

THE SOCIETY OF AMERICAN TRAVEL WRITERS
EXTENDS A WARM AND SUNNY WELCOME TO

2018 ANNUAL CONVENTION **BARBADOS**

SEPTEMBER 23-27, 2018



SOCIETY OF AMERICAN TRAVEL WRITERS
TRAVEL'S MOST TRUSTED VOICES

IN ASSOCIATION WITH
BARBADOS
TOURISM MARKETING INC.

#SATWBARBADOS |  @SATW | VISITBARBADOS.ORG



East Coast view

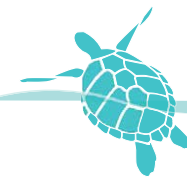


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“**There’s a wealth of story angles on this island, and jaw-dropping beauty for the image-hungry photographers among us.**”



Barbados was the first island in the Caribbean that I visited and, as a result, it shaped my vision of a tropical paradise. It is still my favorite island, not just because it was here that I first smelled that salty tropical air or heard the tree frogs at night, but because it has always welcomed me.

Barbados is considered the culinary capital of the Caribbean. It is famous for its white beaches, blue surf, warm temperatures and rum. And Rihanna. But there is much more to discover and you will find that Barbados has a rich history and multi-layered culture. It is, after all, the oldest continuing parliamentary democracy outside of England and the only place George Washington visited beyond the borders of America. Foodies will discover the joy of freshly grilled Flying fish at Oistins, cutter sandwiches, macaroni pie and authentic Caribbean rotis.

Our sporting members will love world class surfing at Bathsheba, where the Soup Bowl attracts top ranked surfers, car racing at Bushy Park or the polo matches. The island is home to one of the oldest synagogues in the Western Hemisphere, the Nidhe Israel Synagogue, where we will be holding our closing reception. That’s a first!

There’s a wealth of story angles on this island, and jaw-dropping beauty for the image-hungry photographers among us.

The best Bajan asset, however, remains its people, proud, warm and friendly, with a lust for life and a gently wry sense of humor.

Thank you, Barbados, for inviting us to your island. And to all our attendees, I hope Barbados captures your heart as it did mine.

Barbara Ramsay Orr

Barbara Ramsay Orr, President, SATW



Hunte’s Gardens

“it is a powerful tool that you have as travel writers to help shape the future of our country . . . please seek the unseen while you are here.



On behalf of the people and Government of Barbados, I welcome you to the 2018 Society of American Travel Writers Convention. It is a great privilege to have you in my homeland and I can attest that the greater hospitality and tourism community of Barbados will make sure your time here is met with exemplary service and is ripe with magical experiences only available on our island.

A year ago around this time, hurricanes Irma and Maria brought destruction to several of our sister Caribbean islands. But it is journalists like you who have helped to steer a positive narrative about the actual state of affairs in the Caribbean. With tourism equaling 12 percent of Barbados' GDP it is a powerful tool that you have as travel writers to help shape the future of our country.

While Barbados was not impacted by the hurricanes, and you'll see this as you traverse our island over the next week, we stand in solidarity with our sister islands who have faced an unforeseen catastrophe this year and implore you to keep their positive stories alive as well.

With pride, I encourage you to please seek the unseen while you are here. Engage with our welcoming people, explore our hotels, in particular our partner property the Hilton Barbados, which offers the largest meeting facility in Barbados, and experience historic Bridgetown – which is just five minutes away. Here you will find historic forts and manors that enchant, a community of conservationists keeping our turtles well, and a culinary scene that is sure to bring you back to Barbados soon. With that – I welcome you to my home as my esteemed guests and friends. Welcome to Barbados!

Hon. Kerrie D. Symmonds B.A., LL.B. (Minister of Tourism and International Transport)



Parade before Parliament Buildings in Historic Bridgetown

“
**Barbados is rich
with experiences
and stories
waiting for you
to share with
your legions of
readers and
followers**



It is our great pleasure to be the host destination for the 2018 Society of American Travel Writers convention. When people think of Barbados, they usually conjure up images of fabulous tropical beaches and a laid back vacation in the sun – not of mysterious tunnels beneath a historic garrison or of architecture protected with UNESCO World Heritage status. From unique historical ties to the USA, to a rum culture that has survived several centuries, to the hottest new hotels and hangouts – Barbados is rich with experiences and stories waiting for you to share with your legions of readers and followers.

These and many more surprises are what make us the little island with big ideas and give us a uniquely universal appeal to visitors. While Barbados might be small – just 166 square miles – it contains the diverse geographies and adventure experiences you’d expect in a much larger destination. So whether it’s learning to play polo or fishing, whether it’s driving around a race track, whether it’s surfing, or kite surfing, or wind surfing – we prove time and time again that we are a lot more than just sun, sand and sea.

Last year we saw almost 189,000 arrivals from the U.S. – a 30 year high. Part of this success is due to the variety of new flights and gateways offered by our airline partners. One of them, American Airlines, is a key sponsor this week. On December 19, American Airlines will commence two new flights – one from Charlotte and a third daily flight from Miami, connecting us to an even broader segment of the USA and representing a 70 percent increase in their winter capacity. This also means that we anticipate more media interest from a larger net of regional outlets and more freelancing opportunities surely await! In addition to American Airlines, we are also thankful for our continued partnership with JetBlue.

As members of SATW, you are at the forefront of moving our industry forward by challenging perceptions, stirring imaginations and motivating travel among consumers, travel advisors and meeting planners. Our successes would not be our successes if it were not for the honest and compelling work that you do daily, and for that I share my deepest thanks.

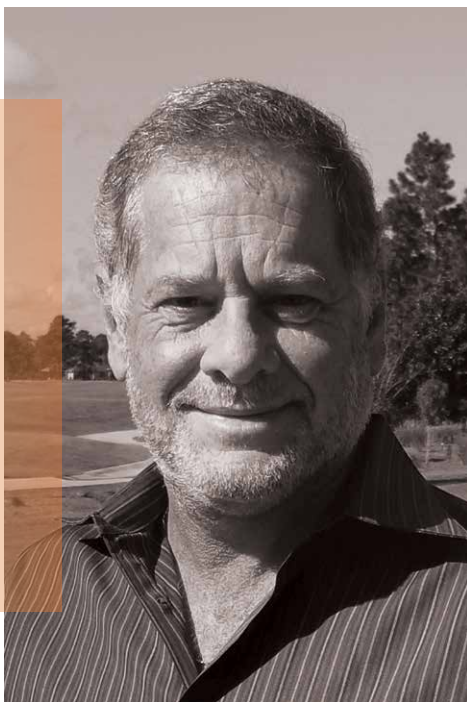
Welcome to Barbados!

Petra Roach

Petra Roach, U.S. Director, BTMI



“
Enjoy, partake,
dig in, but
don’t forget to
put your toes
in the sand.”



Welcome SATW members and guests. Welcome to what we expect will be a productive and beneficial meeting in a paradise named “Barbados”. The SATW convention crew and our hosts have worked hard to bring you many of the activities and events you are accustomed to having (dine-arounds, awards, networking opportunities, etc.) – but we also have done a bit of tweaking – and still fit it all in a new four-day format. Utilizing your feedback from past conventions, we focused on the business side of travel media. We planned a full day of professional development with an array of choices that are focused on improving your abilities (and bottom line) in this more rapidly changing industry. We have front loaded the schedule with business, leaving the tours to the last day so you can enjoy them without the thoughts of another day in four walls. And Marketplace will again have open appointments – so you can grab that connection you might have missed. SATW must continue to change with the industry. We are confident this is a step in the right direction.

In closing, Yves and I need to point out the hard work undertaken by the convention team and give most of the credit to specific individuals. I am sorry we cannot name them all but do want to point out the heavy lifting done by a few - Jason Frye for his PD leadership, Ryan Smith for juggling dozens of tours and requests, Jocelyn Padilla at Kellen who put up with our constant changes and responded positively to an onslaught of member emails, and Ed Wetschler and Bob Curley for their pre/post tour expertise, diligence and contacts. We also heartily applaud the Barbados team – Jaana Kuntonen and Lisa Rudder for their amazing efforts to herd us cats; Téresa Nicholls, from the Hilton resort team; and Petra Roach, who convinced the powers that be to host us, opened doors so we could get many of the things we needed, and led this merry band of passionate people.

Enjoy, partake, dig in, but don’t forget to put your toes in the sand.

Best,

Elliot Gillie and Yves Gentil, SATW 2018 Convention Co-Chair



The beach at The Cliff



Barbados At A Glance

14 Reasons to Love Barbados - A Travel Writer's Guide

21 MILES LONG AND A SMILE WIDE

Thanks to a year-round climate of near perfect temperatures, a salubrious natural environment, a safe, tolerant and harmonious society, and a rich cultural heritage, Barbados has become one of the world's most aspirational destinations. For an island of just 166 sq. miles, Barbados offers a refreshing mix that goes way beyond sun, sea and sand.

SUN, SEA AND SAND

Blessed with a full range of sea conditions - from the flat calm of the Caribbean on the west coast to the pounding surf of the Atlantic on the east - and crystal clear, warm waters, Barbados enjoys superb conditions for just about every watersport. Surfing, windsurfing, kitesurfing, stand-up paddle boarding, sailing, snorkeling, scuba diving, game fishing, open water swimming can all be enjoyed here at any time of year. For those who prefer to stay dry, the Atlantis Submarine can even take you underwater in air-conditioned comfort.

THERE'S NEVER A DULL MOMENT

Alternatively, you can zoom along in a safari jeep through forest trails, fly over the island in a microlight aircraft or test your driving skills around the leading circuit-racing facility in the English-speaking Caribbean. You might prefer to meander through tropical gardens, take a swim in underground sea caves, roam around working potteries, go down into vast stalactite-filled caverns, sample rum in a refinery or explore a supersonic Concorde aircraft. Barbados offers all of that and so much more.

THE SPORTING LIFE

Host to numerous major sporting events throughout the year, Barbados attracts both competitors and spectators from across the globe. Events include test cricket, a hockey festival, international sailing, game-fishing, surfing and windsurfing championships, motor racing, thoroughbred horse racing, polo and golf tournaments on our four world-class championship courses. Exceptional sports facilities like the Sir Garfield Sobers Sports Complex, with its Olympic-standard Aquatic Centre, excellent all-weather, astro-turf hockey arena, tennis center and gymnasium, also make Barbados an ideal destination for international team training.

MUSIC, ART AND CULTURE

An eclectic range of open-air music events are staged throughout the year at a variety of incredible venues, while the visual arts abound at numerous art galleries and craft centers island-wide.

UNESCO WORLD HERITAGE SITE

Recognized by UNESCO as a World Heritage site, Historic Bridgetown and its Garrison is home to the oldest synagogue in the western hemisphere, the third oldest parliament in the British Commonwealth, the house where America's founding father George Washington stayed in 1751 at the impressionable age of 19, and a well-preserved Garrison that was once the largest British military headquarters in the Caribbean. Barbados also has twelve state-of-the-art museum attractions and over a hundred historic churches.

RUM WAS BORN HERE

Hailed as the 'Birthplace of Rum' since 1640, Barbados still has a very active rum industry that offers a further range of diverse visitor attractions, including working distilleries and rum tours. Worthy of special mention is the magnificent St. Nicholas Abbey, which is open to the public. This is the third oldest Jacobean mansion in the Americas, where the owners grow sugar cane to produce their own signature single barrel rum, offering a fascinating insight into the history of rum production. A steam train sightseeing tour around the plantation is due to be opened in January 2019.





DINING CAPITAL OF THE CARIBBEAN

From rum shops to fine restaurants, local classics to haute cuisine, Barbados is renowned as the 'Dining and Nightlife Capital of the Caribbean'. Healthy, farm-fresh local produce, livestock, dairy and daily catches of fish and seafood grace our dining tables alongside some of the finest international fare. Bajans love to party, so the island has a multitude of bars, lounges, dinner shows and nightclubs where you can dance the night away or just relax and enjoy the music.

BARBADOS AS A REWARD

When that long list of activities and attractions is combined with multiple daily, direct flights from the USA, Canada and the UK, along with a wide range of hotels and other accommodation options, it is no wonder that Barbados has evolved into a popular destination for conferences, meetings and incentive group events. The island boasts of some of the best Destination Management Companies and facilities in the region, as well as outstanding specialist entertainment, such as acrobats, aerialists, fire artists, dance troupes, theatrical groups, the Royal Barbados Police Band, and all kinds of live music from calypso to classical.

WEDDINGS AND HONEYMOONS

In a similar vein, our local professionals and internationally trained wedding planners have drawn upon the island's natural beauty, rich heritage and ready supply of award-winning photographers, decorators, florists, caterers and entertainers, to establish Barbados as a greatly sought-after venue for weddings and honeymoons. Whether you want a romantic barefoot wedding on the beach or a chic and stylish celebration in an exquisite luxury villa, Barbados can provide something to please every whim and taste.

COUNTLESS WAYS TO STAY

Barbados further distinguishes itself with its extensive selection of holiday rental accommodation - ranging from modest studios to well-appointed modern apartments, luxurious villas to palatial beachfront mansions and grand private estates in the countryside - many of which are associated with world-class

“There had to be some very good reasons why the whole world seemed to perceive Barbados as Shangri-La.

Excerpt from Absolutely Barbados by Julian Armfield

recreational and leisure facilities, including golf, polo, tennis and residential marinas. These well-equipped homes-away-from-home, complete with highly trained staff, provide a truly pampered vacation in total privacy.

BARBADOS IS GOOD FOR YOU

On the subject of pampering, there are few places in the world that can rival Barbados as an ideal destination for rejuvenating your body and refreshing your mind. In addition to a plethora of spas, therapists, fitness experts and other health and wellbeing specialists, just being on the island and enjoying our relaxed, fun-filled lifestyle can be good for you. By its very nature, Barbados is a health haven. We can also offer several specialist medical facilities, including the Barbados Fertility Centre, which enjoys one of the highest success rates in the world.

RETAIL THERAPY

From a more material perspective, many visitors are pleasantly surprised to discover that Barbados is a great place to shop. With locally crafted products sitting comfortably next to world famous brand names, and over the counter duty-free sales being exempt of both import duties and VAT, making purchases 25-30% less expensive, a bit of holiday shopping should be high on your list.

WARM AND FRIENDLY BAJANS

And yet, with all of those wonderful assets so neatly packaged into this small island, it is actually our people that make the Barbados experience so enjoyable and rewarding. Perhaps that's why most of our visitors have been to Barbados before and plan to come back again.





Hilton Barbados Resort

Hilton Barbados Resort occupies a prime location on the tropical peninsula of Needham's Point. Just minutes from the capital city, Bridgetown, and popular St. Lawrence Gap, the hotel is ideally situated for leisure, business and conference travelers.

- All 355 rooms have ocean views and private balcony. Check-In: 4:00pm / Check-Out: 11:00am.
- The resort borders two beautiful white sand beaches.
- Home of the 17th century Charles Fort.
- Fronts an important beach for nesting Hawksbill turtles.
- Only hotel in the Caribbean with a quartz sand bed in the Eforea Spa.



