



CARIBBEAN
HOTEL
ASSOCIATION



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CAST CHAIRMAN, SIR ROYSTON O. HOPKIN KCMG REVALIDATES FOR A THIRD TERM
The Governing Council meeting in Punta Cana generates new business plan strategies for the betterment of the sustainable tourism industry.

Punta Cana, Dominican Republic (June 1st, 2007) – The current chairman of the Caribbean Alliance for Sustainable Tourism, Sir Royston O. Hopkin, KCMG, from Spice Island Beach Resort, won again the trust and confidence of its Governing Council, who voted him to the presidency of the CHA environmental subsidiary for a third term. The elections were part of the agenda during the Governing Council meeting held last week in Punta Cana Resort and Club.

CAST's Vice-Chair, Loreto Duffy Mayers also received a vote of confidence for a second term. "This definitely provides CAST the continuity needed to strengthen our initiatives throughout the Caribbean," said Deirdre Shurland, director of CAST. The additional officers elected were Bill Bissell, from OBM International Limited, as Secretary and Bill Meade, PA Consulting Group, as Treasurer.

A new business plan for CAST and several strategies were also approved by the Governing Council, as the organization marks its 10th anniversary. The strategies for implementation are designed to address key Caribbean sustainability issues, such as: global warming, building design and performance efficiency, waste generation and management, land development (site selection and construction methods), and operational health and safety, among others. These issues will be addressed with three new additions to CAST's business plan:

- Focus on region-wide programs/projects to address the key issues and provide solutions;
- Consolidation of data and information on hotel sustainability practices;
- Solidification of alliances with regional and international partners.



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The CAST Governing Council is comprised of representatives from regional and international hotels, private companies, and regional institutions. The Council sets policies as well as drives the CAST sustainable tourism mandate and work program. Council members contribute financially to the operations of CAST, thereby supporting the organization's mission and purpose. The full Council meets once annually and has appointed an Executive Committee, which meets quarterly. This committee oversees the progress of the CAST working group.

For further information on the CAST Governing Council, please contact: Deirdre Shurland at Ph. 787-725-9139, Fax 787-725-9139 or e-mail dshurland@caribbeanhotelassociation.com.

Photo available on: <http://www.caribbeanhotels.org/Newsletter/CASTGCPuntaCana.JPG>
Seated L to R: Ivette Martinez, CHA; Deirdre Shurland, CAST; Sir Royston O. Hopkin KCMG (Spice Island Beach Resort - Chairman); Loreto Duffy Mayers (Almond Resorts Inc. - Vice-Chair); Andrea Phillips, CHA. Standing L to R: Alec Sanguinetti, CHA; Bill Meade (PA Consulting Group); Jake Kheel (Grupo Punta Cana); Hutson Inniss (Chevron), and Bill Bissell (Secretary).

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About the Caribbean Alliance for Sustainable Tourism (CAST) – www.cha-cast.com

CAST, the environmental subsidiary of the Caribbean Hotel Association (CHA), was chartered in 1997 to undertake collaborative environmental efforts within the hotel industry, enhance the practices of the region's hotel and tourism operators by providing high quality education and training related to sustainable tourism; promote the industry's efforts and successes to the traveling public and other stakeholders; and serve as a vital link to all stakeholders with sustainable tourism interests in the Caribbean region. CAST has consolidated its strategic focus within the following four program areas: sustainable tourism certification and standards development, development of environmental management tools, advocacy and fundraising.



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