

# Marina sector sees \$200m GDP impact

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BAHAMIAN marina operators are seeking to promote the industry's importance and contribution to gross domestic product (GDP), believing it generates \$200 million in annual boater revenues.

Delivering a presentation to the Association of Bahamas Marinas, Gary Young, a former Ministry of Tourism senior director of research, said marina visitors, including including mixed-use accommodation boaters, account for about 4 per cent of all stopover visitors.

Mr Young said only offshore boaters have a longer length of stay in the Baha-

mas, with marina visitors staying almost twice as long as those staying in a hotel or on a honeymoon.

He added that marina visitors were second only to offshore boaters when it comes to the percentage of visitors staying 30 days or more.

"Only private and charter plane flyers are more loyal,"

said Mr Young, adding that marina visitors are twice as loyal as hotel visitors and nearly three times more loyal than cruise stopovers.

He pointed to a 2009 Ministry of Tourism survey which noted that marina boaters spent \$46.3 million, second only to the \$820.9 million spent by hotel visitors.

Marina operators argued, however, that 2009 was a down year for the industry in the wake of the 2008 recession, and that marina boaters' total spending was easily \$200 million annually.

"Their average spending per visitor night was \$150. The amount spent by marina boaters was higher than those staying in rent-

ed homes or apartments (\$120) and in timeshares (\$80)," Mr Young said.

"Marina Boaters spent \$25 on activities, \$10 on other purchases and \$60 on popular purchases, which was also more than any other visitor type. Hotel visitors spent about \$225 per visitor night."

## Caribbean tourism breaks 29m arrivals

CARIBBEAN tourism broke new ground in 2016, surpassing 29 million arrivals for the first time ever and growing faster than the global average.

"Despite political, security and economic uncertainties and challenges in our main source markets, tourist arrivals to the Caribbean increased by 4.2 per cent in 2016, better than the 3.9 per cent overall internationally," Hugh Riley, the Caribbean Tourism Organisation's secretary-general, said yesterday in presenting the Caribbean Tourism Performance Report 2016.

"Encouragingly, we welcomed over one million more visitors last year than in 2015, to reach 29.3 million, continuing our proud record of continuous growth for the seventh straight year," he told a news conference held at CTO headquarters.

Total visitor spending also hit a new high, growing by an estimated 3.5 per cent to reach \$35.5 billion.

The US remained the Caribbean's primary market with an estimated 14.6 million stay-over arrivals, up 3.5 per cent on 2015.

However, it was Europe that recorded the highest rate of growth among the main source markets, led by strong increases from Germany (8.2 per cent) and the UK (4.1 per cent).

"Despite terrorist attacks in some countries, the Brexit referendum in the UK and bumpy economic outcomes across continental Europe, arrivals from that market climbed by 11.4 per cent to reach 5.6 million," Mr Riley said.

"The strong European performance was evident by the healthy increases of between six and 16.8 per cent



THE CTO'S acting director of research, Ryan Skeete, (left) and secretary-general, Hugh Riley, at yesterday's news conference.

in each month, compared to the corresponding month in 2015."

Intra-Caribbean travel also performed well, recording a 3.6 per cent increase - the second straight year of growth - despite costly and fragmented air

service.

Canada, normally a robust market for the Caribbean, recorded a decrease for the first time since 1994, and only the second contraction since 1982. The 3.3 million arrivals from that market represented a 3.4

per cent drop when compared to 2015.

The South American market also contracted by 10.6 per cent, mainly due to political instability in two of the main sources.

The CTO secretary-general also revealed that cruise arrivals grew at a slower pace of 1.3 per cent to approximately 26.3 million, while the hotel sector recorded negative growth, with all hotel indicators contracting apart from the number of available rooms, which grew by just over 1 per cent, according to Smith Travel Research.

Regarding the outlook for 2017, the CTO predicts increases of 2.5 and 3.5 per cent in long-stay arrivals, and increases of between 1.5 percent and 2.5 per cent in cruise passenger arrivals.

## Air Canada Vacations planning new product

AIR Canada Vacations (ACV) has met with the Bahamas Tourist Board in a bid to enhance its current product and expand airlift to the Bahamas.

"We have unrivalled operations to the Bahamas," said Nino Montagnese, managing director of sun markets for Air Canada Vacations.

"Not only do we offer year-round service to the islands' capital city, we're also the only Canadian tour operator to offer year-round service to beautiful

Great Exuma."

ACV currently offers daily, year-round service from Toronto to Nassau via Air Canada, and weekly, seasonal service from Montreal on board Air Canada Rouge. Weekly, year-round service, as well as increased seasonal service, from Toronto to Great Exuma is also available through Air Canada.

"To top our extensive offering of vacations to the Bahamas, we're working with the Bahamas Tourist Board on a new pro-

ject scheduled to open this April," added Mr Montagnese.

"This will provide more options for travel agents for vacation packages that fulfill all their clients' desires." Details of the new project will be revealed shortly.

In Nassau, ACV offers Sandals Royal Bahamian; the Melia Nassau Beach Resort; the British Colonial Hilton; Warwick Paradise Island and Atlantis. In Great Exuma, ACV offers Sandals Emerald Bay.