Accommodation Highlights

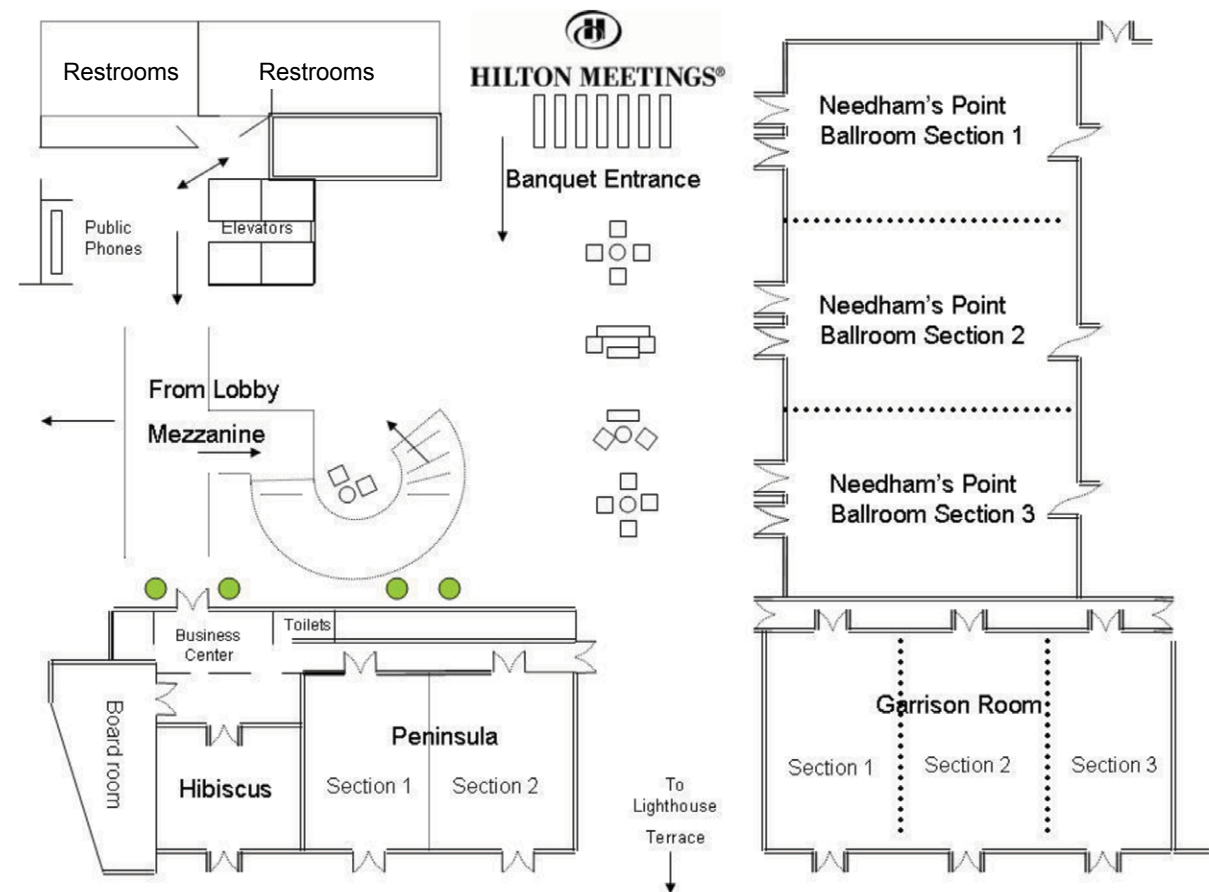
Location Hilton Barbados Resort enjoys a prime location on the lush tropical peninsula of Needham's Point near Bridgetown. The hotel is a 20-minute drive from Grantley Adams International Airport and 5 minutes from the capital, Bridgetown.

Guest Rooms Guest rooms feature a private balcony offering stunning ocean views. Executive rooms and suites include access to the Executive Lounge with views of Carlisle Bay, as well as complimentary breakfast, hors d'oeuvres and an honor bar, along with check-in and check-out facilities. Inside the elegant rooms, amenities include individual climate control, a mini refrigerator and cable TV. Connect via high-speed internet access plus two line telephones with voicemail. The spacious bathrooms have a separate tub and shower enclosure.

Dining Choose from one of five on-property dining options — The Grille, Water's Edge Restaurant & Bar, The Lighthouse Terrace Restaurant, Careenage Bar and Cuppa Café. Receive personalized beach service with the simple raising of your lounge chair flag!

Facilities Helpful multilingual staff assist with your every request. On-site outlets include a gift shop and convenience store, a beauty salon and clothing store, while Eforea spa offers a wide range of luxurious services. If heading out, use the tour desk and car rental desk and if you tire of lazing by the pool, try our tennis court, walking track and fully equipped Hilton Fitness by Precor fitness center. The beach and ocean naturally lend themselves to activities like snorkeling, jet skiing and scuba diving, that can be arranged with our onsite Water Sports Center.

Hilton Barbados Resort meetings stands for professionalism, quality services and facilities. Four configurable, fully-equipped, air-conditioned meeting rooms enjoy ocean views and abundant natural light. A 500 person capacity Ballroom offers theatre-style conferencing or 360-degree dining.

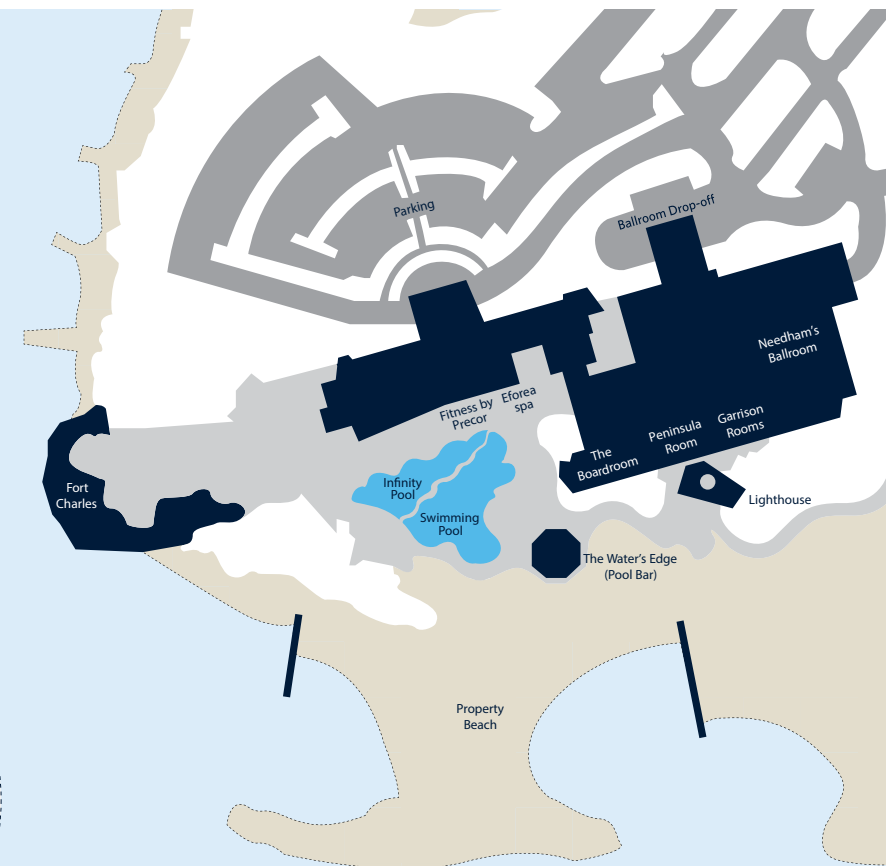
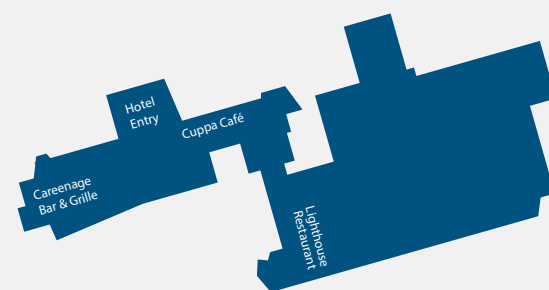


Hilton
BARBADOS RESORT
FLOORPLAN

HILTON BARBADOS RESORT PROPERTY MAP

KEY

- Hilton Buildings
- Parking
- Beach Front
- Ocean
- Landscape
- Ground Floor
- First Floor





Convention At A Glance

All events take place at Hilton Barbados Resort unless otherwise noted.

Sunday, Sept 23

All Day	Airport and Pre-tour Arrivals	
Noon – 5:30pm	Check-In Opens	Pre-Function Lower Level
5:45 – 6:45pm	First-Timers Reception	Pool Deck
7:00pm	Barefoot in the Sand: Opening Reception	Lighthouse Terrace Restaurant

Monday, Sept 24

7:30 – 8:30am	Hospitality Desk	
7:30 – 8:30am	Breakfast	Ballroom Pre-Function Lower Level
8:30 – 10:00am	Opening Ceremony	Needham’s Ballroom I, II, III
10:15 – 11:15am	SATW Business Meeting	Needham’s Ballroom I, II, III - Members Only
11:30am – 12:45pm	Chapter Meetings/Lunch - Canadian - Central States - Eastern - Western	Peninsula I, II No meeting - Lunch Pre-Function Lower Level Garrison I, II, III Lighthouse Terrace Restaurant Needham’s Ballroom I, II, III
1:30 – 5:15pm	Media Marketplace	
6:00pm	Departures for Awards Reception and Dinner	Lower Level
6:15 – 7:15pm	Awards Reception	Sandals Barbados Luxury Resort
7:15 – 9:30pm	Dinner	Sandals Barbados Luxury Resort
9:45pm	Return to Hotel	

Tuesday, Sept 25

7:30 – 8:30am	Hospitality Desk	
7:30 – 9:00am	Council Meetings/Breakfast - Editors - Freelance - Associates	The Grille Needham’s I Garrison I, II, III
9:15 – 10:00am	Professional Development General Session	Needham’s Ballroom I, II, III
10:15 – 11:30am	Professional Development Breakout Sessions	Various (see session descriptions) Needham’s Ballroom I, II, III
11:45am – 1:15pm	Keynote Luncheon Panels	
1:30 – 4:30pm	Professional Development Breakout Sessions	Various (see session descriptions)
5:30 – 6:30pm	Foundation Reception	Peninsula Terrace – Invitation Only
7:00pm	Departures for Dine Arounds	Lower Level
7:30 – 9:00pm	Dine Arounds	Various Locations
9:00pm	Return to Hotel	



PROFESSIONAL DEVELOPMENT SCHEDULE - Tues, Sep 25

9:15 – 10:00am	Opening Keynote: Bruce Poon Tip	Needham’s Ballroom I, II, III
10:15 – 11:30am	Bloggers and Journalists: Bridging the Divide Is Sponsored Content Evil? Editors Panel – Pitch Slam Associates Writing To Save Your Professional Life: Raising the Bar Is the Press Release Dead?	Needham’s I Needham’s II Needham’s III Garrison I, II, III Peninsula I, II
11:45am – 1:15pm	Working Luncheon Panels: · Traveling Differently – LGBTQ · Crisis Communication & Destination Recovery - The Caribbean’s Hurricane Rebound	Needham’s Ballroom I, II, III
1:30pm – 2:45pm	WordPress Intensive I Vetting Bloggers and Influencers Editors Panel – Pitch Slam Actives Demystifying Twitter Press Trips: The Good, The Bad, The Ugly	Needham’s I Needham’s II Needham’s III Garrison I, II, III Peninsula I, II
3:00 – 4:30pm	WordPress Intensive II Content Marketing 101: Why Authoritative Storytelling Matters Driving Traffic to Facebook Guidebooks: What You Need to Know Pinterest for the Rest of Us	Needham’s I Needham’s II Needham’s III Garrison I, II, III Peninsula I, II

Wednesday, Sept 26

7:00 – 8:30am	Group Breakfast	Pre-function Lower Level
7:30 – 8:30am	Hospitality Desk	
7:30 – 8:30am	New Board Meeting / Breakfast	Boardroom
8:00am	Full/Half Day AM Tour Departures	Lower Level
11:30am – 1:00pm	Voucher Lunch at Leisure	Lighthouse Terrace Restaurant
12:30pm	Half Day PM Tour Departures	Lower Level
6:30pm	Closing Reception and Dinner Departures	Lower Level
6:45 – 9:00pm	Closing Reception	Nidhe Israel Synagogue Grounds
TBA	Gap Alive Wednesdays	St. Lawrence Gap

Thursday, Sept 27

5:00 – 7:00am	Breakfast-To-Go for Early Departures	Lobby
7:00 – 9:00am	Voucher Breakfast	Lighthouse Terrace Restaurant
All Day	Airport Transfers and Post-Tour Departures	Lower Level

Keynote Speakers

OPENING DAY KEYNOTE SPEAKER

Pauline FROMMER - Co-President, Frommer Media LLC



Pauline Frommer is the Co-President of Frommer Media LLC with her father, Arthur Frommer. She is also the Editorial Director for the Frommer guidebooks and Frommers.com and has been the author, for the last four years, of the best-selling guide to New York City "Frommer's EasyGuide to New York City". Frommer pens a weekly syndicated column on travel for King Features, and is the host of two radio shows on travel: The Frommer Travel Show (on WABC in New York City) and The Travel Show

(nationally syndicated through Radio America). Both of those radio shows are also popular podcasts. In her earlier career she served as the Travel Editor for MSNBC.com, founded an award-winning series of books called the Pauline Frommer guides (Wiley Publishing), and gave weekly travel reports on CNN's Headline News for three years. Frommer is married to Columbia University Professor Mahlon Stewart, and the mother to two very well-traveled daughters, Veronica (19) and Beatrix (15).

PROFESSIONAL DEVELOPMENT DAY KEYNOTE SPEAKER

Bruce POON TIP - Founder/Owner: G Adventures Inc., the Planeterra Foundation



Following a transformational backpacking trip to Asia in 1990, Bruce had an idea to reinvent leisure travel and make it more immersive, inclusive and socially impactful. Fast-forward 28 years and G Adventures is still independently owned and the world's largest small-group adventure travel company designed to bridge the divide between backpacking and mainstream travel, and to connect travelers with local people in the countries they visited. In 2017, G Adventures acquired established British travel brands Travelsphere and Just You.

Bruce also founded the non-profit Planeterra Foundation in 2003 to lead his industry toward more sustainable tourism, wealth distribution and inclusive community development. Since then, G Adventures and Planeterra have contributed millions of dollars toward community development programs in the areas of social enterprise, healthcare and conservation.

Now 50, Bruce has earned global recognition as a leader in social entrepreneurship, leadership, immersive travel, and innovation. He has addressed the United Nations, World Bank, corporations such as

Apple and Google, and delivered keynote speeches at TEDx events and entrepreneurship conferences around the world. In recognition of his dedication to ethical business practices and responsible travel, Bruce received the Ethics in Action Award, World Savers Award by Condé Nast Traveler magazine, and a Travel & Leisure Global Vision Leadership Award.

In 2012, Bruce was inducted into the Social Venture Network Hall of Fame, joining celebrated entrepreneurs such as Richard Branson (Virgin Airlines), Anita Roddick (The Body Shop), and Ben Cohen and Jerry Greenfield (Ben and Jerry's Ice Cream). He was also awarded a Queen Elizabeth II's Diamond Jubilee Medal for significant contributions to society, named an EY Entrepreneur of the Year three times, and in April 2018, inducted into the British Travel & Hospitality Hall of Fame.

When he is not traveling, Bruce lives in Toronto with his wife and two daughters and leads G Adventures from its global Base Camp headquarters. He has called Canada home since early childhood, when his family emigrated from Trinidad to Calgary, and says there is nowhere else he would rather live.



Jamestown Settlement & American Revolution Museum at Yorktown



At Jamestown Settlement and the American Revolution Museum at Yorktown, visitors don't just visit the past, they get into it! These two living-history museums offer immersive films and gallery exhibits with outdoor interactive experiences for all ages. Visitors take an active role in discovering the stories of citizens and soldiers as they unfold during the American Revolution and the founding of America's first permanent English colony nearly two centuries earlier. From steering a colonial ship to feeling the rumble of cannon fire, visitors discover firsthand that our nation's history isn't just important, it's a blast! Robust special events, lectures and special exhibitions – plus the yearlong "TENACITY: Women in Jamestown and Early Virginia" exhibit opening November 2018 at Jamestown Settlement – enrich this exciting look into America's past. Call Susan Bak for more information or visit our website.

historyisfun.org

Professional Development

Working Luncheon

Panels & Panelists

LGBT PANEL

MODERATED BY YVES GENTIL

Traveling Differently

LGBT travelers are still a misunderstood yet sought out lucrative market for many destinations and travel companies. Our panelists will give you an insight on how to reach, maintain and even develop new markets within the LGBT community. You will hear from a destination marketer, an editor on how best to approach this market and community and the challenges they face. We'll talk about the nuances of LGBT travelers, and the cultural, legal and safety issues to look out for when serving up your destination to this community. This session is directed both at actives and associates.

PANELIST

Matthew BREEN



Matthew Breen is editorial director at Logo. He was previously editor-in-chief of The Advocate, the publication of record for the LGBT community for half a century. Breen was also the deputy editor for Out, the preeminent media brand for gay men. He has written numerous columns and covers stories on culture, entertainment and politics, travel and lifestyle. As editor/director of Here Media, Breen directed The Advocate, SheWired, HIV PLUS magazine, OutTraveler.com and Gay.net, where he oversaw a D.C. bureau launch, and online verticals on health, religion, elections, marriage and finance. He has also launched special print sections for sociological studies, photojournalism and investigative journalism, and been a frequent television guest discussing LGBT and political issues.

PANELIST

Richard GRAY



Richard Gray is a Vice President for the Greater Fort Lauderdale Convention & Visitors Bureau and oversees the LGBT+ market. Born in London, England, Richard moved to New York in 1982 as an investment banker. In 1991 he made Fort Lauderdale his home when he created the acclaimed Royal Palms Resort. In 1995 he developed the Greater Fort Lauderdale's highly successful LGBT+ marketing initiative. An inductee in the International Gay & Lesbian Travel Associations Hall of Fame and a recipient of the gay+ Award for Achievement from MTV/Logo, Richard is also a Board Member of the International Gay & Lesbian Travel Association. In 2017 the United Nations highlighted Richard's Transgender destination leadership and most recently Richard received the 2018 Stonewall Visionary Award.

