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TOUCANfolk

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INTERNATIONAL MARKETING

· Belize's Quick Win "Area 51"

BTB & THE COMMUNITY

· BTB and BHA contributes to the Future Generation with Scholarship Awards.



BELIZE TOURISM BOARD

e-Newsletter

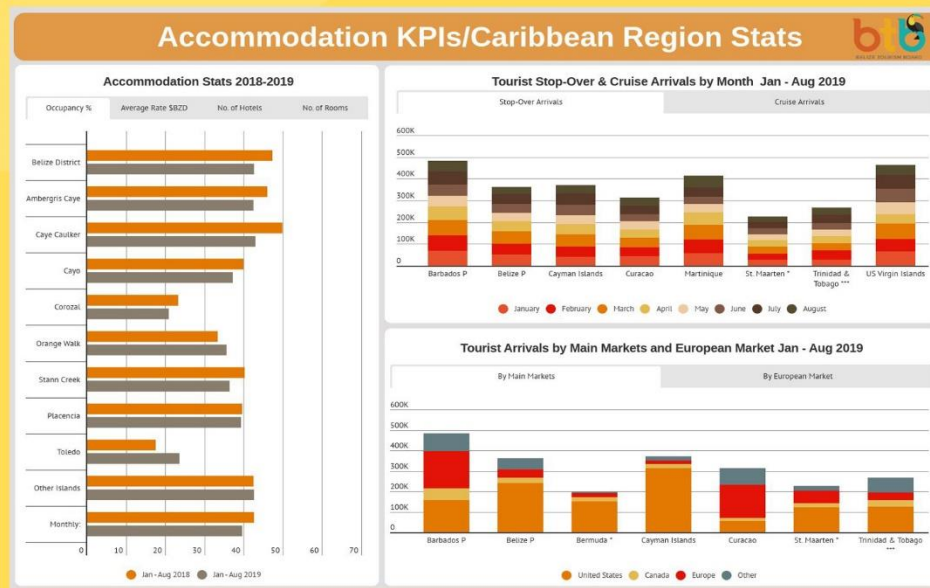
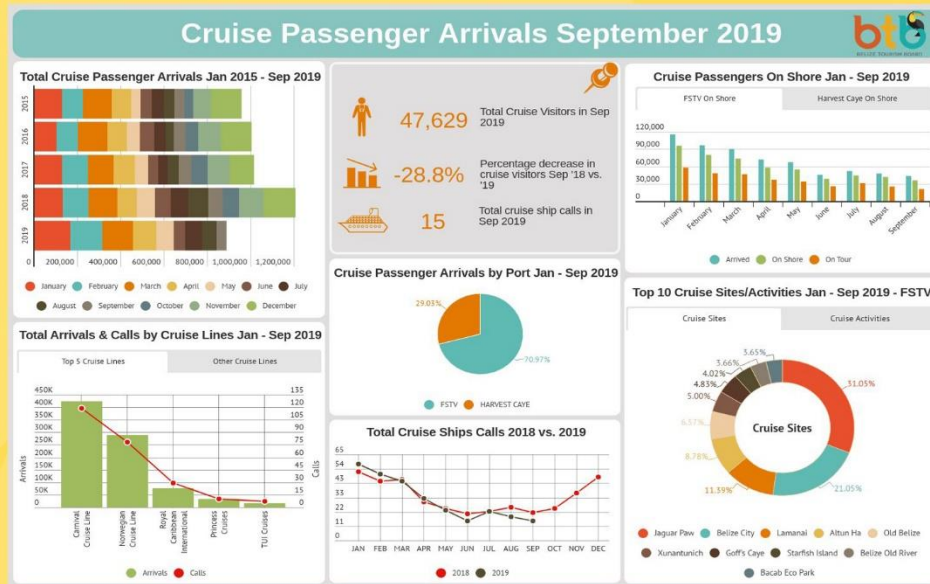
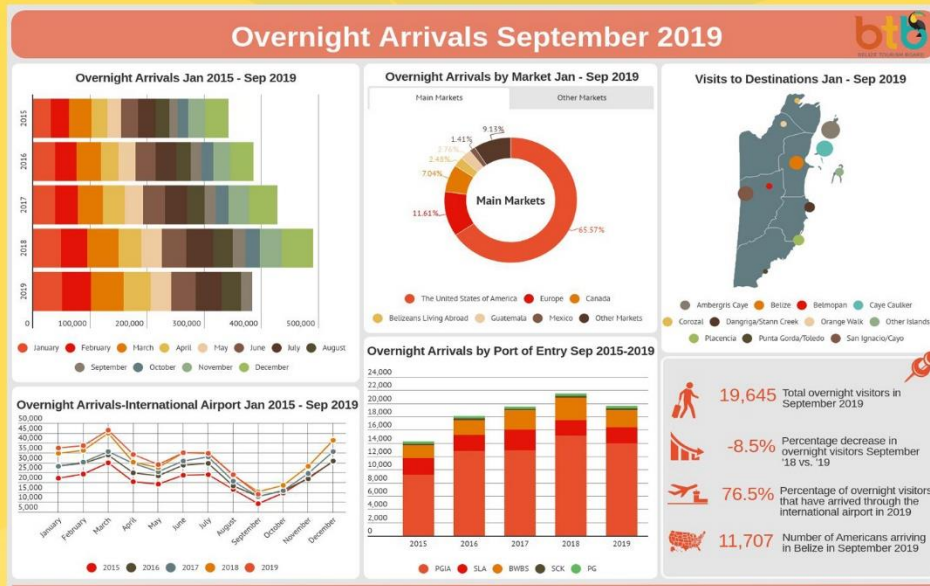


