



Membership Benefits, Programs & Services



MEMBERSHIP APPLICATION FORM

I / We hereby apply for Membership in the St. Lucia Hotel & Tourism Association and submit the following information:

COMPANY NAME:

Representative to whom correspondence is to be addressed

CONTACT PERSON: POSITION:

POSTAL ADDRESS: CITY: COUNTRY:

TELEPHONE # FAX #

WEBSITE: EMAIL:

TYPE OF MEMBERSHIP:

ACTIVE HOTEL SUSTAINING MEMBER

ALLIED MEMBER AFFILIATE MEMBER

SPECIFIC INFORMATION

ACTIVE MEMBER
Total # of ROOMS SINGLE DOUBLE

FACILITIES:

BEACH POOL WATER SPORTS

TENNIS ENTERTAINMENT ROOM PHONE

CONFERENCE ROOM BUSINESS CENTRE KIDS ACTIVITIES

ALL INCLUSIVE EP / MAP SELF CATERING

ALLIED MEMBER

AUTOMOBILE RENTAL DESTINATION MANAGEMENT

GENERAL MERCHANT RESTAURANT

GIFT / SOUVENIR SHOP TAXI ASSOCIATION

TOURS&ATTRACTONS/TRAVEL AGENTS AIRLINE COMPANY

OTHER (Please Specify)

I hereby agree to pay the dues as approved at the Annual General Meeting of the St. Lucia Hotel & Tourism Association

I also agree to give 30 days notice in writing to the Secretariat of my intention to resign from the Association

DATE: SIGNATURE:

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".

What are we

The SLHTA represents its membership's collective contribution to St. Lucia's Tourism by integrating the diverse talents, knowledge and expertise of its membership.

The SLHTA is governed by a Board of Directors comprising representatives from various sections of the tourism sector. This structure is strengthened by a Secretariat, headed by an Executive Vice President and focuses on these main activities:

Association Management: Involves creating, delivering and communicating benefits to active members and actively work on expansion of the membership base.

Tourism Promotion: A large responsibility of the Association is destination marketing. Since tourism contributes significantly to our economic growth, the Association in collaboration with the St. Lucia Tourist Board and Ministry of Tourism works arduously to ensure the sustainability of St. Lucia's Tourism product. The SLHTA also promotes the importance of tourism to St. Lucia through a series of public awareness programmes.

Advocacy: The SLHTA actively represents the interests and concerns of its members at the level of government. It uses its "collective voice" to influence policy and lobby members of parliament on tourism related matters.

Product Development: The Association focuses on education to improve the quality of service and lives of St. Lucians. In addition the SLHTA is integrally involved in the improvement of the total quality of the tourism product; infrastructure and community.

Our Vision Statement

"To be the leading catalyst for developing St. Lucia as the best island destination in the world."

Our Mission Statement

"The premier private sector tourism organization in St. Lucia, providing sound and dynamic leadership for its members; functioning as the principal intermediary for tourism service providers, and, creating an influential lobby on tourism development issues."

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

The SLHTA website www.slhta.org 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

Board of Directors

The SLHTA Board of Directors is made up of a representative with responsibility for each of the following:

- President
- First Vice-President
- Second Vice-President
- Executive Vice-President
- Representative for Small Properties (Small Hotels, Inns, Bed & Breakfast Establishments & Guesthouses)
- Representative for Large Hotels
- Representative for High-End Boutique Hotels and Luxury Villas
- Representative for Independent Restaurants and Food & Beverage Distributors
- Representative for Airlines, Travel Consultants, Destination Management Companies and Tour Operators
- Representative for the Yachting and Maritime Sub-Sectors
- Representative for Ground Transportation & Cruise Sub-Sectors (Automobile Rentals, National Taxi Union, Tourism Taxis & Cruise related business not already categorized)
- Representative for Utility Companies, Statutory Corporations & otherwise unrepresented Service Providers
- Representative At Large for Banks, Professionals, Educational, Training Institutions & Other Allied Members
- The Director of Tourism

Where are we located

Our offices are located at #1 Colony House, John Compton Highway. Our postal address is P.O. Box 545, Castries, St. Lucia. Website: www.slhta.org , Email: slhta@candw.lc.

How do we operate

As a non-profit organization we are led by an elected President and a Board of Directors Council. The Executive Vice President or Chief Executive Officer, heads a small Secretariat comprising five other full time administrative and technical staff. The SLHTA's President is elected by the Association members at its Annual General Meeting and serves a two-year term.

The Board of Directors comprises sub sector representatives and meets monthly, to raise issues and concerns, which affect their respective sub sectors and the overall Tourism Sector. This structure ensures more broad-based representation for the membership of the SLHTA.

Core Values

Professionalism: We maintain the highest standards of professional ethics and corporate social responsibility within the entire community.

Vigilance: We are alert and sensitive to market and economic trends, impending legislation and public policies relevant to tourism.

Unity of Purpose: We will adopt positions on issues that serve the interests of the members as a whole.

Accountability: We accept individual and collective responsibility for our actions and for the success of the Association

Principal Functions of the SLHTA

1. Lobbying / representing the interests of the membership
2. Assisting in tourism & general policy formulation (via input into Government plans, policies and proposals)
3. Promoting, orchestrating & facilitating marketing support for members
4. Coordinating/conducting industry-focused training, human resource development and technical assistance;
5. Monitoring sector developments, performance, practices & trends so as to provide advice to membership
6. Coordinating supply of key information & statistics from members to developers/investors, planners, relevant institutions and researchers
8. Providing professional and technical guidance to members
9. Developing strategic business/ institutional alliances, to build competitiveness, visibility and profitability of members, while widening revenue base.
10. 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

Why Join Us

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. 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.
2. The wider SLHTA forum provides a stronger platform for negotiating with Government and other entities on issues of concern to its members and the overall tourism sector
3. Access to reliable information, research and advice on issues that the members may have an interest in
4. Membership of an Association that promotes high standards and accords a degree of respectability to all its members
5. Use of the Association's facilities for sub-group meetings or consultations with other members
6. Ability to resolve differences with other SLHTA members in a cordial and well-refereed atmosphere
7. Participation in local, regional and international events under the auspices of the SLHTA, CHTA or other associated body
8. Possibility of participating in a proposed 'SLHTA membership club' that offers mutual discounts and special rates to other members such as lower hotel, car rental, shopping and perhaps utility charges
9. Ability to access the Members Only section of the website, which will link to a complete membership directory and Association information

Awards

Industry stakeholders strive to promote and recognize exemplary service by individual personalities in all sub sectors during this very prestigious, annual award ceremony “**The SLHTA Tourism Industry Award**”

A “Crystal Award” may be presented to the Association’s most outstanding member of the year during the Annual President’s Ball.

The President’s Ball is a gala evening of dinner and dance held annually to raise funds for the Association’s work programmes.

Awards of Appreciation are also given to members who contribute significantly to the Association’s programmes.

Fundraising Events

The Association hosts an annual Food and Music Festival “**Rhythm and Spice**”. This event showcases the best of St. Lucia’s culinary art and music.

The SLHTA Pageant is held every year. The proceeds of this event contribute towards a scholarship fund, to assist children of hospitality employees. Since its inception in 1991, the event has funded forty (40) full time secondary school scholarship.

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 and has been so honored by the Board of Directors

SLHTA Organizational Structure

