

Cast & Green Globe Set The Stage For Tomorrow's Sustainability Practices In The Caribbean

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The Green Globe International & Caribbean Green Tourism Conference will present Sustainable Tourism priorities and actions

'Enhancing the Business of Tourism - The Path to Sustainability' is the general theme for the Green Globe International Conference and the Green Tourism Conference to be held November 1st - 3rd at the Half Moon Hotel in Montego Bay, Jamaica. The conference is a joint staging of the 2nd biennial International Green Globe Conference (the inaugural edition was held March 2004 in New Zealand) and the 3rd biennial Caribbean Green Tourism Conference.

The 2006 edition is organized by the Caribbean Alliance for Sustainable Tourism (CAST) assisted by its parent organization, the Caribbean Hotel Association, and Green Globe Asia Pacific (GGAP). The goal of the conference is to determine the sustainability priorities and actions that GGAP, CAST and their industry partners must pursue over the next two years, in service to the regional tourism industry. Registration is now open for all tourism related companies and industry sectors with fees starting at US\$225.00 for small business (hotels with 75 rooms or less and companies with less than 50 employees) and daily rates at US\$175.00 (Wednesday and Thursday) and US\$100.00 (Friday). Affordable room rates are also available at the Half Moon Hotel for US\$160.00 per night (does not include local taxes and service charges). The Conference secretariat is working on the airline discounts and details will be posted shortly on the conference's web page www.caribbeanhotelassociation.com.

The Green Globe International & Green Tourism Conference program is structured around three main topics: Tourism Sustainability; Achieving Market Value Added; and Innovative Practices. On the first day, participants will have the opportunity to discuss current sustainability problems in order to redefine the urgency for actions and solutions. In addition, they will study sustainability strategies in Jamaica and Dominica, as well as the public-private sector collaboration role within the tourism industry.

Day two will focus on sustainable tourism marketing products and includes a plenary session with a Green Suppliers' Forum on Products & Technology. Energy conservation, wastewater treatment, sustainable building design, and air quality are some of the issues to be addressed on the second day of the conference - which will also include a discussion forum for participants of the Green Globe Caribbean Program.

Activities will culminate with the case presentations from award-winning properties, the 2006 American Express Caribbean Environmental Award winners Sandals Montego Bay (large hotel category) and 3 Rivers Eco Lodge (small hotel category). Both will share their experiences and challenges innovating and implementing sustainable business practices in their hotel operations.

Other conference highlights are a gala opening with a featured speaker, a trade fair of sustainability products and solutions, nature tours, and informal functions with opportunities for networking and exploring the best of Jamaica, among other activities.

There are many sponsorship opportunities available for companies that want to show their commitment with the sustainable development of Caribbean's tourism product. To support the Green Globe International & Green Tourism Conference, please contact Deirdre P. Shurland via e-mail at dshurland@caribbeanhotels.org or by telephone: 787-725-9139.

The preliminary program and delegate registration form are now available at www.caribbeanhotelassociation.com. Registration and accommodation queries should be directed to Mayra Lejardi, Registration & Room Reservation Coordinator, at mlejardi@caribbeanhotels.org or by phone at 787-725-9139 ext. 230.

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