CARIBBEAN PANEL

MODERATED BY BRITTANY CHRUSCIEL

Crisis Communication & Destination Recovery: The Caribbean's Hurricane Rebound

In this session for Actives and Associates, we'll take a firsthand look at the symbiotic relationship between crisis communications and journalism by having an open conversation around 2017's active hurricane season, the response from Caribbean tourism organizations, and the role travel journalists play in the reporting and recovery surrounding affected destinations. Panelists include Beverly Nicholson-Doty, Commissioner of the Department of Tourism, U.S. Virgin Islands; Hugh Riley, the Secretary General of the Caribbean Tourism Organization; and Brittany Chrusciel, an editor at cruise industry website, Cruise Critic.

PANELIST

Beverly Nicholson-Doty



Beverly Nicholson-Doty serves as Commissioner of Tourism for the United States Virgin Islands. She oversees the Department of Tourism's advertising and marketing strategy, its national and international tourism-related efforts and product development. Raised in St. Thomas, Beverly began her career in the hospitality industry while attending the College of the Virgin Islands. In 1993, she joined the St. Thomas-St. John Hotel & Tourism Association as its Executive Director, where she spearheaded the implementation and development of the Association's strategic plan. Nicholson-Doty oversaw the unification of the St. Thomas-St. John Hotel & Tourism Association with the St. Croix Hotel & Tourism Association to create an integrated Association that strengthens the entire U.S. Virgin Islands hotel product. In 2004, she was appointed President of the USVI Hotel & Tourism Association. Nicholson-Doty has served as Commissioner of the USVI Department of Tourism since 2007, and as Chairman of the Caribbean Tourism Organization (CTO) Council of Ministers and Commissioners from October 2012 to September 2014.

PANELIST

Hugh RILEY



Hugh Riley is the Secretary General of the Caribbean Tourism Organization, (CTO). As the chief executive officer he oversees the CTO's operations in Barbados, North America, the UK and Europe and leads the organization's initiatives to position the Caribbean as the most desirable, year-round, warm-weather destination. His responsibility is to fulfill the CTO's purpose of leading sustainable tourism, by providing specialized services and technical support to more than thirty governments and a variety of private sector members. The CTO's services include advocacy & representation, marketing, human resource development, crisis communication, research and statistics, conference and event management, information technology and sustainable tourism development.

MEET YOUR MODERATORS



Yves Gentil is President at DQ Marketing & Public Relations (DQMPR). A graduate of the University of Colorado Boulder's prestigious Masters program in Journalism, Yves (dqmpr.com/teamYves) has more than 20 years experience in the travel, destination marketing and hotel and public relations fields, having worked for tour operators, destination management companies, hotels and a conference center. His international upbringing and multi-lingual skills have positioned him for success in the travel and hospitality industry. He spent five years working at the flagship Marriott Marquis in the heart of Times Square, where he was responsible for international sales and marketing, before becoming the Director of the Québec Tourism Board's New York Office from 2001 to 2003. Yves then founded DQ Marketing & Public Relations (DQMPR), a boutique agency covering all segments of the travel industry; leisure, corporate, incentive and media.

Brittany Chrusciel has been a member of the Cruise Critic editorial team since 2012, with a current focus toward destinations. One of Brittany's first experiences cruising was a world voyage with Semester at Sea, and she's since taken more than 25 cruises in destinations from Alaska and Austria to Cuba and the Sea of Cortes. She extensively covered 2017's active hurricane season - working with destinations across the Caribbean, as well as the many cruise lines that sail the region, to provide timely updates before, during and after the storms. She's since returned to the region to report on the current state of some of the most popular cruise destinations, and shared her findings in a special package for Cruise Critic, titled *After the Hurricanes: Recovery and Rebirth in the Caribbean*.



Professional Development Breakout Sessions

Associates' and Editors' Panel

Everyone loves Editors' Panel and this year our exciting slate features national and international newspaper, magazine and online editors including Anne Banas from BBC Travel, Tracey Minkin from Coastal Living, Domini Clark from Globe and Mail and Matthew Breen, editor at nownextnew and MTV. Come prepared for a pitch slam - those who were in Portland know the pressure cooker of the live pitch! We'll be offering two distinct sessions for Actives and Associates so be ready with your best. With two sessions - one exclusively for Associates, one exclusively for Actives - of story ideas flying hot and fast, these editors better bring a sharp pencil and an assignment calendar.

Bloggers and Journalists: Bridging the Divide

Can print survive the digital media revolution? Can blogging outgrow its growing pains and get taken seriously as a profession? SATW Active Bret Love explains how he navigated the path from veteran print media editor and freelancer to travel blogger, and how finding ways to navigate both fields simultaneously can allow greater control over the stories you tell (not to mention the financial rewards you reap). He'll explain what it takes to make it as a professional travel blogger, the benefits of self-publishing, and how launching a blog can help boost your freelance career. He'll also share some of the opportunities and pitfalls he experienced along the way to generating a 6-figure income from his niche-focused business.

Content Marketing 101: Why Authoritative Storytelling Matters

There was a time when SEO (Search Engine

Optimization) was largely the domain of tech nerds and sleazy sales opportunists. But these days it's a science of storytelling that rewards in-depth, expert content with organic traffic. SATW Active Bret Love will walk beginners through the basics of what Google wants, how to research keywords related to your story, and how to organize your stories so that they will help answer the questions travelers are actively searching for. He'll also explore various ways of monetizing your SEO-optimized content to build a long-term sustainable business.

Demystifying Twitter

Twitter proves itself time and again to be a powerful messaging tool. Whether it's the President's words, the worldwide and immediate sharing of breaking news, or tightly-knit communities sharing stories amongst themselves, the value of the Twitter platform is undeniable. In this session we will offer up insights into and new uses for Twitter, provide suggestions for maximizing your tweets, and address questions ranging from "How do I get more followers?" to "Why do I need more followers?" to "What's the most effective way to share my message?"

Driving Traffic to Facebook

As Facebook continues to drive the spread of everything from memes to viral videos to news stories real and fake, the reach and impact of this social media giant, and its importance to our industry, increases. But how can you use Facebook to spread the word of what's going on in your destination, drive readers to your blog, increase traffic to published stories, and get the attention of new fans? Success stories - and stories of the stumbles along the way - from our panelists will demonstrate effective uses of Facebook and give you some of the insights you need to improve the way you use this platform.

Guidebooks: What You Need to Know

Travel guides have been around since haiku master Matsuo Basho published *The Narrow Road to the Deep North*, a collection of essays and companion poems detailing his journeys through Japan, in 1689, and poet William Wordsworth published his *1810 A Guide Through the District of the Lakes*, a book detailing England's Lake District. Today, travel guides remain both popular and useful. With many opportunities to produce everything from book-length guides to websites detailing curated travels, the market for this segment of travel writing has

expanded. This discussion, led by Pauline Frommer, includes both print and digital guide authors and will shine a light on the ins and outs of guidebooks, from insights on the process of pitching and writing guides to the value of quality guides to destinations and attractions.

Is Sponsored Content Evil?

As the separation between editorial and sponsored content has narrowed, the quality of sponsored content and the value of this messaging channel have increased exponentially. More and more often, destinations and attractions, along with magazines, blogs and online outlets, turn to sponsored content to fill content voids. With increased ROI on branded stories and increased pay and opportunities for writers and photographers, why does so much of the travel and tourism industry view sponsored content as less than? Sponsored Content represents what may be the single biggest important-to-the-industry development there is in the world of content, so we seek to have a clear, honest and open conversation about the good and the bad size of this medium. One part conversation between panelists including journalists writing sponsored content and studios producing it, one part audience Q&A, this promises to be a lively, and important to the future of SATW, talk.

Is The Press Release Dead?

Are traditional press releases relevant? Do they deliver the goods in terms of media engagement and the coverage you desire? Is there a way to improve how you spread the word? We'll answer these questions and provide examples of successful press releases and strategies for getting the results that you're looking for.

Pinterest for the Rest of Us

Pinterest master Natalie DiScala will deliver tips, tricks and strategies for establishing or strengthening your presence on this popular photo-driven social media platform. Both Actives and Associates will learn the whys and hows of Pinterest and leave with new skills.

Press Trips: The Good, The Bad, and The Ugly

In this session for Associates, we'll take a look at the nuances of press trips, from the disasters (and how to avoid them) to the home-runs (and how to make them a regular thing) and everything in

between. Using real examples of press trips gone wrong, press trips done right, and press trips that were lukewarm at best, PR Pros Anne Van Gorp and Susan Wilson, along with journalist Rob McFarland will share their insights into what goes into a press trip that delivers for the client and the journalists.

Vetting Bloggers and Influencers

Most Associate members have their methodology down pat when it comes to vetting traditional print and broadcast media, but when it comes to working with bloggers and influencers, where do you draw the line? In this session, you'll learn about the tools and methods you can use to fairly evaluate digital-only travel journalists and estimate their impact on your client, destination or brand. As more journalists turn to the digital world to augment their traditional outlets or make the digital realm their sole publishing platform, this session will give you a firm foundation on which to build your A List of bloggers, online publishers and influencers.

WordPress Intensive

Today, if you don't have an online presence, you don't exist. Our two-part WordPress Intensive will start with the basics of website ownership—perfect for those new to the game—and proceed to more advanced topics like customization and monetizing your site. WordPress maestro Jeffrey Samorano - founder of WPinOneClick, a website generating tool and companion WordPress educational component - will lead this dynamic session.

Writing To Save Your Professional Life: Raising the Bar

We're all seasoned writers, and whether it's a pitch or press release, website copy or a magazine story, we've got our craft down pat, right? Sometimes. And sometimes we find ourselves stuck in a rut, leaning on tired phrases and limited vocabularies, relying on linguistic or structural acrobatics to cover up shortcomings. We even resort to those college freshman days of padding out sentences and paragraphs with unnecessary and repetitive wording to ensure we reach the mark set by editors, outlets and clients: word count. We can do better, and this talk from award-winning writers and editors will drive us to do just that. Discover the basics of clean, clear communication. Unlock the door to better storytelling through concision and good reporting. Increase the appeal of your message using the tips, tricks and strategies our panelists present.



Professional Development

Speaker Bios

Anna VAWSER



Anna (CrazyInTheRain.com) used to take summer trips for two and three months to New York City, Philadelphia, Maine and Colorado. In the winter of 2010 she decided to take a huge solo trip to Europe and read everything she could find. She got excited about finding the lightest backpack, water bottle, drybags, and clothes. She traveled with her friend Chris for the first three weeks and then alone for the next three months. She caught the travel bug that summer and decided not to stop. Upon returning Anna threw herself into traveling in the States and hasn't stopped traveling since.

Anne BANAS



Anne is Travel Editor of BBC Worldwide, where she creates original, engaging and sharable content for a global audience. Previously, Anne was the executive editor and face of SmarterTravel.com (a Trip Advisor company). As a sought after travel expert, Anne has appeared on ABC Nightline, The Early Show, Good Morning America and CNN. Anne's commentary has also been featured among leading media outlets, including the Associated Press, The New York Times, The Washington Post, NPR and Condé Nast Traveller. Her travel stories have appeared on USAToday.com, ABC News and Boston.com.

Anne VAN GORP



As the Director of Communications, Anne heads up all global and domestic public relations efforts for the West Hollywood Travel + Tourism Board. She develops market-specific initiatives and messaging to position West Hollywood, California as a first-choice destination in the heart of Los Angeles. Ms. Van Gorp previously led communications as the Marketing Manager at the West Hollywood Design District, a shopping district with over 200 businesses. In both positions, she managed media relationships to strategically elevate the brand of West Hollywood and its unique businesses while driving media interest in the destination. Prior to that, Ms. Van Gorp was on the development team at TRUFFLE Travel, a start-up offering female consumers immersive experiences and curated city guides through a mobile application. Ms. Van Gorp is the recipient of CalTravel's "Under 30 Emerging Leader Award."

Becky LOMAX



Becky (BeckyLomax.com) lives in the woods outside Glacier National Park, Montana. Wildlife provide pleasant interruptions to writing when moose saunter through her backyard and the occasional grizzly bear prowls the deck. After a decade working

as a backpacking and hiking guide in Glacier, she parlayed her experience into writing. Her books include Moon Travel Guides for Glacier, Yellowstone, and Grand Teton National Parks. USA National Parks will come out in October. She has written for magazines including Smithsonian, Backpacker and Ski, as well as online for BinduTrips.com. Hiking and skiing offer her the intimacy of connecting with the natural world, and on summits, she inhales the views as if they were food to sustain life.

Bret LOVE



Bret is a journalist/editor with 25 years of print and online experience. He began his career as a music writer before becoming National Managing Editor for a 15-city network of college newspapers. He went on to freelance for over 100 publications around the world. In 2010 he co-founded a niche ecotourism/conservation site, GreenGlobalTravel.com, which became one of the world's top travel blogs by combining award-winning storytelling, sound SEO practice and innovative approaches to social media. Bret is a speaker and teacher about topics ranging from branding and social media marketing to journalism ethics, responsible travel and how DMOs can work with bloggers. He's also a consultant on branding, content strategy and sustainability.

Carolyn SPENCER BROWN



Carolyn is editor-in-chief of Cruise Critic, overseeing its international editorial operations. A former staff writer with The Washington Post, Spencer Brown has followed the cruise industry for the past 20 years and has taken more than 300 cruises, sailing with all of the world's top cruise lines and many lesser-known lines as well. Regularly quoted by media as an expert on all aspects of cruising - including

CNN, The New York Times, Time Magazine and the Associated Press - Spencer Brown also has been named one of the "25 Most Influential Women in Travel" by ForbesLife Magazine.

Catharine HAMM



Catharine has been with the Los Angeles Times Travel section since 1999, serving as travel editor since 2003. She's also worked at newspapers in Kansas and Missouri. She's lived in 34 different places, including Virginia, Hawaii, the Philippines and Spain. During her tenure, the Times Travel section has won the Lowell Thomas Travel Journalism Award for best newspaper travel section five times.

Cory LEE



Cory was diagnosed with Spinal Muscular Atrophy at the age of two, but that certainly has not diminished his desire to travel - wheelchair and all. He has traversed 6 continents and blogs about his accessible (and sometimes not so accessible) travel adventures on CurbFreeWithCoryLee.com. From trekking through the Amazon Rainforest to riding a camel in the Sahara Desert and everything in between, Cory shows that anything is possible with enough determination. Since starting his blog in 2013, he has gained more than 50,000 followers across social media and won the 2017 Lowell Thomas Award for Best Travel Blog. Cory hopes to inspire others to break out of their comfort zones and start rolling around the world.



Domini CLARKE

Domini is the Travel Editor of The Globe and Mail, Canada's national newspaper, a role she has held for six years. She is responsible for assigning feature stories for a weekend audience of nearly two million readers across the country. A frequent traveler in her downtime, she is currently obsessed with Wales.



Gary ARNDT

Gary skipped entirely the usual path of traditional travel publishing and burst onto the scene with a direct-to-consumer approach presented on his website, Everything-Everywhere.com, and in social media. He's been traveling the world since 2007 and today is an awarding winning blogger and photographer. Gary saw his niche as Planet Earth, and has coverage on 190 countries and 320 worldwide UNESCO World Heritage sites. His award-winning photos are rivaled only by his followers, likes and favorites on a variety of social media platforms that continue to burst at the seams year after year.



Jason FRYE

Jason (TeaKettleJunction.com) writes about food and travel from his home base on the coast of North Carolina. The author of multiple travel guides – Moon North Carolina, Moon Blue Ridge Parkway Road Trip and Moon Great Smoky Mountains National Park,

among others – and contributor to magazines, newspapers and online outlets the world over, he never tires of discovering what's around the corner, what's on the plate or where he's headed next. A barbecue judge, beard wearer, bourbon swiller and beer lover, he's a part-time know-it-all and a full-time smart aleck.



Jeffery SAMORANO

Jeffrey is the founder of WPinOneClick.com: The Ultimate DIY Website Starter Kit. Over the past 15 years he's helped hundreds of online entrepreneurs, content creators and small businesses avoid the costly and outdated process of traditional web agencies. Through pioneering an agile website creation process and embracing the imperfection of a website's "evolution," Jeffrey empowers entrepreneurs to take control of their own website and provides a reliable platform in which to do so.



Jim BYERS

Jim (JimByersTravel.com) is a freelance travel writer based in Toronto. His work appears in such publications as The Chicago Tribune, National Geographic, AARP Magazine and the Vancouver Sun. Jim started posting on Twitter when he took the Travel Editor's job at the Toronto Star in 2008, and slowly grew his following to nearly 19,000. He tweets frequently about all kinds of travel, as well as continually disappointing UCLA football games.