MIA WEECH-LANG, senior director of communications, Ministry of Tourism; Joy Jibrilu, director-general, Ministry of Tourism; Diana Rodriguez, director, product development, Air Canada Vacations; Obie Wilchcombe, minister of tourism; Nino Montagnese, managing director, sun markets, Air Canada Vacations; Dina Carlucci, director, advertising and promotions, Air Canada Vacations; and Paul Strachan, senior director, Bahamas Tourist Office - Canada.

### Commonwealth of The Bahamas

Support For The Economic Empowerment  
of Fly Fishing Guides

Request For Expressions of Interest,  
TC No. ATN/ME-14853-BH

The Government of The Bahamas had received financing from the Inter-American Development Bank (IDB), and intended to apply part of the proceeds to payments under the project name, for the services of three (3) consultancies to conduct various activities in the Fly Fishing Sector.

The Bahamas Ministry of Tourism had invited eligible consultants to indicate their interest in providing various services in the Fly Fishing Sector. We would like to take this time to extend our apologies to individuals that took the time to submit proposals. The invitation to support the project has been withdrawn as a result of the new Fisheries Act and Regulations. This has altered the original thrust of the project and the need to re-advertise it as an integrated approach.

We are now advising that consultancies are open to firms; including public and private educational institutions and agencies.

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REQUEST FOR EXPRESSIONS OF INTEREST

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The Government of The Bahamas has received financing from the Inter-American Development Bank (IDB), and intends to apply parts of the proceeds to payments under the project name, for the services of an integrated approach for economic empowerment for the sustainability of fly fishing. It will comprise of three components, namely:

#### Market Assessment

The Firm will be requested to:

- \* Communicate with clients to understand and document the project objectives
- \* Conduct in depth data survey on The Bahamian flats fishing sector inclusive of guides, lodges and other accommodations, as well as all categories of anglers, their distribution throughout the individual islands and satisfaction ratings.
- \* Compile a demographic profile of visiting anglers who fish The islands of The Bahamas.
- \* Provide analysis with regard to source markets. Travel trends, consumer preferences, expenditures, business models and competing destinations.
- \* Author report containing interpretation of statistical data and recommendations for implementation.
- \* Evaluate program methodology and key data to ensure accuracy and best practices.

#### Sustainable Fly Fishing Business Models

The Firm will be requested to:

- \* Communicate with clients to understand and document the project objectives.
- \* Review market research.
- \* Assess existing guides and lodge operations.
- \* Collaborate with Researcher, Trainer, Project Coordinator and Technical Advisory Committee to determine an appropriate business model to service the needs of visiting anglers.
- \* Design and implement sustainable business models for ten (10) guiding services and lodge operations to transition them into viable business enterprises.

#### Sustainable Fly Fishing Curriculum Design and Training

The Firm will be requested to:

- \* Communicate with clients to understand and document the project objectives.
- \* Review market research with focus on recommendations for guides and lodge training.
- \* Revise existing material, and incorporate best sustainable practices.
- \* Conduct Fly Fishing Training Workshop for one hundred (100) guides and new recruits.
- \* Conduct a Green Management Workshop for Lodge Operators and Managers.
- \* Develop framework for an apprenticeship program and certification of professional guides.
- \* Design a training curriculum for fly fishing guides based on the latest best practices, methodologies, etc.

The Bahamas Ministry of Tourism now invites eligible institutions to indicate their interest in providing the services above. Reputable institutions must provide a detailed resume to establish their qualifications to perform the services required. The Firm that is recognized by the government of The Bahamas will be favourably considered based on the ability to execute all three components as an integrated approach.

Institutions will be selected in accordance with the procedures set out in the Inter-American Development Bank: Policies for the selection and contracting for The Firm financed by the Inter-American Development Bank (GN-2350-7) and is open to all eligible institutions as defined in the policies.

Expressions of integrated proposals must be delivered via direct email by

**February 25, 2017**

Attention: Ms. Jacqueline Ramsey, [jramsey@bahamas.com](mailto:jramsey@bahamas.com) or  
Ms. Sharmain Deveaux, [sdeveaux@bahamas.com](mailto:sdeveaux@bahamas.com)

Tel: (242-302-2000)

### CAREER OPPORTUNITY

Career opportunities are available for ambitious career-oriented individuals at a mid size hotel. We are inviting experienced persons to apply for the following position:

#### Housekeeping Supervisor

##### Prime Responsibilities and Duties are:

- Assist with the supervision of the Room Attendants and Housemen.
- Assign team members their duties and inspect work for conformance to prescribed standards of cleanliness.
- Communicate with other Departments, particularly Front Desk and Engineering, to ensure that all standards in the rooms are met before assigning them for sale.
- Prepare assigned Housekeeping Reports.

##### Qualifications & Experience Required:

- Potential applicant must possess a High School Education.
- Must be computer literate
- Excellent written and oral skills

Competitive salary and benefits package are commensurate with experience.

Interested persons should submit their resumes via e-mail to

[recruitment.humanresources@outlook.com](mailto:recruitment.humanresources@outlook.com)