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STATISTICS FOR THE 3RD QUARTER

Tourism Performance Indicators Dashboard: <https://belizetourismboard.org/belize-tourismstatistics>



ISLA CARIÑOSA TO GET NEW CRAFT MARKET

A ground breaking ceremony was held in September to officially mark the start of construction of the new Caye Caulker Craft Market.

The craft market will be constructed in the Palapa Garden Area, and financed by the Belize Tourism Board (BTB) as part of its ongoing efforts to develop and promote the cultural tourism product and stimulate spending on locally made crafts.

The Caye Caulker Craft Market project entails construction of five buildings that will accommodate four booths each for a total of 20 booths; each being approximately 80 square feet. The project will also include signage, display shelves, solar lighting, garbage bins, among other features. The craft market will be managed by the Caye Caulker Village Council and will benefit some 11 main craft artisans.



FIRST EVER CRUISE TOURISM CONFERENCE HELD IN BELIZE:

SENIOR CRUISE SHIP EXECUTIVES AND LOCAL STAKEHOLDERS MET DURING ONE - DAY CONFERENCE IN BELIZE

Senior executives of major cruise ship companies and over 100 local tourism stakeholders converged at the Radisson Fort George Hotel during a one-day Cruise Conference to discuss new trends and key issues pertaining to the industry.

Organized by the Belize Tourism Board (BTB), the conference was designed to foster a better understanding of the inner workings of the cruise industry and help Belizean stakeholders improve their cruise tourism business.

The conference was held under the theme : "Get ready, stay ready, ready for the long haul."

Last year there were 1.2 million cruise ship visitors to Belize. The mid-year statistics for 2019 show that cruise ship arrivals have increased by 10.8% over the same period for last year.



BTB HOSTS FIRST EVER TRAVEL BELIZE EXPO (BELTRAVEX)

Belizeans from all over the country had the opportunity to purchase a vacation package at very attractive rates at the first Belize Travel Expo (BELTRAVEX) held on September 27 & 28 at the Belize City Civic Centre.

The first day of the event commenced on Friday, September 27, with an educational component where over 22 secondary and tertiary level institutions had the opportunity to learn about the industry and the different tourism products being offered in Belize. Some of the day's activities included a debate on the subject: "Be it resolved that a sustainable tourism industry will translate to improved quality of life for surrounding." "Do you agree or disagree?"; A Digital Poster Competition and a fashion show using recycled materials. The winners were:

Debate - Team University of Belize over Stann Creek Ecumenical Junior College.

Winners of the Digital Poster Competition were:

2nd: Secundaria Tecnica Mexico

1st: Sacred Heart College

Recycled Materials Fashion Show:

2nd: Centro Escolar Mexico Junior College

1st: Edward P. Yorke High School

Day 1 saw approximately 1300 students and teachers. On day 2, industry stakeholders showcased their properties, sites and tours, offering attractive discounts. More than 500 visitors attended and had the opportunity to win travel packages, tours and other prizes every half an hour and a grand prize vacation package worth \$4,000.00 and \$2000.00 cash at the conclusion of the expo. BELTRAVEX was an extension of the Belizean Traveller Campaign.

The two-day travel expo coincided with the observance of World Tourism Day.