Kim GRANT

Kim (KimGrant.com) has thrived as a freelance writer, Getty Images photographer, consultant and entrepreneur in the gig economy since the day after she graduated from college, 30-plus years ago. She is the Founder and Editorial Director of BinduTrips.com, which features 1000 travel itineraries from 150+ colleagues. Kim earned her chops writing almost 50 guidebooks for most major publishers and two mobile travel apps; by creating content marketing with integrity for DMOs; and by empowering authors via social media tutorials and other tools. She also single-handedly helped 450+ colleagues to create digital travel apps through Sutro Media, and hired 150+ colleagues to pen travel guides for Countryman Press. As TravMedia's Media Liaison and Engagement Specialist, Kim facilitates connections between travel writers, DMOs and PRs.



Larry BLEIBERG

Larry Bleiberg (LarryBleiberg.com) is a veteran journalist with magazine, newspaper, and web experience. He served on a Pulitzer Prize team, is a eight-time Lowell Thomas Travel Journalism Award winner, and was honored for producing the best newspaper travel section in North America. A regular contributor to BBC.com, USA Today, National Geographic Books, Los Angeles Times, Better Homes & Gardens, Dallas Morning News, San Francisco Chronicle, and AAA publications, Larry's also the creator of the niche website CivilRightsTravel.com. Previously, he was a senior editor with Time Inc.'s Coastal Living and Travel Editor of The Dallas Morning News. He also worked in Vancouver, British Columbia; and Louisville, Kentucky.



Lee FOSTER

Lee (FosterTravel.com) is a diversified travel writer/photographer who pursues both traditional and innovative publishing paths. Lee argues that we must understand the changes in our modern media scene and position ourselves to benefit. Typical of Lee's efforts are licensing articles from his robust website and publishing an eBook translation of his California travel book in Chinese.



Marcus HIBDON

Marcus Hibdon is the Director of Communications and Public Relations at Travel Portland. A former newsman working as an editor for daily newspapers in small and medium-sized markets, Marcus transitioned to public relations more than 10 years ago and has experience in the media world from both sides of the table. Travel Portland works with content creators of all shapes and sizes in numerous applications from influencing visitor engagement to supporting niche market advertising campaigns. Marcus believes online content creators offer the opportunity to reach consumers in new ways, but only if destinations understand their audience and avoid common pitfalls.





Natalie DISCALA

Originally from Toronto, Natalie is a writer, editor and digital influencer who now calls Los Angeles home. She worked as a digital editor for leading Canadian design magazine Style at Home for 15 years before taking the plunge and going full-time freelance. She now focuses her attention on her blog OhTravelissima.com where she writes about travel + style and is still a regular contributor to Style at Home. She also provides social media and community management support for a number of travel and lifestyle brands. Natalie and her husband, travel expert Johnny Jet, who was named one of Forbes' Top 10 Travel Influencers earlier this year, have traveled to 65 countries together and recently welcomed their first child.



Nicole SMITH

Nicole Smith is the founder and CEO of Flytographer, a "first-to-market" online marketplace that connects travelers with local photographers in cities around the world for fun, candid vacation photo shoots. In just five years, Flytographer has grown into a multi-million dollar business that operates in hundreds of destinations globally, and was ranked the fastest-growing consumer services startup in Canada in 2017 by Canadian Business Magazine. Prior to Flytographer, Nicole worked for a Seattle-based tech startup, and spent over 13 years in global marketing and consulting roles at Microsoft in Redmond, Washington. Nicole was named one of PROFIT Magazine's 2016 "W100 Rising Stars: Five Women to Watch," and featured in Mashable's "Eight Women Shattering The Travel Industry's Glass Ceiling." Nicole won the Forum for Women Entrepreneurs "Pitch for the Purse" in 2018. She is also a board member of VIATeC.



Rob MCFARLAND

After abandoning a sensible career in IT to travel and write, Rob (RobMcFarland.org) now divides his time between Sydney, the U.S. and Europe. He's a regular contributor to the Sydney Morning Herald, Sunday Telegraph, Qantas magazine, GQ, International Traveller and Luxury Travel magazines. He's a member of the Australian Society of Travel Writers and has won six writing awards, including Australian Travel Writer of the Year. When not traveling, he runs courses for aspiring travel writers and workshops on pitching for travel PRs and tourism boards. Although not averse to the charms of a 5-star hotel, his most memorable experiences include scaling the mist-shrouded mountain behind Machu Picchu and rafting the Futaleufu River in Patagonia.



Sandra FRIEND

The award-winning author of 38 books, Ms Friend (SandraFriend.com) started her travel writing career in the 1990s writing features for major newspapers like the Pittsburgh Post-Gazette, the Orlando Sentinel, and the Cleveland Plain Dealer, and magazines like Blue Ridge Country, Backpacker and Rock & Gem. She has served on the Board of Directors of the Society of American Travel Writers and for the Florida Outdoor Writers Association. Her writing focus has been on the intersection of travel and the natural world, most recently in partnership with her husband John Keatley.



Susan WILSON

Susan has guided iconic destinations in her 35 years as a marketing communications specialist. She was the founding PR Director for CityPASS for 12 years, and directed award-winning advertising and public relations messaging for Grand Canyon National Park Lodges, Death Valley National Monument and Tenaya Lodge at Yosemite National Park and surrounding counties. Early in her career she managed regional responsibilities for Hyatt Hotels in California and Sheraton Hotels Hawaii/Japan, and created Hyatt's water sports brand, Red Sail Sports. She has been the publicist for Starline Tours for 12 years with major coverage on Ellen, Jimmy Kimmel and the Academy Awards – a little Hollywood name dropping. For San Francisco Travel she produced the legendary San Francisco IPW party for seven years, more important to journalists than anything else mentioned in this bio. This is not the only DMO where she's left fingerprints. She serves on the Communications Committee for U.S. Travel Association. Her address is unknown.



Tracey MINKIN

Tracey is Senior Editor, Travel + Features, at Coastal Living, a luxury lifestyle print and digital brand at Meredith Corporation, which was awarded the SATW Lowell Thomas gold medal for overall excellence in travel coverage in a non-travel publication in 2016 and 2017. Minkin has spent her career as both an editor for regional and national magazines and a freelance writer. She was a contributing author to Fodor's The Thirteen Colonies, a historical/cultural travel guidebook. Prior to joining Coastal Living in 2014, she was the founding editor of GoLocalProv.com, an all-digital news and information platform in Providence, Rhode Island. She has an MS from Columbia University Graduate School of Journalism.

Great travel writing consists of equal parts curiosity, vulnerability and vocabulary. It is not a terrain for know-it-alls or the indecisive . . . A well-grounded sense of place is the challenge for the writer. We observe, we calculate, we inquire, we look for a link between what we already know and what we're about to learn. The finest travel writing describes what's going on when nobody's looking. – Tom Miller



Media Marketplace Schedule & Info

September 23 - 1:30 - 5:15 p.m.

BARBADOS MARKETPLACE CHAIR

Deborah Wakefield | deborah@citypass.com

MEDIA MARKETPLACE OVERVIEW

- The Media Marketplace will consist of 15 scheduled appointments—each 10 minutes in length—running from 1:30 p.m. - 5:15 p.m.
- Schedules for individual appointments will be handed out at the beginning of Marketplace. Any Actives and Associates who have open appointment slots are free to meet with each other during those periods
- TravMedia will be on-site to help facilitate meetings.
- Convention attendees will have access to the SATW online pressroom before, during and after the convention. There, you'll find news releases, photos and videos provided by Associate members, as well as profiles and media work of the Active members attending the convention. This social network allows you to "connect with" and "follow" other members, increasing the interactions that take place at the convention and helping you to continue to build long-term SATW relationships.

MEDIA MARKETPLACE INFORMATION AND RULES

- The Barbados Media Marketplace will have a slightly different look. The Hilton hotel will provide each Associate with a 6'x18" rectangular table and three chairs. When planning your tabletop décor, keep this table size in mind.
- Marketplace tables will be arranged alphabetically within designated sections. Alphabetization is done by the company name listed on the Associate's table sign. Associates must sit at their assigned tables.
- Associates may bring press kits, photos and other collateral for distribution and display. Displays must fit on the Associate's assigned tabletop space and should be no taller than 16 inches.
- Promotional items (food items, pens, magnets, etc.) with a retail value under \$5 may be distributed.
- Only full-time accounts held by the Associate should be promoted during Marketplace. Project clients taken on solely for the purpose of being featured during a single Marketplace are not allowed.
- Only registered Active and Associate SATW members, select sponsors and a representative from the current host destination may actively exhibit and participate in Marketplace.
 - » No guests are permitted without special permission from the Associates Council Chair.
 - » Future convention hosts may observe how Marketplace works, but they are not allowed to take appointments.
- Spouses are permitted only if they have a volunteer role assigned to them by the Marketplace Committee co-chairs.
- Actives are not permitted to try to sell advertising or services to Associates during Marketplace. The event is designed solely as an opportunity to pitch story ideas, network and gather information.
- Media Marketplace participants must be registered for the full convention. There is no mini-meeting or day-pass option for Barbados.

CHARLESTON SOUTH CAROLINA



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Evening Events

Sunday, Sept 23 7:00 p.m.

BAREFOOT IN THE SAND OPENING RECEPTION

Lighthouse Gardens, Hilton Hotel - Welcome Reception

Barbados! One of the best destinations in the Caribbean, boasting sea, sun, fun and much, much more. What images float to mind when thinking of the Caribbean? Vivid colors, rich music, mouthwatering aromas?

Tonight is an honest to goodness barefoot evening with music to set any foot a-tapping! Come and relax under the stars, with a drink in hand you'll enjoy the soothing sounds of a live band and tastes of Barbados ... Here's to a warm and friendly Welcome to Barbados! Tonight promises to be an unforgettable evening of entertainment and fun! Can you dig it?

Monday, Sept 24 Cocktail Reception 6:15 p.m. Dinner 7:15 p.m.

AWARDS RECEPTION AND DINNER

Ballroom, Sandals Barbados

What better way is there to celebrate than to celebrate our colleagues. This is a highlight of the convention. Each year, we honor talent in our industry by announcing the SATW Foundation Lowell Thomas Awards, the Muster Photo Competition winners, the Phoenix Award winners and the Marco Polo award. Thank you to our award sponsors, Jamestown Settlement/American Revolution Museum at Yorktown and Lake Charles Southwest Louisiana CVB.

Tuesday, Sept 25

DINE AROUND



CHANGERS

Right on the water's edge, this restaurant offers a surprisingly extensive menu and is bound to please the most discerning palate, while the truly international wine list offers the perfect accompaniment. This wine bar and restaurant is always bubbling with people and just keeps getting better and better! With wonderful ambience and an incredible menu, Changers is bound to please.



CIN CIN BY THE SEA

Cin Cin by the Sea is Barbados' newest refreshing contemporary but elegant restaurant. The restaurant offers 'alfresco dining' with sweeping views of the Caribbean Sea. This trendy new hot spot features an air-conditioned lounge bar with an expansive glass wall allowing uninterrupted views across the ocean. Cin Cin proffers quintessentially Mediterranean-style cuisine with a Caribbean twist and strives to give guests an enjoyable eating experience. A truly gourmet restaurant with friendly service and comfortable yet charming ambience which should not be missed.



DAPHNE'S

Located in the beautiful Tamarind Hotel, this is the first overseas venture for the famous London restaurant, serving modern Italian dishes in a beautiful garden setting close to the beach where the sound of the tide gently lapping the shore adds to the ambience. Daphne's Barbados combines the fine cuisine and eclectic Italian menu of its famous London counterpart with a truly idyllic beachside setting.



PRIMO

The completely renovated Primo Bistro is the new name of the previously famous Pisces Restaurant on the St. Lawrence Gap strip. With tables along the water's edge and a stunning view of the lights of the south coast, this two level techno chic restaurant gives guests a chance to dine waterside with excellent service and impeccable cuisine.



TAPAS

If the three Tenors had collaborated on a restaurant instead of "Nessun Dorma," they might have founded the popular Tapas in Barbados. Instead, three Italians well-known on the Barbados restaurant scene collaborated to make beautiful food together. Located on the boardwalk on the south coast, the two storey restaurant occupies one of the most stunning sea-front locations on the island. Tapas offers an elegant, quite posh space and, on this island known for its extravagant meals, meets that demand but at reasonable prices.



THE CLIFF

Long considered Barbados' premiere restaurant, the Cliff is set right on the water's edge and is designed in an amphitheater-style with four terraced levels all overlooking the beautiful west coast. The Cliff is a must for those who are partial to fine dining in an exceptional setting with unmatched ambience. Chef Paul Owens strives to improve upon his excellent performance by delighting diners with a culinary experience to remember time after time. An international menu and a high standard of service make this restaurant an excellent choice.



THE CLIFF BEACH CLUB

The latest addition to Barbados' famous west coast, The Cliff Beach Club sits nestled on the rocks next to her big sister restaurant, The Cliff. Boasting a 180° ocean side setting and a completely new a la carte menu courtesy of head Chef Jérémy Dupire. The Beach Club has set out to distinguish itself with a more casual dining experience while maintaining the same high standards The Cliff is famous for. If you're looking for a relaxing lunch, laid back dinner, or just want to gaze at the sea over a cocktail from the dramatic panoramic bar, The Cliff Beach Club is not to be missed.



TOP DECK BY JASON HOWARD

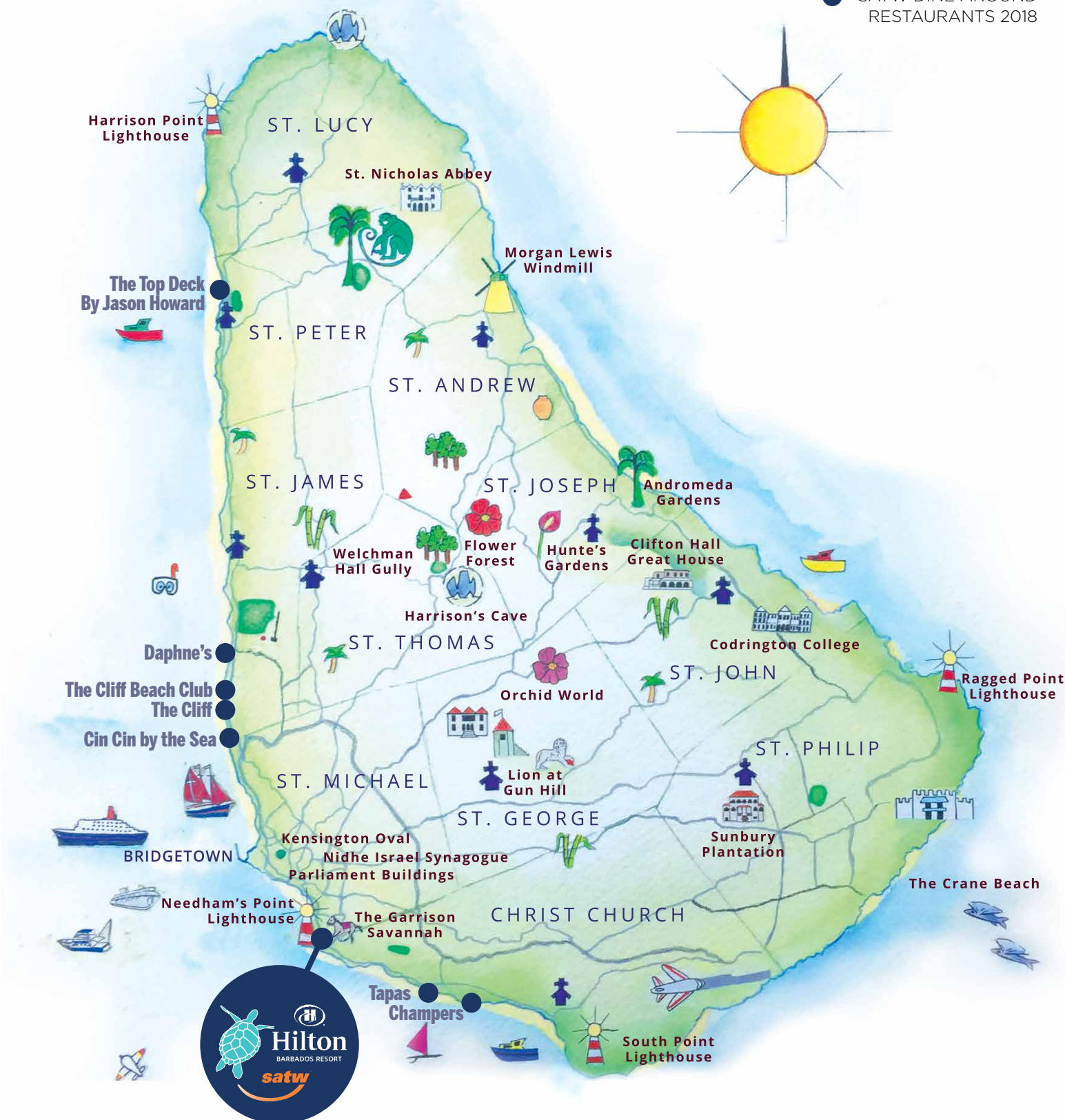
Barbadian born and Vincentian by descent, Jason is marking his place in history as a modern Caribbean chef, Infusing the flavors from his home cuisine with French cooking techniques. Intricately designed, Jason creates stunning, perfectly balanced, exquisitely presented dishes. Caribbean dishes at their finest, served in a way you have never experienced before. Jason aspires to be one of the world's top Caribbean chefs, bringing Caribbean cuisine its first ever Michelin star. Whilst Jason holds a clear passion for Caribbean cuisine there is also a frustration, that not enough Caribbean chefs make the most of the exciting flavors and cultural influences Caribbean cuisine has to offer. Jason will take you on a journey throughout the Caribbean as he redefines the way we see Caribbean food.

