

Haiti ... *Still Magic*

9 November 2010



 CHTAEF- Haiti Fund



Stand CA401

SURVIVING HOTEL SCHOOL STUDENTS & YOUNG PEOPLE WORKING IN TOURISM ASSISTED BY Caribbean Hotel & Tourism Association EDUCATION FOUNDATION Haiti Project



“Thank You for giving me hope”

“Thank You for taking my hand to make my dreams come true”

“Thank You for caring. I hope the great project becomes concrete. May God bless you”

Some feedback from students after the initial CHTAEF Training & Assessment Day, 21-10-2010.

Education Foundation looks to Tourism & Hospitality partners to support long term service to Haiti

On the invitation of the Haitian Tourist Association, CHTA **Education Foundation** (CHTAEF) is rallying support to assist in the recovery process in Haiti and has set up a fund to support the training, education and placement of young people into the Haitian tourism sector.

The volunteer trustees of the Education Foundation are working with survivors from the Haiti Hotel School which collapsed in le tremblant (the quake) and students who were studying tourism at the university. The Education Foundation, alongside member properties of ATH, has created a practical 4-phase program that is truly a Caribbean collaboration comprising:

- Intensive English Language classes trained by Teaching English as a Foreign Language International
- Basic Customer Service & Hospitality Skills training workshops facilitated by leading Caribbean trainers
- Modern C.V. Techniques & Interview Skills facilitated by strong Caribbean Human Resource professionals
- Bachelor or Associates Degree programs, National Vocational Qualifications & Diploma Courses at Caribbean educational institutions

The program began on October 21, 2010 when the Education Foundation facilitated the initial training assessment day at the Plaza Hotel, Port au Prince. 50 interested students and young people arrived an hour early, dressed in professional attire borrowed from the clothes banks, ready and eager to continue their hospitality journey. All lost close loved ones and many lost homes & live in tents; their hope is this project and the opportunities it gives them.

Haiti is a vast country and many, many areas are not affected by 'le tremblant', cholera or the hurricane. These areas boast hotels and unique Caribbean historical & cultural sights and experiences. Perfect for day and overnight adventure & cultural tourists on vacation in Dominican Republic, Cuba, Jamaica, St. Martin, Bahamas to name but a few with direct air links to the North of Haiti. The new highway from the Dominican Republic is wonderful!

The area around Port au Prince is bustling with business tourism and the need for trained Haitian staff is acute.

The Education Foundation knows this project is critical on so many levels to so many people. The success of the project depends on people who love the Caribbean and their generosity. All participating Caribbean professionals are donating time on a complimentary or reduced-fee basis. However, we need funds for logistics and equipment, to support students when they are living in other Caribbean islands to study & a Haitian coordinator.

The Education Foundation has been able to begin Phase 1 with the generous support of Hilton in the Community Foundation, Bench Events, Questex, Worsley Family and EHL.

The Education Foundation believes there is no choice, we must address this need in Haiti, now and for 5-years, so we have begun, in faith that people who love the Caribbean and are invested in Tourism & Hospitality will step up and contribute.

Please visit www.chtaeducationfoundation.com - HAITI to donate or visit our stand at World Travel Market, CA401.

For further information please visit the stand, or call/email the volunteer leaders of the project. *This release is uploaded to the WTM Media Centre website section along with photos.*

Agnes Pierre-Louis, General Manager, Plaza Hotel, Port au Prince & Board Member ATH
+509 29 40 98 00 or +1 866 356 5407 Agnes.pierre-louis@plazahaiti.com // athaiti@gmail.com

Louise John, Trustee, CHTA Education Foundation +1 268 725 8888 / +1 305 767 4211
louise@talkabout-earthsolutions.com // foundation@caribbeanhotelandtourism.com



Martine at Plaza Hotel



Haiti Hotel School -cleared rubble October 2010



Haitian Hotelier Partners - ATH



Daniel Fouchard, Director General Tourism



The Perseverance Bank! Port au Prince, October 2010