BTB HOSTS 5TH CONSECUTIVE DIGITAL MARKETING SUMMIT

The Belize Tourism Board (BTB) hosted its fifth consecutive Digital Marketing Summit on July 19 at the Best Western Belize Biltmore Plaza Hotel in Belize City, where marketing experts updated participants on the latest trends and developments and guided them on how to improve their respective businesses. Presenters at the summit included a total of 12 local and international presenters, from companies such as Google, Expedia, Bootcamp Digital, Meltwater, Lw/ND Media, Yello Media Group, ICF Next, DIGI, Copa Airlines, KFS Media, Tropic Air and Matchcraft. This year's Keynote Speaker was Allison Chaney from Bootcamp Digital, a leading provider of social media and internet marketing consulting, training, workshops, seminars and speaking.



BTB LAUNCHES NEW SEASON OF THE BELIZEAN TRAVELLER CAMPAIGN

The Belize Tourism Board's (BTB) long awaited Belizean Traveller Campaign, which encourages Belizeans to be tourists in our country, was officially launched at the Radisson Fort George Hotel in Belize City.

The campaign is a joint venture between the BTB and the Belize Hotel Association (BHA).

The digitally focused campaign will run from August to the end of October. The highlight is a video competition on the subject WHAT WOULD BE YOUR IDEAL VACATION AS A BELIZEAN TRAVELLER. The videos that met the criteria were uploaded on the BTB's social media page www.facebook.com/belizeantraveller/. The video with the most reactions and shares shall be the winner of a grand vacation prize worth \$4,000. It also included the participation of local influencer, Marlyn Vansen, who posted updates on her travels on her Facebook and Instagram pages. To date Marlyn has a reach of 39.6K. This year, the BTB has enhanced its marketing material through three videos highlighting the three main themes. Please visit the following links to see the videos.

[Belizean Traveller Friends Experience](#)

[Belizean Traveller Couples Experience](#)

[Belizean Traveller Family Experience](#)



BTB LAUNCHES SECOND PHASE OF DYK CAMPAIGN

The Belize Tourism Board (BTB) launched the second phase of its "Did You Know" (DYK) campaign, which is aimed at increasing awareness among hoteliers, and persons who own a home, or other property, and rent rooms or businesses providing accommodation for remuneration purposes of the need to register with the Registrar of Hotels at the BTB.

As part of its DYK campaign, three informational videos will be released via radio, television, flyers, social media, bulletin boards, local newspapers, among others. The campaign will run from September 2019 to March 2020.

Please visit BTB Facebook to see the videos.

ONE STEP CLOSER TO SAFER WATER SPORTS TOURS IN BELIZE

Minimum standards to address safer practices in Water Sports Tours in Belize have been in the works for the past year and a half as a collaborative effort of the Belize Bureau of Standards, the Private Sector in the Tourism Industry and the Belize Tourism Board. These Minimum Standards are intended to foster safe operation practices for Water Sports like snorkelling, river rafting, jet-skiing, parasailing and recreational fishing among others in the industry.

A draft standard prepared by the High Risk Activity Committee has been completed and is expected to be shared for Public comments later this year. All tour operators, tour guides, hoteliers and stakeholders engaged in these activities are encouraged to review the draft and provide the BTB with feedback. Public Consultations are being planned for November 2019 at various destinations throughout the country to present the proposed minimum standards for Water Sports.

FRENCH AND GERMAN LANGUAGE TRAININGS

August 2019 marked the commencement of Language Trainings for licensed tour guides in Belize.

With a growing demand for tour guides that can cater to European tourists, the Belize Tourism Board, in 2017, began offering French and German Language courses to tour guides once a year.

For the first time, this year, the courses were offered at 2 destinations - Belize City and San Ignacio, Cayo. The courses commenced in August 2019 at the Belize City ITVET and at the Cayo CET.



APPLYING INSPECTIONS

During the period July to September 2019, the Compliance Team at the BTB successfully carried out a total of 17 applying inspections in multiple destinations that included San Pedro, Offshore North, Belize City, Belize Rural, Corozal, and Cayo Districts.

Inspections are conducted on properties that have applied to the Registrar of Hotels for a Hotels and Tourist Accommodation license to legally operate. These inspections are part of the licensing processes established under the Business Development Department.

BELIZE TOURISM BOARD OFFERS RELAXING ESCAPE FROM "STORM AREA 51" EVENT TO RESIDENTS OF RACHEL, NEVADA

The town of Rachel, Nevada (population: 54) braced for an epic tourist invasion on Friday, Sept. 20 thanks to a viral "Storm Area 51" campaign that garnered more than 2.1 million RSVPs on Facebook. The organizer of the event claimed the purpose of storming the classified United States Air Force base was to "see them aliens."

