

SLHTA Board of Directors

President Mr. Paul Collymore

First Vice-President Mr. John Mathurin

Second Vice-President Ms. Erwin Louisy

Immediate Past President

Mrs. Karolin Troubetzkoy

Chief Executive Officer Mr. Noorani Azeez

Corporate Secretary Ms. Donette Ismael

Tourism Enhancement Fund Programme

Manager Ms. Donette Ismael

Representative for Small Properties (Small Hotels, Inns, Bed & Breakfast Establishments & Guesthouses) Ms. Cheryl Gustave

Representative for Large Hotels

Mr. Winston Anderson

Representative for Luxury Villas and Vacation

Rentals Mrs Marella Devaux

Representative for High-End Boutique Hotels

Mr. Christian Gandara

Representative for Independent Restaurants and

Food & Beverage Distributors Mr. Wadi Zakhour

Representative for Airlines, Travel Consultants,

Destination Management Companies & Wedding

Service Providers Ms. Erwin Louisy

Representative for the Yachting and Maritime

SubSectors 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 Mr. Daryl Raymond

Representative At Large for Banks,

Professionals, Educational, Training Institutions

& Other Allied Members Mr. Kirk Elliott

Saint Lucia Air & Sea Ports Authority

Mr. Gasper George

Saint Lucia Tourism Authority

Mrs. Lorine Charles-St Jules

SLHTA Secretariat

Chief Executive Officer +1 758-721-4444

Executive Assistant & Business Development

Officer +1 758-726-4680

TEF Project Assistant - Administration &

Finance

+1 758-484-7702

TEF Programme Manager +1 758-485-9816

Social Media Coordinator +1 758-718-4442

SLHTA COMMITTEES

The SLHTA have created a myriad of Committees. We always welcome volunteers to sit on these committees to offer insight, experience and knowledge share.

Please email bdo@slhta.info for further information and Terms of Reference indicating which Committee you would be interested in joining.

SLHTA Chefs Table

SLHTA Culinary Committee

SLHTA DMC Committee

SLHTA Duty Free Retail Committee

SLHTA Environmental Committee

SLHTA Events Committee

SLHTA HR Advisory Committee

SLHTA Independent Restaurants Committee

SLHTA Linkages Committee

SLHTA Marketing Committee

SLHTA Maritime Committee

SLHTA Safety and Security Committee

SLHTA Sites and Attractions Committee

SLHTA Soul Food Table

SLHTA Sports Committee

We are also present and directly involved in the following:

St Lucia National Conservation Fund (SLUNCF)

St Lucia Hyperbaric Society (SLHS)

Tourism Enhancement Fund (TEF)

Citizens for Peace and Prosperity (CPP)

Peace and Prosperity Inc (PPI)

Please see link here: <http://www.slhta.com/about-us-2/slhta-committees/>

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 Rainforest 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



TOURISM ENHANCEMENT FUND

Together for a better Saint Lucia



SLHTA MEMBER BENEFITS



TOURISM ENHANCEMENT FUND
Together for a better Saint Lucia

#2 Alfiona Plaza
Rodney Heights, Gros Islet
P.O. Box 545, Castries

Tel: (758) 285-4443
E-Mail: info@slhta.info
www.slhta.com

The SLHTA Close Up

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 Officer, 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 and 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 and good corporate citizenship, via events, community outreach programmes and 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.

- 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** This 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** 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:

- Accommodation Provider.** Any individual, partnership, or cooperation managing or engaged in the operation of an accomodation establishment.
- Tourism Service Provider.** 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

Hotels	EC\$ 75.00 per room EC\$ 450.00 minimum dues
Restaurants	EC\$ 500.00
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 1 boat EC\$ 750.00 2 boats EC\$ 1 000.00 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	EC\$75 per room or a minimum rate of EC\$500 whichever is the greater.
Sustaining Member	EC\$ 2700.00
Affiliate Member	EC\$ 5 000.00 / EC\$ 6 000.00
Independent Industry Employee	EC\$ 60.00