Wednesday, Sept 26 6:45 – 9:00 p.m. Closing Reception at the Nidhe Israel Synagogue

We are excited to welcome you to the Nidhe Israel Synagogue, the only synagogue in Barbados and one of the oldest in the Western hemisphere, designated as a UNESCO protected property. This significant heritage tourism attraction is transformed for an exceptional dining experience under the stars, leaving you with great memories of Barbados.

Dine Around Map

● SATW DINE AROUND RESTAURANTS 2018



Half Day Tours

Wednesday, Sept 26

AM MORNING TOUR
PM AFTERNOON TOUR



RUM IS WE TING AT ST NICHOLAS ABBEY **AM**

Difficulty: Level 1 (walking in the venue grounds) | Attire: Comfortable shoes, camera | Minimum of 8, maximum of 16 guests.

St. Nicholas Abbey Great House is believed to be the oldest building in Barbados, and one of three existing Jacobean architectural style houses in the Western Hemisphere. Lovingly restored and renovated by its current Barbadian owners, the Abbey boasts antique furnishings from another era, a rum and sugar bond, a sugar windmill and some of the most splendid grounds amid sugar cane fields. The Abbey's varied indoor and outdoor settings are also popular venues for weddings and events.

Today, St. Nicholas Abbey's mission is to create rum of exceptional quality and provenance, reflective of its 350-year heritage. By embracing its longstanding traditions, the plantation aims to preserve its distinctive history while creating a sustainable legacy for future generations to enjoy.

BRIDGETOWN WALKING TOUR INCLUDING PARLIAMENTARY MUSEUM **AM**

Difficulty: Level 1-2 (easy to moderate) | Attire: Comfortable shoes for walking, sun protection | Minimum of 8, maximum of 15 guests.

Put on your walking shoes for an informative and educational walking tour of Bridgetown. This is the perfect way to explore the city's array of historic sites, capturing more than 15 important landmarks including: St. Mary's Anglican Church, the oldest consecrated ground in the parish of St. Michael; the Mutual Building with its ornate cast iron works and twin silver domes; Parliament Square, the area in which we find the public monument of the Cenotaph; Independence Square, which celebrates the attainment of independence in 1966; The James Blackwood Screw Dock, the only one of its kind remaining in the world and many more.

CRICKET LESSONS - AT KENSINGTON OVAL **AM**

Difficulty: Level 1-2 (easy to moderate) | Attire: Comfortable shoes for playing, sun protection | Minimum of 8, maximum of 20 guests.

Cricket anyone? This tour offers a complete experience of the rich heritage and culture of this game that is 'everything' to Barbados. Learn about the island's strong cricketing history and gain an appreciation for the game with this true hands-on introduction of how to play the game, or sharpen existing cricketing skills the Barbadian way, from the legendary cricket master Desmond Haynes. You will enjoy having a go at batting and learning a few Cricket terms - this will truly be a day to enjoy Barbados the way the locals do! Later head down to the 'sacred' grounds at Kensington Oval, the West Indian mecca for cricket and cricketing greats for a tour and to fraternize with a few West Indies Cricket celebrities.

HIKE, GRILL AND CHILL **AM**

Difficulty: Level 2-3 (hiking in nature and off beaten paths, some light climbing) | Attire: Comfortable shoes, camera, sun protection | Minimum of 8, maximum of 15 guests.

Hike, Grill and Chill is a fun hiking experience aimed at hikers of all levels. What started as a fitness activity to challenge the New Year's Resolution crowd has grown into the most fun hiking experience in Barbados. Each hike has multiple guides so that all levels can be accommodated.

With Barbados' topography, hikers get a mix of rolling hills, lush vegetation and breathtaking views of the Atlantic but it's the Grill and Chill that has led to the popularity of these monthly events. After each hike, a local chef will prepare healthy snacks on the fire pit that are tasty, nutritious and Paleo friendly.

Bring your camera to catch some of the most unique locations and views of the island along with some tasty food. Don't forget sunscreen!

ATLANTIS SUBMARINE DIVE **AM**

Difficulty: Level 1-2 (easy to moderate) | Attire: Comfortable shoes, sun protection | Minimum of 8, maximum of 26 guests.

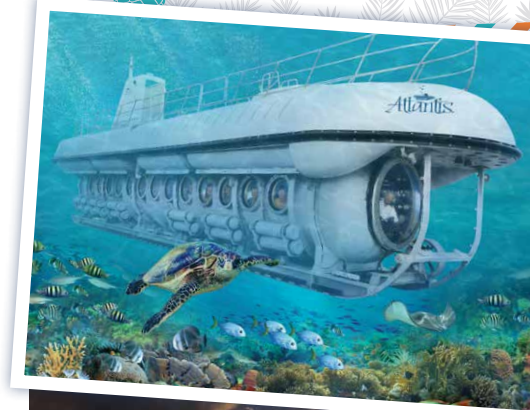
Take an unforgettable undersea expedition on the Atlantis Adventure. Your journey takes place in a state-of-the-art submarine, where the emphasis is comfort to allow your senses the freedom to enjoy this breathtaking experience. Your crew includes a seasoned pilot to navigate the reef and an experienced co-pilot to narrate your unforgettable journey.

This excursion begins with a round-trip air-conditioned transfer to the submarine, then board a ferry, the 'Ocean Quest', where a safety briefing will take place on the way to the Sub. The submarine pops up alongside the ferry, you get on board for a 50-minute adventure under the sea.

YOGA AND MASSAGE ON THE BEACH OR AT THE FORT **AM**

Difficulty: Level 1-2 (easy to moderate) | Attire: Swimwear, a beach towel, change of clothes, sun protection | Minimum of 5, maximum of 10 guests.

The scene is set for unparalleled natural beauty and tranquility and for health and rejuvenation during your beach yoga session designed to revitalize your system. You will then indulge in a meaningful full body massage targeting specific muscle groups, done with soothing essential oils for a relaxing and soothing experience. Imagine, pure bliss capturing perfectly the beauty and charm of the Caribbean surroundings.



Half Day Tours - Wednesday, Sept 26



ONE-ON-ONE BARBADOS PHOTO SAFARI AM

Difficulty: Level 1 (light walking) | **Attire:** Comfortable shoes, camera, sun protection | **Minimum of 2, maximum of 10 guests.**

A private photography tour with a knowledgeable Bajan photographer/guide. It's bespoke, created around your interests and you'll come away with the shots you imagined to take of beautiful places.

Capture the flora and fauna of our 'gullies', a unique sunrise from the rugged east coast, the Atlantic side, or maybe a sunset from the west coast on the Caribbean Sea, the calm side of the island.

Snap a shot of fisher folk casting nets in the early morning or of the gorgeous blow holes in St. Lucy.

So many options... like historical sites, architecture, Barbadians, standpipes, doors, or markets all selected for the angle of light at the time of year.

One thing's for sure, you'll shoot all things Barbados, things we love to take and hope that you do too!

A photographer is assigned a knowledgeable photographer/guide, who will drive you around the island to pre-determined sites based on your interests. You are responsible for the photographer/guide's gas as well as taking the time to offer insight into your methods and career choices. A box lunch will be available or you can treat your local guide to lunch.

MIX IT AT MOUNT GAY PM

Difficulty: Level 1 (stairs and standing) | **Attire:** Comfortable shoes; bring a camera | **Minimum of 10, maximum of 16 guests**

Set against the brilliant blue of the Caribbean Sea and sky, Mount Gay Visitor Centre invites guests from around the world to discover the story behind Barbados' finest spirit. Come discover the historic origins of the brand and learn about the distillation, aging and blending techniques that have been perfected over the 300 years of crafting Mount Gay Rum during this signature tour and tasting.

CULINARY ESCAPEDE PM

Difficult: Level 1 (very easy) | **Attire:** Resort elegant | **Minimum of 6, maximum of 10 guests**

Come enjoy a guided culinary tour with one of our local foodies! This is a culinary promenade between carefully selected restaurants, bars and cafés. At the stops included for the day, we sample delicious food and enjoy stories from enthusiastic bakers and chefs with a true passion for flavors and high quality ingredients. We season the tour with anecdotes from some of the exciting places we pass.

GARDEN PARTY ANYBODY? AT FAIRMONT ROYAL PAVILION PM

Difficulty: Level 1 (very easy) | **Attire:** Resort elegant | **Minimum of 8, maximum of 12 guests**

Barbados is known worldwide as 'England in the tropics' and in the tradition of the island's English heritage guests of Fairmont Royal Pavilion can enjoy complimentary afternoon tea daily. For many years, the relaxing Taboras Restaurant at this iconic resort, has played host to this long-standing tradition.

Spend a delightful afternoon exploring the beautiful resort, which has recently completed a multi-million-dollar renovation and taking part in a traditional English afternoon tea. The hotel's culinary team ensures an authentic and memorable experience- from offering a wide selection of live music, champagne, teas, coffees, canapes and food selections.

HISTORIC TOUR: CODRINGTON COLLEGE, ST. JOHN'S CHURCH AND CLIFTON HALL HOUSE PM

Difficulty: Level 1-2 (easy to moderate) | **Attire:** Comfortable shoes for walking, sun protection | **Minimum of 4, maximum of 12 guests**

Sit back, relax and enjoy the spectacular beauty and history of our tropical island, in the comfort of private air-conditioned motor coaches. This tour visits numerous sites around the island including: Codrington College, the oldest Theological College in the Western hemisphere; historic St John's Church and its churchyard where many notables from the 18th century to the present have been buried with stunning views of the dramatic coastline from the church yard and Clifton Hall House, which was first mentioned in historical times in a mortgage recorded in 1656 when it then belonged to Prince Ferdinand Paleologus as well as many others.

Your guide for the day—a national gem—Sir Henry Fraser, is a Bajan (Barbadian), Professor Emeritus of the University of the West Indies, and recently retired Dean of Medical Sciences, University of the West Indies; Architectural historian: Author or co-author of some 8 books on architectural history and heritage, Chairman of Task Force for nomination of Historic Bridgetown and its Garrison as a World Heritage Site and President Emeritus, Barbados National Trust.

SCUBA DIVING PM

Difficulty: Level 2 – 3 (moderate) | **Attire:** Swimsuits | **Minimum of 4, maximum of 8 guests**

For the ultimate in scuba diving, guests can have the experience of a lifetime with professional instructors. You will start the underwater experience just a stone throw's distance from the Hilton and alongside experienced dive guides explore some of the most breathtaking underwater sites which may include the sunken ships of Carlisle Bay or alternatively reefs on the breathtaking West Coast. The dives are geared to certified divers. Certified divers must bring their dive cards.



Half Day Tours - Wednesday, Sept 26



PADDLE BOARDING AND PADDLE BOARD YOGA

Difficulty: Level 1-2 (easy to moderate) | Attire: Swimwear, a beach towel, change of clothes, sun protection | Minimum of 5, maximum of 10 guests

Paddle Barbados! SUP Yoga! The board is your mat, the sunshine your motivator and the turquoise water pushing up onto your floating board, simply reinvigorates you. SUP Yoga is challenging, but it's a fun way to energize and transform you. Your instructors are experienced stand up paddle board instructors and run a professional operation in Carlisle Bay, which is walking distance from the Hilton. One prerequisite is that you must be able to swim and be in relatively good shape, no previous SUP experience is needed.

PM



POLO IN PARADISE

Difficulty: Level 6 (horse riding, polo lesson) | Attire: Comfortable shoes and attire | Minimum of 4, maximum of 8 guests.

Polo in Barbados goes all the way back to the 1800's when British Cavalry officers brought their knowledge of the sport to Barbados. The first horse polo match in Barbados was played in 1884 according to the historical record. In this historic sport, riders charge up and down the field striking the small wooden ball, 3 to 3 and a half inches in diameter, with a long-handled mallet. Goals are scored by knocking the ball through goal posts. A rider must stay mounted for his goal to count.

Today, you will be treated to a lesson of this fine equestrian sport at one of the island's premier polo facilities. With experienced polo players you'll climb on a horse and learn the basics of this exciting sport. If you're not comfortable riding, guests can stick to the side lines. Experience in horse riding recommended.

PM



ONE-ON-ONE BARBADOS PHOTO SAFARI

Difficulty: Level 1 (Light walking) | Attire: Comfortable shoes, camera | Minimum of 2, maximum of 10 guests

A private photography tour with a knowledgeable Bajan photographer/guide. It's bespoke, created around your interests and you'll come away with the shots you imagined to take of beautiful places.

Capture the flora and fauna of our 'gullies', a unique sunrise from the rugged east coast, the Atlantic side, or maybe a sunset from the west coast on the Caribbean Sea, the calm side of the island.

Snap a shot of fisher folk casting nets in the early morning or of the gorgeous blow holes in St. Lucy.

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Full Day Tours

Wednesday, Sept 26

ISLAND MARKETS & FOOD VIBES TOUR

BY CHEF MICHAEL HARRISON

Difficulty: Level 1 (easy, walking in local markets) | Attire: Comfortable shoes, camera | Minimum of 6, maximum of 12 guests.

The tour is led by internationally acclaimed Barbadian Chef Michael Harrison, a master chef with over two decades experience who has prepared mouth-watering meals for global superstars including actress Salma Hayek, David & Victoria Beckham, President George W. Bush, Mariah Carey, Frank Bruno, Andrew Lloyd Webber and many others.

Harrison's amazing gifts have been displayed at hotels and restaurants as far afield as the Seychelles, London, the USA and of course, at some of Barbados' finest establishments including the diamond-rated Sandy Lane Hotel, which has boasted guests including, among others, Rihanna, Sir Elton John, Michael Jordan, Tiger Woods and Queen Elizabeth II.

During this tour visit local markets to purchase seasonal items and then work together with Chef Harrison to create fresh Barbadian dishes to enjoy for lunch.



HISTORIC GARRISON TOUR

Difficulty: Level 2 (medium, walking to and at the venues) | Attire: Comfortable shoes, sun protection | Minimum of 8, maximum of 12 guests

This exciting guided tour allows you to travel back in time through Barbados' Historic Garrison, a UNESCO World Heritage Site, dating back to 1650. The site is thought to be home to the most intact and authentic 18th and 19th century British Garrison complex in the world. See how the history of the Barbados Garrison was influenced by Cromwell, George Washington, and The American War of Independence! where a young George Washington, in 1751, was exposed to British military strategy as he inspected the nearby 'Charles Fort' (1650) and 'St. Ann's Fort' (1707). how the Garrison, established in 1789, became the center of British regional defense for more than 100 years.

Learn about/visit the Tunnels, the newest attraction in the area and accessible only from George Washington House, these tunnels represent the largest underground network of tunnels at a former British Garrison, anywhere in the world! So far we have estimated the network to be in excess of 10,000ft. The Barbados Carolina's connection has been an important one for the USA and our experienced "guide" today will enlighten the inquisitive during this excursion.

Visit the Barbados National Museum for insight to the Island's history and heritage.



Full Day Tours - Wednesday, Sept 26



ECO ADVENTURE TOUR - HARRISON'S CAVE

Difficulty: Level 6 (challenging, walking, crawling and some water exposure) | **Attire:** Swim suit under clothing, change of clothing | **Minimum of 4, maximum of 15 guests.**

Get your helmets, head lamps and knee guards for the most intimate adventure at Harrison's Cave! Start by trekking along our nature trails with views of tropical flora and fauna, catch a glimpse of native birds and maybe even a green monkey; as they traverse this rich habitat. Check your head lamps and knee guards as you explore some of the cave's natural passages as only the early explorers did to see the breathtaking crystallized formations. Prepare to get down and dirty!!

HARRISON'S CAVE & HUNTE'S GARDENS TOUR

Difficulty: Level 1 (garden walk, some stairs and inclines) | **Attire:** Comfortable walking shoes, camera | **Minimum of 10, maximum of 16 guests.**

Hunte's Gardens, created and owned by Anthony Hunte, a legendary horticulturalist with an unusually creative flair. Anthony has established these extraordinary gardens to please even the keenest garden enthusiasts. Their placement is really most unusual - in a sink-hole-like gully. Thanks to such interesting location, the garden offers a multidimensional experience, with vigorous plants densely growing on many levels - from sunny and open spaces, down to a mysterious, dark heart of real Caribbean jungle.

