

# SLHTA Board of Directors

**President** – Mrs. Karolin Troubetzkoy

**First Vice-President** – Mr. John Mathurin

**Second Vice-President** – Ms. Erwin Louisy

**Chief Executive Officer** – Mr. Noorani Azeez

**Representative for Small Properties (Small Hotels, Inns, Bed & Breakfast Establishments & Guesthouses)** TBA

**Representative for Large Hotels** – Mr. Winston Anderson

**Representative for Luxury Villas and Vacation Rentals** – Ms. Cybelle Brown

**Representative for High-End Boutique Hotels** – Ms. Daly Mariatte

**Representative for Independent Restaurants and Food & Beverage Distributors** – Mr. Orlando Satchell

**Representative for Airlines, Travel Consultants, Destination Management Companies & Wedding Service Providers** – Mr. John Mathurin

**Representative for the Yachting and Maritime Sub-Sectors** – Mr. Sean Devaux

**Representative for Ground Transportation & Cruise Sub-sectors and Tour Service Providers (Automobile Rentals, National Taxi Union, Tourism Taxis & Cruise related businesses)** – Mr. Corey Devaux

**Representative for Utility Companies, Statutory Corporations & otherwise unrepresented Service Providers** – Ms. Zilta Leslie

**Representative At Large for Banks, Professionals, Educational, Training Institutions & Other Allied Members** – Mr. Richard Peterkin

**Saint Lucia Tourism Authority** – Ms. Tiffany Howard

**Saint Lucia Air & Sea Ports Authority**—Mr. Gasper George

## SLHTA Secretariat

**Mr. Noorani Azeez** - Chief Executive Officer  
Cell # 721-4444

**Ms Juliet Sutherland** - Executive Assistant  
Cell # 726-4680

**Ms. Yola St. Jour** - Finance & Administration Officer. Cell # 484-2274

**Ms. Veronica Swanson** - Project Assistant/Human Resource Development Officer

**Ms. Casheena Phillip** - Accounts Clerk

**Mr. Wendel George** - TEF + Communications Cell # 285--4442

**Ms. Yola St Jour** - SLHTA Insurance Agent  
Cell # 484-2274

**Ms. Donette Ismael** - Liaison Officer Agriculture & Tourism. Cell # 485-9816



## Virtual Agricultural Clearing House

The Saint Lucia Hotel & Tourism Association (SLHTA) made a commitment to strengthen linkages between the tourism and agricultural sectors.

One of the key initiatives stemming from this commitment is the implementation of a Virtual Agricultural Clearing House (VACH) program.

The VACH is an electronic platform on which hotels, restaurants and food and beverage distributors obtain information on the availability of crops, thereby facilitating an increase in the sale of local produce and encouraging import substitution.

## Support SLHTA's Tourism Enhancement Fund

The Tourism Enhancement Fund (TEF) has been created to allow the SLHTA to play an integral part in the sustainable development of our destination.

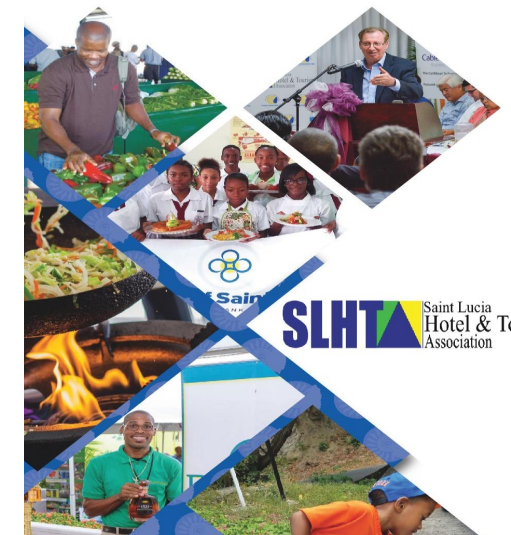
The SLHTA, through The Tourism Enhancement Fund, is able to finance community after school training programs for young people in marginalized communities, beautification of public spaces, finance important studies on the sustainability of our industry, enter into private-public partnerships to improve our water management, aid in the reconstruction of Rain-forest Trails and many other environmental, product and social development projects.

Find out more about what we do and how you can support us by visiting [www.saintluciatef.com](http://www.saintluciatef.com)



**TOURISM ENHANCEMENT FUND**  
*Together for a better Saint Lucia*

## SLHTA Member Benefits



***SLHTA ...The Voice of the Hospitality Industry***

Tel: (758) 453-1811

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E-MAIL: [slhta@slhta.com](mailto:slhta@slhta.com)

[www.slhta.com](http://www.slhta.com)

# The SLHTA Up-Close

As the principal tourism private sector agency in St. Lucia, the SLHTA is responsible for facilitating tourism sector development and management. The SLHTA is a private non-profit membership organization that functions as the “official organization and national spokesperson” for the hospitality Industry and its wide membership.

The Association has a grouping of over two hundred members covering a wide segment of the economic spectrum of St. Lucia to include the tourism, retail & wholesale distribution, agriculture and other services sectors.

 The SLHTA is dedicated to representing, informing, educating and upholding the interests of its membership in the tourism industry, which has earned it the reputation as the “**Voice of the Hospitality Industry**”.

