will serve as an excellent vehicle for CTA to work closely with those involved in selling travel. The first chapter, The Northeast Chapter of the Caribbean Tourism Association, is presently being formed. Future chapters are planned for various areas in the United States, Canada and Europe.

CTA has presented a European Marketing Plan to all of the governments in the Caribbean. A copy of the proposed plan is enclosed herein.

It is essential to have public relations and promotion on a regional level. Each country and every element of tourism has the responsibility to market and promote their respective destinations to the best of their financial and professional abilities. Some destinations have more reseources than others. CTA's efforts enhance those with sufficient budgets and is practically the only source of exposure for destinations with very limited budgets. However, no single destination has the capability of providing the type public relations and promotion that CTA provides. The collective efforts on a regional basis to improve public relations and promote the Caribbean establishes an overall acceptability of the region. CTA's objective is to improve the image of the region so a favorable atmosphere is created which makes it less difficult to sell specific destinations within the Caribbean. If the overall image of the Caribbean is bad, it's difficult for each destination to sell - if the overall image is good, it becomes easier to sell.

A marketing and public relations company, particularly with the present budget, could not be as effective as CTA in accomplishing these objectives. CTA serves as the official voice for the Caribbean. Because of this, CTA has had access to press that otherwise might not have been possible. Publications have supported CTA's sponsorship of supplements at no cost to CTA. As a coordinating body, CTA has been able to solicit donations for major promotional projects and is able to form chapters which will be invaluable im promoting the region and producing more sales. The role of CTA should not necessarily be to run a paid advertising campaign. If additional funds were available, it would be desirable to engage the services of a marketing or advertising firm in order to enhance CTA's promotional capabilities.

Governments and other members of CTA do receive value for the dues paid to CTA. The current and projected activities of CTA more than justify the present dues.

The current dues paid by each government member would not be sufficient to pay for the editorial exposure each government receives in the numerous supplements sponsored by CTA. No individual government would have produced and distributed a movie of the quality that CTA produced that creates a favorable image and interest for travel to the region. Although the film doesn't sell a specific destination, the sales efforts of each destination will be greatly enhanced by the consumer interest generated by the movie. No individual government could afford to organize and coordinate chapters throughout the various market areas. No individual government office can generate the volume of inquiries that a single Caribbean office can.

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It is doubtful that any individual government would have the interest or excess funds to sponsor the SHACC Program which does so much to improve the tourism product and the attitudes toward tourists throughout the region.

The governments must realize that CTA is basically their organization. If a member country ever does question the value received, it is that government's responsibility to make recommendations that would further justify the dues paid.

CTA promotes travel and increases sales to all destinations in the Caribbean. The majority of countries in the Caribbean are members of CTA. The few non-member governments receive benefits from CTA's activities without contributing to the overall efforts. Obviously, this seems unfair to member governments and reduces CTA's capability to engage in additional promotional activities and other services that improve tourism.

The examples given for justifying government dues are specific, however, there should be a moral obligation on the part of all governments to pool our financial and professional resources for the common goal of developing the right kind of tourism so that this generation and future ones to come will have the opportunity for a better way of life.

James Pepperdine
Executive Director
Caribbean Tourism Association

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