A picturesque and easy-to-walk path offers many surprises, thanks to the superbly created series of mini-gardens embedded within the main large unit, combining vibrant colors and textures of rare exotic plants to offer the visitor a most uplifting and fulfilling experience. Anthony is the heart and soul of this place. You may meet him in the garden or around his extraordinary house (actually converted from an old stable, would you believe it!), and you can be sure to be welcomed with fascinating, colorful stories and a glass of rum punch with fragrant juice of freshly squeezed fruits.

Leaving the beauty of the Gardens and just a short ride away, the tour arrives at Harrison's Cave, one of Barbados' greatest wonders! Located in the central uplands of the island, this crystallized limestone cave is characterized by flowing streams, waterfalls and deep pools of crystal clear water. The informative guided tram tour takes you on a journey through the cave where you also witness an amazing gallery of towering columns of stalactites hanging from the roof, and stalagmites that emerge from the ground, which were formed over thousands of years.

TURTLE & SNORKEL

Difficulty: Level 1-2 (easy to moderate) | **Attire:** Swimwear, sun protection, beach towel | **Minimum of 6, maximum of 18 guests.**

Explore the beautiful turquoise waters and tropical reefs of Barbados on the catamaran Turtle Snorkel Tour. Snorkel with Barbados Sea Turtles and an array of colorful tropical fish as well as explore shipwrecks from days gone by. Sit back and relax as you explore one of the most beautiful snorkel sites in Barbados. Join one of our local marine biologists to broaden your knowledge of the versatile sea world.

Your snorkel stop is with Barbados' famous Green Turtles, you will have an opportunity to swim with these gentle and graceful creatures in clear turquoise waters as well as the abundance of sea life in this stunning natural habitat. These impressive turtles can grow up to 5 feet long and can weigh around 400 lbs! There is also a sunken vessel. This shipwreck makes an ideal home to a huge variety of sea creatures, expect to see exotic, tropical marine life. Expert guides will assist you with your Snorkel gear and will give you a brief orientation, flotation devices are available.

Coral Transplantation Biologist and manager of Barbados Blue, André Miller, featured in "Oceans of Mystery" on the Discovery Channel where coral transplantation projects in Barbados were highlighted along with the sinking of the 'Bajan Queen'. As manager of an environmental consultancy firm, André has been in charge of and involved in countless rehabilitation projects in the wider Caribbean. He will bring your experience on board to the next level by sharing his personal knowledge of Barbados marine life.

GOLF - APES HILL GOLF CLUB

Difficulty: Level 2 (moderate) | **Attire:** Golf attire | **Minimum of 16, maximum of 32 guests.**

Apes Hill Golf Club, one of the newest championship golf courses in the Caribbean, enjoys a prime location in the center of Barbados. With lush grassland, sparkling lakes, and multiple tees elevated to showcase the beauty of Barbados' west and east coasts, the course is not only in accordance with its natural surroundings but also with its golfers.

The top quality layout of the 7,150 yards, par-72 course has been implemented with tremendous regard to the full range of strategies that players need to adopt when facing each hole. There are excellent practice facilities, where high-quality practice balls stacked in pyramids, await your arrival on freshly cut lush paspalum grass. If you are traveling light, premium hire clubs and shoes are available upon request.

Recently rated one of the best in the world, Apes Hill has gained international recognition as a Certified Audubon Cooperative Sanctuary for its environmental and wildlife preservation efforts, Apes Hill Golf Club offers players a unique golfing experience, and an exciting challenge for all golfers.



Full Day Tours - Wednesday, Sept 26



JEEPING AROUND

Difficulty: Level 2-3 (climbing in/out jeep, some walking) | Attire: Comfortable shoes and attire, sun protection | Minimum of 6, maximum of 8 guests per jeep.

Jump on board one of the comfortable open air Safari rigged Land Rover Jeeps and prepare for a tour of the Island like no one else can show you! From beginning to end, this incredible Safari will afford guests the opportunity to witness some of the most awesome and breathtaking spots in Barbados. Nooks and crannies that even the locals don't know exist, places inaccessible to other tour coaches or cars, but no problem for the 4x4 Safari Land Rovers! Grab your cameras because these amazing sights of our island should not be forgotten! Enjoy refreshments and lunch en route at a rustic venue. Get ready to sit back, relax and enjoy the spectacular beauty and history of our tropical island!

Here, with guests 8 - 10 to a jeep, the witty and well informed driver/guide will keep you informed with a little history, folklore and culture about the various sites. We guarantee to show you some of the most exquisite and unknown wonders of Barbados. This will truly be a day of good fun, great food, adventure and exploration!

PAINT AND PAINTERS

Difficulty: Level 1 (easy) | Attire: Comfortable shoes and attire | Minimum of 6, maximum of 8 guests.

Spend a morning with artists Vanita and Samara Comissiong, a mother and daughter artist combo with a chain of small art galleries. Vanita is an artist creating not only paintings, but also teaching art in inspiring, breezy country surroundings. Both her and Samara also produce beautiful practical items from their art. The On The Wall Gallery at the Earthworks complex in St. Thomas, as well as on the south and west coast display works of local as well as visiting artists in unique settings. This morning you will enjoy an art class with guidance in technique, composition and color while learning about the artist community in Barbados. Vanita's art can be found in many private local and overseas art collections.

In the afternoon meet Catherine Forter Chee-A-Tow, a Barbadian artist with a style that celebrates the Caribbean art de vivre. Her work is vibrant in color, tropical voluptuousness and languor accentuated by the lively, always graceful and majestic presence of foliage! Her art explores the intricacies of what it means to be a West Indian. This afternoon you will have the pleasure to visit her home and studio, where she lives surrounded by her collection of art from Barbados and abroad. Her home is also a historic house located within the Unesco World Heritage Site at the Garrison Savannah. A treat for the art and architecture buffs! The afternoon includes refreshments at the house.



ONE-ON-ONE BARBADOS PHOTO SAFARI

Difficulty: Level 1 (light walking) | Attire: Comfortable shoes, camera | Minimum of 2, maximum of 10 guests

A private photography tour with a knowledgeable Bajan photographer/guide. It's bespoke, created around your interests and you'll come away with the shots you imagined to take of beautiful places.

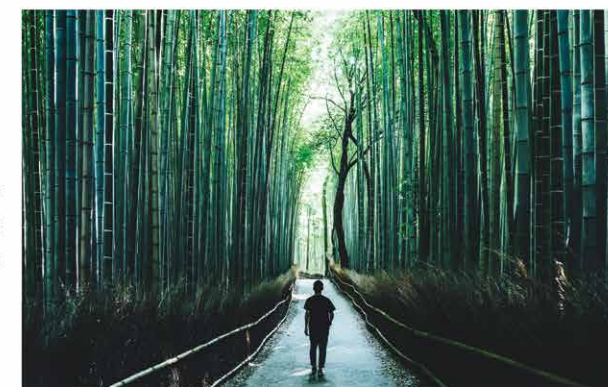
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JNTO

Japan National
Tourism Organization
US.JNTO.go.jp

As the official tourism board of Japan, JNTO is involved in a wide range of promotional activities to encourage international travelers to visit Japan.

We offer media support. Please contact at jntonyc_press@jnto.go.jp



Pre-Convention Tours

Pre-convention Tours will be available from Sep 20-23. Pre-convention tour attendees will arrive on the 20th with dinner at their host hotel. Activities take place on the 21st, 22nd & 23rd, checking in at the Hilton on the afternoon of the 23rd.



DAY 1: WHEN HISTORY COMES ALIVE!

Difficulty: Level 1 (light walking) | Attire: Comfortable shoes, camera
MORNING:

'Changing of the Sentry', the sound of the military band signals the start of the ceremony as the sentries officially take position in front the 1804 Main Guard House with a Clock Tower and the band parades directly in front of this historic UNESCO designated site. Presented by the 'Sentries & Corp of Drums of Barbados', it represents an activity that would have been performed numerous times a day, throughout the Garrison, in the 19th century. The Sentries dress in the distinctive Zouave uniform; originally selected for the famous West India Regiments by Queen Victoria in 1856. After the ceremony, stay for a while to take pictures with the sentries and enjoy local delicacies like mauby (drink), fish cakes and sugar cakes while enjoying the sweet steel pan music.

LUNCH: Cuz Fish Shack at Pebbles Beach

DINNER: Dinner with George Washington!

An opportunity to travel back in time and experience the food and conversation of 18th century Barbados, enjoy a truly authentic evening illuminated with candles and flaming torches, and soothing live sounds from a string duet. A sumptuous 5 course period dinner is served in a wonderfully romantic setting accompanied by fine old world wines and in the very dining room where young George dined, for 6 weeks, in 1751.

DAY 2: ONCE UPON THE ISLAND!

Difficulty: Level 1 (light walking) | Attire: Comfortable shoes, camera
MORNING:

A day with local historian Dr. Karl Watson learning about the parallel USA and Barbados connections. Visit the tombstones of important Americans at various sites. Trace the Barbadian background from the rice fields of the coastal Low Country through the downtown streets of the historic city, the original Carolina colony - what is now North Carolina and South Carolina. "Charles Towne" in 1670, was the 'colony of a colony' because Barbados was the most thriving colony of the era of England. English-born settlers living in Barbados wanted more land to mirror the island's thriving sugar industry. So they sailed to North America, bringing along black Barbadian slaves and white Barbadian indentured servants. The plantation-based system of slavery came to define the economy of the American South, the plantation economy that started in Barbados, and moved to Charles Towne, along with it came the architecture which can still be seen today. You will also learn about the Boston-Barbados connection

LUNCH: The Crane Hotel

DINNER: The Cliff Beach Club

DAY 3: CHARACTERS OF BARBADOS

Difficulty: Level 1 (light walking) | Attire: Comfortable shoes, camera
MORNING:

Join this interactive Walking Tour through Historic Bridgetown, a UNESCO WORLD HERITAGE SITE, hosted by a colorful guide in costume who will welcome and brief you about the history of trade, commerce and the maritime story of what was once the wealthiest port city in the Americas, the first stop for all African slaves for the entire British "New world" and the jewel in the British Crown. Walk along winding streets once traversed by George Washington and Prince William Henry, meet our characters, taste a snow cone or maybe sample a sugar cake and enjoy a uniquely Bajan experience; one that shaped the Americas as we know it today. Your journey continues across the Chamberlain Bridge, the oldest bridge in the town, you'll make a stop to take in the beauty of Carlisle Bay and pay homage to the story of the slaves who were held as cargo in many of the warehouses which still stand today. From the bridge you'll cross the street into National Heroes Square, once Trafalgar square as you take in the magnificence of the Gothic Parliament buildings and talk of Sugar Barons and Lord Nelson. The tour will then wind its way over to Victoria and Jew Street to the Nidhe Israel Synagogue, the second oldest in the Western Hemisphere, once the seat of power and education for Jews in the new world.

LUNCH: Mount Gay Distilleries

5:30: SATW Convention Schedule

DAYS 1 AND 2: 24 HOUR DAY IN THE LIFE PORTRAIT OF BARBADOS

Difficulty: Level 1 (Light walking) | Attire: Comfortable shoes, camera
SHOOTOUT - A PHOTO COMPETITION OF BARBADOS

This annual Shootout attracts the talents of 5-8 Actives/Photographers and runs for at least a 24 hour span, and could spill over into sunrise on September 23, 2018. SATW photographers would have the option to travel individually or be accompanied by local photographers to act as driver/guides, helping the photographers find great locations and be introduced as needed into fertile situations to make their images. Each photographer will submit 10 final images to be judged by 3 well-qualified local PR/Advertising/News professionals. There will be specific categories, with descriptions.

A Final Shootout show will be shared later during the convention, and there will be prizes. Also, each Photographer will donate 2-3 images from their Shootout Portfolio to BTMI with Full Promotional Rights except for National Advertising, and there can be a preset lower price to acquire more images from their entire shoot/stay.

In a nutshell? It's a 24hr Day in the Life Portrait of Barbados, planned to help Photographers create a new and deep body of fresh images for the marketplace.

We are proposing to have a local element of the Shootout, where a selection of 4 photographers can enter and be judged by an SATW panel to be featured on satw.org. An SATW photographer is assigned a knowledgeable photographer/guide, who will drive you around the island to pre- determined sites based on your interests. You are responsible for the photographer/guide's gas as well as taking the time to offer insight into your methods and career choices. A box lunch will be available or you can treat your local guide to lunch.

LUNCH/ DINNER: On Own





DAY 1: ISLAND MARKETS & FOOD VIBES TOUR BY CHEF MICHAEL HARRISON

Difficulty: Level 1 (easy, walking in markets) | **Attire:** Comfortable shoes, camera

MORNING:

The tour is led by internationally acclaimed Barbadian Chef Michael Harrison, a master chef with over two decades experience who has prepared mouth-watering meals for global superstars including actress Salma Hayek, David & Victoria Beckham, George W. Bush (former US President), best-selling diva Mariah Carey, Scary Spice, Frank Bruno, Andrew Lloyd Webber, the late, incredibly talented vocalist Stella Black and many others.

Harrison's amazing gifts have been displayed at hotels and restaurants as far afield as the Seychelles, London, the USA and of course, at some of Barbados' finest establishments including the diamond-rated Sandy Lane Hotel, which has boasted guests including, among others, Rihanna, Sir Elton John, Michael Jordan, Tiger Woods and Queen Elizabeth II.

During your visit to the markets Michael will purchase seasonal items and you along with Michael will create a fresh Barbadian dish to enjoy for lunch.



LUNCH: Chef Harrison: Tasting local dishes at a rum shop lunch

DINNER: Dinner with George Washington!

An opportunity to travel back in time and experience the food and conversation of 18th century Barbados, enjoy a truly authentic evening illuminated with candles and flaming torches, and soothing live sounds from a string duet. A sumptuous 5 course period dinner is served in a wonderfully romantic setting accompanied by fine old world wines and in the very dining room where young George dined for 6 weeks in 1751.



DAY 2: LOCAL TASTES OF BARBADOS!

Difficulty: Level 1 (Light walking) | **Attire:** Comfortable shoes, camera

MORNING: Chef Jason Howard

Barbadian born and Vincentian by descent, Jason is marking his place in history as a Modern Caribbean chef, infusing the flavors from his home cuisine with French cooking techniques. Intricately designed, Jason creates stunning, perfectly balanced, exquisitely presented dishes. Caribbean dishes at its finest, served in a way you have never experienced before.

Spend some time with Chef Jason, visit a fish market and a local vegetable and meat market, learn about herbs and spices, go into a local rum shop, eat local delicacies, culminating at Top Deck, Holetown where Chef Jason does a demo and prepares with the help of participants.

Jason aspires to be one of the world's top Caribbean chefs, bringing Caribbean cuisine its first ever Michelin star. Jason will take you on a journey throughout the Caribbean as he redefines the way we see Caribbean food.

Quarter-finalist , Master Chef Professionals UK 2015.

2017 Iconoclast ...James beard house...

"Follow me on a Journey to transform Caribbean Cuisine as you have never seen it before"

Greg Wallace "First Chef to redefine Caribbean Cuisine" Nov 2015



LUNCH: Top Deck by Jason

DINNER: Hike, Grill and Chill

Hike, Grill and Chill is a fun hiking experience aimed at hikers of all levels. What started as a fitness activity to challenge the New Year's Resolution crowd has grown into the most fun hiking experience in Barbados. Each hike has multiple guides so that all levels can be accommodated.

With Barbados' topography, hikers get a mix of rolling hills, lush vegetation and breathtaking views of the Atlantic. But it's the Grill and Chill that has led to the popularity of these monthly events. Bring your camera to catch some of the most unique locations and views of the Island. Don't forget sunscreen!

After each hike, gourmet chef Scott Ames and his team prepare healthy nutritious edibles which are also Paleo friendly in a fire pit grill for everyone to enjoy.

DAY 3: FARM TO TABLE - COCO HILL FOREST & P.E.G FARM

Difficulty: Level 1 (light walking) | **Attire:** Comfortable shoes, camera

Coco Hill is located in the hilly Scotland District of Barbados. This beautiful rainforest is home to birds, fresh water springs, tree ferns, bamboo groves, majestic Royal Palms and many fruit trees, spices and herbs. We practice farm to table by growing our fruits, herbs and spices in the forest. Our agriculture is based on elements of organic farming, permaculture and vertical farming. Our aim is to try and grow as much of our own food as possible without disturbing the forest. Another objective is to become a bio-repository of tropical fruit trees, we therefore collect seeds, fruit trees and replant them here in the forest. Our main fruits grown are coconuts, bananas, pineapples, mangoes and some cocoa and coffee. It's an amazing hike to discover the lush and hilly interior of our island.