## SLHTA Principal Functions

The SLHTA is governed by a Board of Directors comprising elected representatives from various sections of the tourism sector. This structure is strengthened by a Secretariat, headed by a Chief Executive Office , which focuses on these main activities:

- ◆ Lobbying / representing the interests of the membership
- ◆ Assisting in tourism & general policy formulation (via input into Government plans, policies and proposals)
- ◆ Promoting, orchestrating & facilitating marketing support for members
- ◆ Coordinating/conducting industry-focused training, human resource development and technical assistance;
- ◆ Monitoring sector developments, performance, practices & trends so as to provide advice to membership
- ◆ Coordinating supply of key information & statistics from members to developers/investors, planners, relevant institutions and researchers
- ◆ Developing strategic business/ institutional alliances, to build competitiveness, visibility and profitability of members, while widening revenue base
- ◆ Improving relationships and understanding between SLHTA membership, the wider tourism sector & the St. Lucia community, in the interest of national development & good corporate citizenship, via events, community outreach programmes & other targeted activities.

# Membership Benefits

Membership of the SLHTA is an endorsement, confirming to customers and fellow members that they are in contact with a professional friend, and a sincere supporter of the tourism industry. Membership enables you to enhance your business in ways that could prove too costly or difficult to accomplish on your own.



### Membership Bene-

- 1. Group Medical Insurance Program**  
- No one plans to get sick , but most people need Medical Insurance at some point. The SLHTA Medical Insurance offers a **monthly medical premium for non-management staff of \$50.00 per month and a monthly life premium for non-management staff of \$5.40 per month** (however life insurance is only available for the employee). This is one of the best rates currently provided to any property or establishment in the industry on island.
- 2. Discounts on training and certification programs** - allows access to discounted rates on training in many subject areas such as cost control, customer service, foreign languages, wines certification, First Aid/CPR, HACCP Certification, e-skills learning, social media marketing etc.
- 3. Networking** -This entails the advantage of being part of a forum of diverse tourism enterprises and potential clients that could drive business in the form of alliances, exclusive service contracts, joint marketing and promotion, preferred partner services etc.
- 4. Advocacy** - provides a stronger platform for negotiating with Government and other entities on issues of concern to its members and the overall tourism sector
- 5. Membership** of an Association that promotes high standards and accords a degree of respectability to all its members
- 6. Use** of the SLHTA Hospitality Training facility for sub-group meetings, Conferences and consultations with other members
- 7. Ability** to resolve differences with other SLHTA members in a cordial and well-refereed atmosphere
- 8. Participation** in local, regional and international events under the auspices of the SLHTA, CHTA or other associated body
- 9. The SLHTA website** is a major source of information for members and visitors alike. All members will be featured on the website, with links provided to their respective website and other regional and international industry sites.
- 10. Virtual Agricultural Clearing House** allows access to information on availability of local agricultural produce and sources.

# Who are our Members?

Members include large and small hotels; villas, boutique hotels; restaurants; airlines; tour companies; travel agents; car rental companies; banks; security services; sporting companies; statutory boards; public utilities; taxi services; manufacturers and suppliers of other goods and services.

## Membership Categories :

**Active Hotel:** Any individual, partnership, or cooperation managing or engaged in the operation of a hotel.

**Allied Member:** Any individual, partnership, or cooperation providing a service to the hotels or associated with the tourism industry but not operating a hotel

**Sustaining Member:** Any person, firm, or cooperation whose hotel property is under construction and not fully operational.

**Affiliate Member:** Any recognized association of Members

**Honorary Member :** Any individual who has rendered long and distinguished service to the tourism sector

**SLHTA Independent Industry Employee Member :** An employee desirous of gaining access to SLHTA benefits but whose place of employment is NOT a member of the SLHTA may qualify for this tier of membership. Students pursuing studies in hospitality and tourism may also qualify. Membership will entitle you to the following benefits: Group Medical Insurance, Training and Development Workshops, Conferences discounts, Member to Member discounts and scholarship offers.

# Membership Dues Schedule

CATEGORY	DUES PER ANNUM
Hotels	EC\$ 75.00 per room EC\$ 450.00 minimum dues
Restaurants	EC\$ 660.00 up to 20 covers EC\$ 825.00 over 20 covers
Airlines	EC\$ 1 500.00
Banks	EC\$ 2 000.00
Tour Operators	EC\$ 2750.00
Destination Management	EC\$ 1 000.00
Taxi Association	EC\$ 5 000.00
Car Rental Companies	EC\$ 600.00 up to 5 cars EC\$ 750.00 5 -10 cars EC\$ 1 000.00 10 cars and up
Yacht Charterers	EC\$ 1 500.00
Day Boat Charterers	EC\$ 600.00 one (1) boat EC\$ 750.00 two (2) boats EC\$ 1 000.00 three (3) boats and up
General Merchants	EC\$ 2 000.00
Manufacturers	EC\$ 1 000.00, EC\$1 500.00,
Dependent on size	EC\$2 000.00
Miscellaneous Members	EC\$ 750.00
Shopkeepers Association	EC\$ 3000.00
Gift Shops/Boutiques	EC\$ 1 000.00
Public Utilities	EC\$ 3 000.00
Statutory Boards	EC\$ 1 000.00
Home Rentals/Real Estate	EC\$ 1 000.00
Sporting	EC\$ 1 500.00
Villas	1 bedroom EC\$ 75 per room 2 bedroom EC\$ 95 per room 3 bedroom EC\$ 110 per room
Sustaining Member	EC\$2700.00
Affiliate Member	EC\$ 5 000.00 / EC\$ 6 000.00
Independent Industry Employee	EC\$ 60.00

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