

CHIEF AWARDS OPERATIONS

Winner

Saint Lucia Hotel and Tourism Association

The Tourism Enhancement Fund (TEF) is a private sector initiative proposed by the SLHTA and established on 1st October 2013, designed to allow the Tourism industry a greater opportunity to play an integral role in the sustainable development of our island. The TEF is financed by a small, voluntary donation from Hotel guests of \$2 USD per night, and goes towards destination marketing, community development and environmental projects and actions which positively affect the livelihoods of current and future generations. By collecting this small voluntary fee from our visitors, the Saint Lucia Hotel and Tourism Association (SLHTA) is also able to support projects which will ensure that our island is clean and safe for visitors and residents alike, including the beautification of specific areas of the island. The TEF is managed by a Board of Trustees comprising representatives from the Public and Private Sectors who ensure that projects undertaken by the fund continue to have a strong education, environmental and developmental impact

What Lessons Have You Learned?

1. Guest to our countries are willing to provide donations when it is clear that the donation goes towards a worthy causes that is managed in a transparent manner. 2. Small donations when accumulated can make a huge impact on the lives of individuals. 3. Transparent management of donations build trusts and attracts more donations. 4. Inspirational leadership is the foundation of success 5. Tourism industry that supports the wider society builds good will in the society. 6. Public/Private Sector partnerships work for the greater good of the entire society.

How Do You Measure Your Success?

Amount of funds donated Number of projects initiated and completed Impact of projects Ability to meet the stated goals of the Fund.

Finalist

Elegant Hotels Group

Our initiative is ensuring successful Business Operations through investment in our product, people, guest satisfaction and community.

What Lessons Have You Learned?

We've learnt that in order to lead a successful operation, we must continue to invest in our product to provide the best quality accommodations, facilities and amenities and resort experiences that our guests deserve and the best work environment that our staff deserve. The success of Elegant Hotels is down to our wonderful team. A positive work environment is the key to happy employees. A happy and engaged team translates into happy guests which is essential to a successful operation.

How Do You Measure Your Success?

We measure success in a number of ways including > Awards & Accolades received, e.g. TripAdvisor Traveler's Choice Awards, Travel+Leisure World's Best Awards Green Globe, etc. > Guest Feedback via TripAdvisor & our Guest Satisfaction Survey scores > Happy Employees > Financial Growth & Expansion.