Then it's the PEG Farm experience tours which provide an exceptional opportunity to discover our unique and sustainable farm organism, while immersing yourself in the natural beauty of Barbados. With every experience, you are able to learn about our four farm principles: Biodynamics, Free range animal husbandry, Broad acre permaculture & Holistic management.

These four principles revolve around an approach to agriculture that recognizes how the health of the land is intimately linked with the health of the people. Ultimately, we hope that PEG Farm and Nature Reserve will support the communities of Barbados and individuals seeking a prosperous relationship with Nature. Explore The Gully, Lokono Garden or the Kitchen Garden and hang with the free range animals. Our farming practices grow from the masters who laid down a foundation of knowledge, so that in the future we could better "recognize the conditions on which the prosperity of agriculture depends".

LUNCH: PEG Farm to table interactive demo and lunch

5:30: SATW Convention Schedule





DAY 1: SPA DAY AT SANDY LANE

Difficulty: Level 1 (light walking) | **Attire:** Dress comfortably

MORNING:

Feel rejuvenated at luxurious Sandy Lane Barbados Spa Resort.

The Spa at Sandy Lane is a world in itself. A stunning marble reception area and rapturous staircases lead you to our treatment suites, changing rooms and water therapies. At this Caribbean spa resort, treatments are drawn from wellbeing traditions across the world, from the Caribbean, North America and Europe to the Ayurvedic Philosophy from the Far East, all combined with our Barbadian sense of warmth.

LUNCH: Sandy Lane

DINNER: Dinner with George Washington!

An opportunity to travel back in time and experience the food and conversation of 18th century Barbados, enjoy a truly authentic evening illuminated with candles and flaming torches, and soothing live sounds from a string duet. A sumptuous 5 course period dinner is served in a wonderfully romantic setting accompanied by fine old world wines and in the very dining room where young George dined for 6 weeks in 1751.



DAY 2: YOGA RETREAT & A MASSAGE AT NANIKI

Difficulty: Level 1 (Light walking) | **Attire:** Comfortable shoes, camera

MORNING:

Naniki, n, (nah-nee-kee): an Arawak Indian word meaning 'spirited' or 'full of life'. Perched high in the hills of St. Joseph Parish, Naniki is most popularly known for breathtaking views of rolling hills, countryside villages & the sparkling Atlantic ocean, peaceful surroundings and its lovable owner, Tom Hinds.

Lush Life Nature Resort, a unique nature retreat is cradled in the unspoiled hills of the Barbadian countryside and where quaint village life sets the tone for that tranquil respite. Enjoy yoga and a massage and a short walk along our nature path.

LUNCH: Naniki Restaurant

Naniki Restaurant serves delicious, authentic cuisine from Barbados and our neighboring islands. Naniki provides a truly Caribbean experience.

DINNER: Shiso Restaurant at Waves.

DAY 3: SPA FULL DAY AT EFOREA SPA

Difficulty: Level 1 | **Attire:** Dress comfortably, robes provided

MORNING:

EMERGE BRIGHTER! eforea SPA at Hilton Barbados Resort is a place like no other where you will reconnect with self and emerge brighter. Our Essentials and Escape Journeys feature both results oriented and locally inspired therapies. Signature to eforea SPA are the Journey Enhancements, powerful mini treatments that are added to your existing services or enjoyed by themselves. These treatments have been specially designed for eforea and introduces guests to special, commonly unexperienced techniques from the most fabled spa cultures around the world. Beach Cabanas and Beach Concierge Service will be on offer from 10am to 2pm.

LUNCH: Hilton Hotel

5:30: SATW Convention Schedule



DAY 1: ISLAND SAFARI

Difficulty: Level 2-3 (Stops for photo-stops off beaten paths, must be able to enter jeeps unattended)

Attire: Comfortable shoes, camera

MORNING:

Jump on board one of the comfortable open air Safari rigged Land Rover Jeeps, and prepare for a tour of the island like no one else can show you! From beginning to end, this incredible Safari will afford guests the opportunity to witness some of the most awesome and breathtaking spots in Barbados. Nooks and crannies that even the locals don't know exist, places inaccessible to other tour coaches or cars, but no problem for the 4x4 Safari Land Rovers! Grab your cameras because these amazing sights of our island should not be forgotten! Enjoy refreshments and lunch en route at a rustic venue. Get ready to sit back, relax and enjoy the spectacular beauty and history of our tropical island!

Here, with 8 - 10 guests to a jeep, the witty and well informed driver/guide will keep you informed with a little history, folklore and culture about the various sites. We guarantee to show you some of the most exquisite and unknown wonders of Barbados. This will truly be a day of good fun, great food, adventure and exploration!

LUNCH: Copacabana

DINNER: Dinner with George Washington!

An opportunity to travel back in time and experience the food and conversation of 18th century Barbados, enjoy a truly authentic evening illuminated with candles and flaming torches, and soothing live sounds from a string duet. A sumptuous 5 course period dinner is served in a wonderfully romantic setting accompanied by fine old world wines and in the very dining room where young George dined for 6 weeks in 1751.

DAY 2: BUSHY PARK RACING EXPERIENCE & POLO IN PARADISE

Difficulty: Level 2-3 | **Attire:** Comfortable enclosed shoes, wear pants and a camera

MORNING:

Get ready for an action packed day of maximum fun and excitement as you experience the 'ride of your life'!

First we head to Bushy Park, the leading circuit-racing facility in the English-speaking Caribbean! Here, the experienced rally drivers will show the thrill of handbrake turns, power slides, and also how to control a car in understeer and oversteer in a true supercar. The Suzuki-powered Radical SR3 RS is hand built in the UK by Radical Sportscars and with over 900 satisfied customers, it is the world's most successful sports-racer. The SR3 RS is a thoroughbred, sure-footed, highly developed racer, adept and rapid in the hands of both the novice track day driver, and seasoned racing professional.

With 200 horsepower, the 1340cc four-cylinder engine in the Radical SR3 RS revs to a blistering 10,500rpm and drives through a six-speed sequential paddle-shift gearbox, delivering seamless power to the track through slick tires. These Radicals are fitted with the latest helmet-to-helmet communications, so you are in constant contact with your instructor, as well as having two sets of pedals so the instructor can step in if necessary!



Requirements:

SR3 Radical Max-6 guests

Drivers are required to have driving license and knowledge of driving a manual vehicle.

Drivers will be required to wear enclosed shoes for the experience, all other safety equipment required will be provided.



From the racetrack to the reins, our next stop is a place to indulge one's love for all things equestrian! We have all witnessed the spectacle of international polo matches, now it's time to experience this first hand with polo in paradise! Against a stunning backdrop of the Caribbean Sea, riding on a horse that's suitable for your skill level today, you will be treated to a lesson of this fine equestrian sport. It will be a bit of a workout, so faint hearted stick to spectating this elegant and exhilarating exercise at the awesome Apes Hill Polo Club!

LUNCH: East Point Grill

DINNER: Sugar Bay Restaurant



DAY 3: SURF'S UP BARBADOS

Difficulty: Level 2-3 (must be a swimmer) | **Attire:** Swimwear, towel, sun protection, camera

MORNING: De Action Beach Culture

A day at Silver Sands with Brian 'De Action Man' Talma, world renowned windsurfer, kitesurfer, stand up paddle boarder, surfer, and the Caribbean King of surfing. Barbados is home to some of the best breaks in the world, with the famous "Soup Bowl" on the Atlantic side of the island where international competitions are held every year, to the slightly calmer "Freight's Bay" on the island's southern coast and a host of options in between, so whether it's your first time on a board or you just want to brush up your skills, what better place to do it than the pristine, Barbadian waters with de action man himself, Brian Talma!

A master of beach culture, Brian graduated in 1988 from college with a BA in Business Administration. He returned home to open his 'De Action Beach Shop' on 'De Action' beach, Silver Sands. He competed in multiple countries all over the world from South Korea's 1988 Olympics to Barcelona's 1992 Olympics. Guests are in safe hands with the best surfers in Barbados!

From Dawn Patrol to catch the rising sun on gnarly waves to riding clean waves in uncrowded water, an unforgettable adventure will be experienced by all.

Tour to include 'De action Beach Shop', Silver Sands and an Arawak burial site, windsurfing, art & music, conch shell blowing and horn making, showcasing Beach Culture, Organic Tourism and Symbolism Art.

LUNCH: De Action Beach Shop

5:30: SATW Convention Schedule



Post-Convention Tours Sept 27-30

Post-Convention Tours will be available from Sept 27-30. Post-Convention tour activities take place on the 27th, 28th, 29th with hotel to airport transfers on the 30th.

DAY 1: WHEN HISTORY COMES ALIVE!

Difficulty: Level 1 (light walking) | **Attire:** Comfortable shoes, camera

MORNING:

'Changing of the Sentry', the sound of the military band signals the start of the ceremony as the sentries officially take position in front the 1804 Main Guard House with a Clock Tower and the band parades directly in front of this historic UNESCO designated site. Presented by the 'Sentries & Corp of Drums of Barbados', it represents an activity that would have been performed numerous times a day, throughout the Garrison, in the 19th century. The Sentries dress in the distinctive Zouave uniform; originally selected for the famous West India Regiments by Queen Victoria in 1856. After the ceremony, stay for a while to take pictures with the sentries and enjoy local delicacies like mauby (drink), fish cakes and sugar cakes while enjoying the sweet steel pan music.

LUNCH: Cuz Fish Shack at Pebbles Beach

DINNER: Dinner with George Washington!

An opportunity to travel back in time and experience the food and conversation of 18th century Barbados, enjoy a truly authentic evening illuminated with candles and flaming torches, and soothing live sounds from a string duet. A sumptuous 5 course period dinner is served in a wonderfully romantic setting accompanied by fine old world wines and in the very dining room where young George dined for 6 weeks in 1751.

DAY 2: ONCE UPON THE ISLAND!

Difficulty: Level 1 (light walking) | **Attire:** Comfortable shoes, camera

MORNING:

A day with local historian Dr. Karl Watson learning about the parallel USA and Barbados connections. Visit the tombstones of important Americans at various sites. Trace the Barbadian background from the rice fields of the coastal Low Country through the downtown streets of the historic city, the original Carolina colony - what is now North Carolina and South Carolina. "Charles Towne" in 1670, was the 'colony of a colony' because Barbados was the most thriving colony of the era of England. English-born settlers living in Barbados wanted more land to mirror the island's thriving sugar industry. So they sailed to North America, bringing along black Barbadian slaves and white Barbadian indentured servants. The plantation-based system of slavery came to define the economy of the American South, the plantation economy that started in Barbados, and moved to Charles Towne, along with it came the architecture which can still be seen today. You will also learn about the Boston-Barbados connection.

LUNCH: Sugar Cane Club

DINNER: The Cliff Beach Club





DAY 3: CHARACTERS OF BARBADOS

Difficulty: Level 1 (light walking) | **Attire:** Comfortable shoes, camera

MORNING:

Join this interactive Walking Tour through Historic Bridgetown, a UNESCO WORLD HERITAGE SITE, hosted by a colorful guide in costume who will welcome and brief you about the history of trade, commerce and the maritime story of what was once the wealthiest port city in the Americas, the first stop for all African slaves for the entire British “New world” and the jewel in the British Crown. Walk along winding streets once traversed by George Washington and Prince William Henry, meet our characters, taste a snow cone or maybe sample a sugar cake and enjoy a uniquely Bajan experience; one that shaped the Americas as we know it today. Your journey continues across the Chamberlain Bridge, the oldest bridge in the town, you’ll make a stop to take in the beauty of Carlisle Bay and pay homage to the story of the slaves who were held as cargo in many of the warehouses which still stand today. From the bridge you’ll cross the street into National Heroes Square, once Trafalgar square as you take in the magnificence of the Gothic Parliament buildings and talk of Sugar Barons and Lord Nelson. The tour will then wind its way over to Victoria and Jew Street to the Nidhe Israel Synagogue, the second oldest in the Western Hemisphere, once the seat of power and education for Jews in the new world.

LUNCH: Mount Gay Distilleries

DINNER: Celebrations of Rhythm Dinner Show

The Celebrations of Rhythm Dinner Show, an ole-time Bajan Lime, Cultural Show and Street Party, with a Caribbean explosion of tropical colors and authentic local culture, complimented by a night of great entertainment featuring the best of all things Barbadian. The Celebrations Of Rhythm cultural experience showcases the island’s heritage and culture through food, art, craft, music and performing arts ...offering visitors an authentic peek into the roots of West Indian and Bajan life. The show features a 10-piece drum corps and 14 dancers, along with the powerful lead vocals of songstress Ayana John. Stilt-men, Mother-sallies and Shaggy-bears keep the hype going in the village as they entertain and form dancing conga-lines with patrons. Guest are also treated to many Bajan favorites like snow-cones, ham cutters, fishcakes and pigtail soup.

DAY 1: ISLAND MARKETS & FOOD VIBES TOUR BY CHEF MICHAEL HARRISON

Difficulty: Level 1 (easy, walking in markets) | **Attire:** Comfortable shoes, camera

MORNING:

The tour is led by internationally acclaimed Barbadian Chef Michael Harrison, a master chef with over two decades experience who has prepared mouth-watering meals for global superstars including actress Salma Hayek, David & Victoria Beckham, George W. Bush (former US President), best-selling diva Mariah Carey, Scary Spice, Frank Bruno, Andrew Lloyd Webber, the late, incredibly talented vocalist Stella Black and many others.

Harrison’s amazing gifts have been displayed at hotels and restaurants as far afield as the Seychelles, London, the USA and of course, at some of Barbados’ finest establishments including the diamond-rated Sandy Lane Hotel, which has boasted guests including, among others, Rihanna, Sir Elton John, Michael Jordan, Tiger Woods and Queen Elizabeth II.

During your visit to the markets Michael will purchase seasonal items and you along with Michael will create a fresh Barbadian dish to enjoy for lunch.

LUNCH: Chef Harrison: Tasting local dishes at a rum shop lunch

DINNER: Dinner with George Washington!

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DAY 2: LOCAL TASTES OF BARBADOS!

Difficulty: Level 1 (Light walking) | **Attire:** Comfortable shoes, camera

MORNING:

Visit a fish market and a local vegetable and meat market, learn about herbs and spices, go into local rum shops with Michael Hinds, chef extraordinaire, eat local delicacies, culminating at East Point Grill where the chef does a demo and prepares with the help of participants. If there’s one thing Michael Hinds thrives on, it’s a challenge. He has worked in some of the world’s finest Michelin Star restaurants, but he’s yet to find a kitchen that’s too hot to handle.

LUNCH: East Point Grill

DINNER: Hike, Grill and Chill

Hike, Grill and Chill is a fun hiking experience aimed at hikers of all levels. What started as a fitness activity to challenge the New Year’s Resolution crowd has grown into the most fun hiking experience in Barbados. Each hike has multiple guides so that all levels can be accommodated.

With Barbados’ topography, hikers get a mix of rolling hills, lush vegetation and breathtaking views of the Atlantic. But it’s the Grill and Chill that has led to the popularity of these monthly events. Bring your camera to catch some of the most unique locations and views of the Island. Don’t forget sunscreen!

After each hike, gourmet chef Scott Ames and his team prepare healthy nutritious edibles which are also Paleo friendly in a fire pit grill for everyone to enjoy.

DAY 3: FARM TO TABLE - COCO HILL FOREST & P.E.G FARM

Difficulty: Level 1 (Light walking) | **Attire:** Comfortable shoes, camera

MORNING:

Coco Hill is located in the hilly Scotland District of Barbados. This beautiful rainforest is home to birds, fresh water springs, tree ferns, bamboo groves, majestic Royal Palms and many fruit trees, spices and herbs. We practice farm to table by growing our fruits, herbs and spices in the forest. Our agriculture is based on elements of organic farming, permaculture and vertical farming. Our aim is to try and grow as much of our own food as possible without disturbing the forest. Another objective is to become a bio-repository of tropical fruit trees, we therefore collect seeds, fruit trees and replant them here in the forest. Our main fruits grown are coconuts, bananas, pineapples, mangoes and some cocoa and coffee. It’s an amazing hike to discover the lush and hilly interior of our island.

Then it’s the PEG Farm experience tours which provide an exceptional opportunity to discover our unique and sustainable farm organism, while immersing yourself in





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LUNCH: PEG Farm to table interactive demo and lunch

DINNER: Primo Restaurant

PRIMO Bar & Bistro in St. Lawrence Gap brings a refined dining experience to the south coast. Primo features an uber trendy modern environment with panoramic ocean front dining. Enjoy delicious food and creative cocktails in a unique, rustic charm setting overlooking the tranquil bay.