As a tourism destination that knows a thing or two about visitors arriving in droves, the Belize Tourism Board offered apprehensive Rachel residents free trips that included airfare and hotel accommodations from Sept. 19-21. The trip allowed residents to be out of town and relaxing in Belize while avoiding whatever "storming" might happen on September 20.

This opportunity provided great earned media for Belize as a top tourism destination and garnered more than 60 stories, with tons of international coverage in top media markets in Los Angeles, Houston, Denver, New York, Atlanta and more. A few of the publications that shared the sweepstake include [USA Today](#), [Fast Company](#), [Yahoo](#), [Newsweek](#), [HLN](#) among others.

BELIZE TOURISM BOARD AT UK'S BIGGEST BIRDWATCHING EVENT

The Belize Tourism Board attended Rutland Birdfair from August 16-18. The event is the UK's biggest consumer show for birdwatchers and wildlife lovers, attracting visitors from across Europe. The Belize Tourism Board exhibited at the event to promote Belize as the premier destination in Central America for birdwatching and wildlife holidays. BTB members were joined on the stand by Belizean national and birding expert Jonathan Urbina, who gave a talk to consumers highlighting the birds of Belize and the different regions in which they can be found.



BELIZE TOURISM BOARD AT UK'S BIGGEST BIRDWATCHING EVENT CONTINUED...



BELIZE TOURISM BOARD SHOWCASES THE BEST OF BELIZEAN CUISINE IN LONDON WITH SEAN KUYLEN

The Belize Tourism Board hosted an event in partnership with Wanderlust magazine in September 2019 in central London entitled 'A Taste of Belize' to showcase Belizean cuisine and promote culinary tourism to the destination. The event was attended by over 100 readers of Wanderlust magazine who had the chance to sample Belizean-inspired food and learn more about the destination during a series of presentations. Guests were also treated to sounds of live Garifuna drumming from Ray McDonald of the Warasa Garifuna Drum School in Punta Gorda, and a cooking demonstration of the Garifuna dish 'Sere Lasus' by Belizean chef Sean Kuylen.



THE BTB AND BHA AWARD SCHOLARSHIPS TO TEN OUTSTANDING BELIZEAN STUDENTS

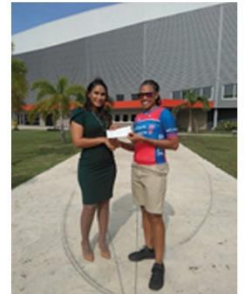
Ten outstanding Belizean students received scholarship awards from the Belize Tourism Board (BTB) and the Belize Hotel Association (BHA) during a joint award ceremony held at the Biltmore Plaza Hotel.

This year's BTB scholarship recipients are Glenroy Godwin Fermin and Roney Adali Espinosa, who will pursue their Bachelor's Degrees at the University of Belize and Hugh Rodney Hulse who will pursue a Culinary Degree at Stratford University in the United States. This year's Jean Shaw Scholarship Award went to Jennifer Araceli Padilla, who will pursue a Bachelor's Degree at the University of Belize. High School scholarships were awarded to Jocellyn Martinez - Valley of Peace SDA Academy, Cayo District, Selene Almendarez - Independence High School - Independence Village Maria Tillett - Our Lady of Mount Carmel, Cayo District, Blythe Thompson - St. Catherine Academy, Belize City and Kianna Dawson - Eden SDA High School, Cayo District. In addition, Kyarah Williams will pursue her Associate's Degree in Psychology at the University of Belize.



BTB AND THE COMMUNITY CONTINUES...

Splash Dive Center's second annual Splash half Marathon took place on October 6. The event included local and international athletes with all proceeds going toward the Seine Bight Running Club and Placencia Track & Field. The BTB was a proud sponsor of this event and of supporting sports in Belize.



Congratulations to decorated local cyclist Kaya Cattouse on her invitation to ride in the Tour of Tobago 2019! Kaya will be traveling to Trinidad and Tobago in October to participate in this big cycling event. The BTB is proud to have assisted Kaya in her journey.

BTB was a proud platinum sponsor of the Miss Universe Belize pageant 2019. Through this sponsorship, the crowned 2019 Miss Universe will be a brand ambassador for both the BTB and our beautiful Jewel Belize internationally.



Interested in the art that is mixology? Say hello to Belize's first ever Tiki Festival, a competition organized by Emir Sosa, a.k.a the Belizean Artisan Mixologist. The event, will be held from October 24-26 at The Ramada Belize City Princess, is featuring master classes from mixologists of Central and South America, and gives Belizean bartenders innovative tools to complement the demands of the tourism industry. With local products and international flair, as well as a 'best bartender' competition, this event is uniquely Belizean of which BTB is a proud sponsor.