DAY 1: APES HILL GOLF CLUB

Difficulty: Level 1 (Light walking) | **Attire:** Comfortable shoes

Apes Hill Golf Club, one of the newest championship golf courses in the Caribbean, enjoys a prime location in the center of Barbados. With lush grassland, sparkling lakes, and multiple tees elevated to showcase the beauty of Barbados’ west and east coasts, the course is not only in accordance with its natural surroundings but also with its golfers.

The top quality layout of the 7,150 yards, par-72 course has been implemented with tremendous regard to the full range of strategies that players need to adopt when facing each hole. There are excellent practice facilities, where high-quality practice balls stacked in pyramids, await your arrival on freshly cut lush paspalum grass. If you are traveling light, premium hire clubs and shoes are available upon request.

Recently rated one of the best in the world and recognized internationally as a Certified Audubon Cooperative Sanctuary for its environmental and wildlife preservation efforts, Apes Hill Golf Club offers players a unique golfing experience, and an exciting challenge for all golfers.

DAY 2: SANDY LANE GOLF COURSE

Difficulty: Level 1 (Light walking) | **Attire:** Comfortable shoes

MORNING:

Sandy Lane offers two fantastic golf experiences, of which the focal point is their stunning Club House overlooking the 18th Hole of The Country Club Course. The clubhouse serves both Sandy Lane courses: The Old Nine and the Tom Fazio designed Country Club Course.

Shoes and clubs are readily available, and each of their golf carts are fitted with a GPS system. This global positioning satellite system shows your location to the green or hazards such as bunkers. The system also provides tips on the best way to play the hole, and can even be used to order light refreshments!



When playing at Sandy Lane, soft spikes are required and carts are compulsory on The Country Club and must be accompanied by one caddie per cart who will assist with local knowledge and other services. Whatever your handicap, Sandy Lane offers the golfer a personal challenge. Whether it is the intimate and winding Old Nine or the long and challenging Country Club - your golfing experience will bring you back, time and time again.

After the game, players may enjoy a delicious lunch at the elegant Club House. An imposing, colonial style building with a superb restaurant, where of course mouthwatering gourmet delights can be had while enjoying sweeping views over the course towards the ocean.

LUNCH: Sandy Lane Country Club

DINNER: Schooners Sea Food Grill

Schooners Sea Food Grill at Sandals, a colonial setting offering regional cuisine. Indulge in the best of the fisherman’s catch and discover undeniable allure. Indulge in the elegant backdrop, caressing sea breeze, and the exotic cuisine of Schooners, an extraordinary restaurant specializing in Barbadian-influenced seafood where guests enjoy seaside terrace dining and cool, nautical themed decor. In Colonial times, schooners were fast, nimble ships employed in privateering, blockade running and, most commonly, fishing. With its colonial villa setting close to the sea, Schooners possesses an undeniable allure along with the best of the fisherman’s catch prepared in Barbadian styles every day.

DAY 3: BARBADOS GOLF CLUB

Difficulty: Level 1 (light walking) | **Attire:** Comfortable shoes

MORNING:

The Barbados Golf Club, Barbados’ first public championship golf course. Magnificent trees strategically planted 30 years ago give the course a mature ambience. Two lakes intrude and enhance play on five holes and create a dramatic ‘Amen Corner’ on holes 15 & 16. A series of coral waste bunkers carved through 4 holes adds to the excitement and personality of the course. Ron Kirby, one of the most respected and experienced golf course architects in the world, redesigned the course to be fair, challenging and a pleasurable walk amidst tropical surroundings.

LUNCH: Barbados Golf Club

DINNER: Primo Restaurant

Primo Bar & Bistro in St. Lawrence Gap brings a refined dining experience to the south coast. Primo features an uber trendy modern environment with panoramic ocean front dining. Enjoy delicious food and creative cocktails in a unique, rustic charm setting overlooking the tranquil bay.





DAY 1: DIVE SOUTH COAST BARBADOS BLUE!

Difficulty: Level 2 – 3 (moderate) | **Attire:** Swimsuits

MORNING:

For the ultimate in scuba diving, guests can have this experience of a lifetime with professional instructor André who is also a marine biologist. You will start the underwater experience just a stone throw's distance from the Hilton and with experienced dive guides explore the sunken ships of Carlisle Bay in the morning. The dives are geared to certified divers. Certified divers must bring their dive cards.

LUNCH: Neptunes Mediterranean Seafood at Sandals

Neptune, the Roman God of water and the sea, is one of the most well-known deities of Roman mythology. It's said that his powers are at the core of Neptunes, our Mediterranean seafood restaurant - and after dining here, you just might believe the old tale rings true. For years, the chefs of Neptunes have made it their mission to provide the most authentic reflection of Mediterranean heritage through robust menu offerings and a sundry setting. From the splendor of the rustic, open-air restaurant design, to the beauty of the turquoise sea, guests are offered a true, coastal Mediterranean experience directly on the beach, against the backdrop of the beautiful Barbadian sea you'll laud enticing cuisine said to be touched by a God.

DINNER: Dinner with George Washington!

An opportunity to travel back in time and experience the food and conversation of 18th century Barbados, enjoy a truly authentic evening illuminated with candles and flaming torches, and soothing live sounds from a string duet. A sumptuous 5 course period dinner is served in a wonderfully romantic setting accompanied by fine old world wines and in the very dining room where young George dined for 6 weeks in 1751.

DAY 2: UV LIGHT NIGHT DIVE

Difficulty: Level 1 (easy) | **Attire:** Swimsuits

MORNING: At leisure

LUNCH: At hotel at leisure

NIGHT DIVE:

UV Light Night Dive for certified divers who have been night diving before and who have an appreciation for the weird and wonderful critters and corals of our oceans, this dive is for you. Essentially a night dive with special lights and mask covers this experience will open your eyes to a whole new dimension of scuba diving in the dark! A must try experience.

DINNER: Oistins Fish Fry with André

Oistins is one of the hottest attractions in Barbados! Each Friday and Saturday night hundreds of locals and visitors flock to Oistins for the Fish-Fry, an opportunity to enjoy the very best local food - fried and grilled fish, fish cakes, sweet potato, macaroni pie and coleslaw and so much more.

There are numerous vendors to choose from and seating is readily available. The sounds of island music fill the air, making for a memorable evening out in a very casual setting!



DAY 3: DIVE WEST COAST BARBADOS

Difficulty: Level 2 – 3 (moderate) | **Attire:** Swimsuits

MORNING:

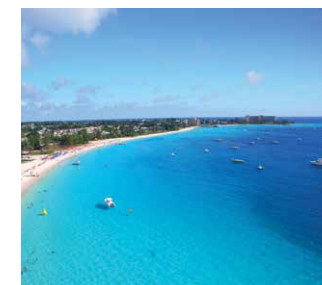
Discover the spectacular beauty that lies beneath the surface of the beautiful west coast, dive wrecks and reefs like: Clarke's Bank, Stavronikita, Village, Sandy Lane, Barracuda Junction, Dottins south/north, Church Point, Tropicana, Great Ledge, Bright Ledge or Pamir Wreck. The Island has been blessed with miles of coral reefs teeming with an incredible variety of sea life, excellent visibility and dive sites for all levels of certification. Certified divers must bring their dive cards.

LUNCH: The Boatyard

DINNER: Sea Turtle Tour & East Point Grill

Enjoy an evening with the Barbados Sea Turtle Project (BSTP), based at the University of the West Indies, with a marine biologist, followed by a casual dinner in Oistins. BSTP are involved in conservation of the endangered marine turtle species that forage around and nest on Barbados through research, education and public outreach as well as monitoring of nesting females, juveniles and hatchlings. Learn about restoration projects for local marine turtle populations to levels at which they can fulfil their ecological roles, while still providing opportunities for sustainable use. Barbados is currently home to the second-largest Hawksbill turtle nesting population in the wider Caribbean, with up to 500 females nesting per year. Turtle nesting occurs on most of the beaches around the island, many of which are heavily developed with tourism infrastructure. There's a high likelihood of seeing at least one nesting Hawksbill turtle in the nesting season months of May-October.

Then it's on to the East Point Grill that offers great food, friendly staff and amazing views of the east coast of the island! You will truly enjoy food with a view!





DAY 1: SPA FULL DAY AT EFOREA SPA

Difficulty: Level 1 | **Attire:** Dress comfortably, robes provided

MORNING:

EMERGE BRIGHTER! eforea SPA at Hilton Barbados Resort is a place like no other where you will reconnect with self and emerge brighter. Our Essentials and Escape Journeys feature both results oriented and locally inspired therapies. Signature to eforea SPA are the Journey Enhancements, powerful mini treatments that are added to your existing services or enjoyed by themselves. These treatments have been specially designed for eforea and introduce guests to special, commonly unexperienced techniques from the most fabled spa cultures around the world. Beach Cabanas and Beach Concierge Service will be on offer from 10am to 2pm.



LUNCH: Hilton Hotel

DINNER: Dinner with George Washington!

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DAY 2: YOGA RETREAT & A MASSAGE AT NANIKI

Difficulty: Level 1 (light walking) | **Attire:** Comfortable shoes, camera

MORNING:

Naniki, n, (nah-nee-kee): an Arawak Indian word meaning ‘spirited’ or ‘full of life’. Perched high in the hills of St. Joseph Parish, Naniki is most popularly known for breathtaking views of rolling hills, countryside villages & the sparkling Atlantic Ocean, peaceful surroundings and its lovable owner, Tom Hinds.

Lush Life Nature Resort, a unique nature retreat is cradled in the unspoiled hills of the Barbadian countryside and where quaint village life sets the tone for that tranquil respite. Enjoy yoga and a massage and a short walk along our nature path.



LUNCH: Naniki Restaurant

Naniki Restaurant serves delicious, authentic cuisine from Barbados and our neighboring islands. Naniki provides a truly Caribbean experience.

DINNER: Shiso Restaurant at Waves

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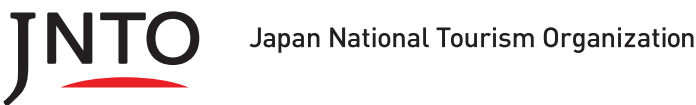
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Terms & Conditions

Any SATW member, spouse/spouse equivalent, speaker, guest, or employee (“Participant(s)”) who attends any SATW sponsored trip, convention or activity (“Event(s)”) agrees to the terms and conditions as follows by virtue of his/her participation and by signing the printed or online registration form. Only members and accompanying guests (who must be registered) are permitted to attend SATW Events. Other unregistered family members, friends, and business colleagues are not permitted. Members’ children under the age of 18 may stay in an assigned core convention hotel room, as long as they have a babysitter to supervise them. Children and their babysitters are not allowed to participate in any Events whatsoever. Only delegates with appropriate delegate badges will be admitted to SATW Events.

PAYMENT TERMS

- Active members will be assigned to Pre and Post Tours on a first come, first serve basis based on capacity. Confirmation will be sent within two weeks of registration.
- All attendees must pay for tours within 7 days of notification or the tour will be forfeited. There will be no refunds for the pre- and post-tours as those funds go to the entities providing the trips.
- Travel Cancellation and Medical Insurance is recommended.

GRATUITIES AND PERSONAL EXPENSES

- Tips and gratuities for the Dine Around and day tours are included in the convention fee.
- SATW members are responsible for all personal charges: room service, minibar purchases, telephone calls, faxes, laundry service, Business Center expenses, personal bar tabs and any extra services.

ALCOHOLIC BEVERAGES

- Hosts of SATW events are invited to offer alcoholic beverages to attendees.
- Hosts and/or SATW reserve the right to deny alcoholic beverages to any person(s).
- At certain events, participants may be required to pay for their alcoholic beverages.

PROGRAM PARTICIPATION

- It is both extremely rude and unprofessional not to

participate in any event that hosts/members/guests are expected to attend. Serious and/or persistent no-shows may be liable for ethics violations. No refunds will be considered for any no-show.

- Members should not make special requests of the hosts. Questions, including story-gathering requests that require changes in or the addition of arrangements not on the program, should be directed to SATW and not to the hosts.
- SATW members, convention sponsors, invited guest speakers, or anyone affiliated with the Society’s annual convention are prohibited from offering hospitality and/or scheduling any activities that conflict or interfere with official convention program events/activities.

LIABILITY

- As a courtesy to its members, speakers and guests, SATW acts in the capacity of liaison with the air carriers, hotels, transportation, ground carriers, restaurants, tour operators/organizers and other Event service providers (“Third Party Providers”) in connection with SATW Events. SATW does not own, manage, control, or operate any Third Party Providers, transportation vehicle, hotel, restaurant, or other supplier of services. SATW is not responsible for delays, losses, injuries, damages, cancellations, inconveniences, cessation of operations, bankruptcies, caused in whole or in part by the acts or omissions of Third Party Providers, or other uncontrollable events. All arrangements with Third Party Providers are made solely for the convenience of SATW members, guests, and employees and are undertaken at the risk of the SATW participant.
- All Participants release SATW, its Board members, its officers, its directors and its management company and all of their partners and affiliates from any claims for loss or damage to baggage or property, or for personal injuries or death, or for any loss from delay arising out of the acts, omissions, or negligence of any Third Party Providers.
- Each SATW participant agrees to indemnify SATW and all of their partners and affiliates for all penalties, charges, losses, or expenses incurred by virtue of any act, omission, or violation of law by the participant. Participant will also indemnify SATW for any reasonable attorneys’ fees and expenses

that SATW may incur by reason thereof. SATW its Board members, its Directors and its management company do not assume and expressly disclaim responsibility for any claim, action, cause of action, injuries, losses, or damages arising from the actions and omissions of Third Party Providers.

PERSONAL PROPERTY

SATW, its Board members, its officers, directors and its management company and all of their partners and affiliates are not responsible for any theft, loss, pilferage, and/or damage to any participant’s personal property. Additional suppliers such as hotels print and/or post the limit of their respective liability to passengers/guests.

DENIED TRAVEL PRIVILEGES

Under extraordinary circumstances, such as illegal activities or gross violations of the SATW Code of Ethics, SATW may decide to terminate the convention privileges of a participant in whole or in part without refund at any time of the trip. That participant is fully responsible for all expenses incurred, including, but not limited to, lodging, meals, return transportation, and other related expenses.

ITINERARY OR PROGRAM CHANGES

It is the responsibility of the participant to be on time for scheduled tours, events, and programs. SATW participants are reminded that sometimes unforeseen circumstances require an itinerary or program change. Participants who have comments or needs should address them to the SATW convention committee or SATW Tour Captain. SATW is not responsible for changes made by suppliers, but will attempt to work out a solution if comments or complaints are brought to the attention of the SATW convention chairs, convention committee, or SATW liaison in a timely and professional manner.

CLAIMS AND/OR COMPLAINTS

Claims and/or complaints that cannot be resolved on the spot must be submitted in writing to SATW. SATW participants should always go to the convention chairs or SATW liaison and not to the host with any complaints or claims on a trip. Claims for lost or damaged baggage should be made directly with the hotel, transportation company, etc.

ERRORS

Every effort is made to ensure that the program for SATW events is accurate. However, SATW is not responsible for typographical errors or omissions.

Each communication sent by SATW/host regarding a trip supersedes any information that precedes it. It is the responsibility of the participant to rely upon latest information provided via regular mail, e-mail, or phone.

SATW POLICIES

Only a registered delegate may attend SATW events and functions during this convention. Delegate badges must be worn at all times and will be checked at the door of all events. SATW reserves the right to deny convention registration to any non-member.

CONVENTION CANCELLATION POLICY

- Cancellations up until August 15 will be assessed \$150 fee. There will be no refunds provided after August 15. All cancellations must be received in writing by the SATW Convention Registrar. Exceptions will be made only for documentable and serious medical emergencies or death of someone in the member’s immediate family (e.g., spouse, spouse equivalent, child, parent, sibling, grandchild, grandparent). In these instances, the member will receive a full refund minus a \$150 processing fee. In the case of a medical emergency, a note from the attending physician is required stating he/she is unable to travel due to medical reasons.
- The approval of the refund exception must be made by the SATW President, or in his/her absence, the SATW President Elect. Any appeals by a member will be reviewed by the Executive Committee and a final decision will be issued within 60 days. SATW strongly recommends that members purchase optional trip insurance for cancellation, interruption, illness, injury, and baggage loss or damage.

CODE OF CONDUCT

Each new member of the Society will sign the following pledge as part of the application process, and thereafter each member will sign this pledge when renewing his or her membership. Non-members attending the annual convention will sign the pledge confirming their compliance prior to the start of the convention.

PLEDGE

As a member of SATW or guest at any SATW event, I pledge to adhere to the Code of Conduct in its entirety. This includes, but is not limited to, my participation in SATW meeting functions, programs, events and meals, and the online forum. I understand that failure to conduct myself in a professional manner can be considered a violation of the Code and is subject to review, with possible penalties, as outlined in the Code.





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