

## Outcomes from CaribDirect.com / CANNTV APD Seminar

### Trinidad & Tobago High Commission (Thursday 29<sup>th</sup> November 2012)

**EVENT OVERVIEW:** On Thursday 29<sup>th</sup> November 2012 a panel of influential travel and tourism officials addressed a packed room at the Trinidad & Tobago High Commission in London. The topic under review was the APD (Air Passenger Duty) which continues to deter Caribbean nationals and others from travelling to the Caribbean in the traditional way. The panel comprised Mr David Jessop, Director of The Caribbean Council; Mr Luke Pollard, Head of Public Affairs, ABTA; Mr Carl Pheasey, Manager Public Affairs, British Airways; Ms Carol Hay, Director of Marketing UK & Europe Caribbean Tourism Organisation; Mr Lindsay Ingram Managing Director, Newmont Travel; with moderator Mr Paul Gladstone Reid MBE, Director of Rising Tide Trust. The event which started promptly at 6.30pm was well received as each speaker spoke passionately about the uniqueness with which the APD affected their particular field within the Travel / Tourism industry. This was met by equally passionate questions from the attentive audience made up almost entirely of Caribbean origin. Her Excellency Ms Ruth Elizabeth Rouse, High Commissioner for Grenada was in attendance and found the discourse quite interesting and 'worthwhile' in spite of her having attended many meetings on the subject. Other key industry players in attendance were Mr Jean-Marc Flambert, Director or Marketing UK & Europe for St Lucia Tourist Board; Ms Juanita Collins, Sales & Marketing Manager, Caribbean Airlines. The event was supported by Caribbean Enterprise Network, MoneyGram, Grace Foods, Dalgety Teas, the VOICE Newspaper, Jewel Isle Rum Punch and the Trinidad and Tobago High Commission.



David Jessop

#### BIOGRAPHY

*David Jessop is the Managing Director of the Caribbean Council and the Director of Britain's Cuba Initiative. He has worked on Caribbean issues for over thirty five years. During that time he has advised and supported governments, major industries, associations and companies on Caribbean investment, trade policy and related political issues.*

#### ADDRESS SUMMARY

The APD is discriminatory tax that puts the Caribbean at a distinct economic disadvantage. There are lots of back benchers in the House of Parliament very sympathetic to the Caribbean that will be pushing for the tax to be rolled back. This APD should be turned into a party political issue to provide it the clout needed to make a difference. The cost to the Treasury, should APD be dismantled would be insignificant. Furthermore this tax adversely affects the socio economic and political relationship between Britain and the Caribbean.






Luke Pollard




#### BIOGRAPHY

*Luke has been working with ABTA since 2009. Prior to joining ABTA he has worked for some of the UK's most successful companies and also helped advise many of the nation's most popular charities in the areas of cancer treatment, supermarkets, energy and planning. He is also standing for the Labour Party as the prospective parliamentary candidate for South West Devon.*

#### ADDRESS SUMMARY

The Effects of APD are clearly visible with decreased travel numbers to the Caribbean. Our Fair Tax on Flying (FTF) campaign has generated quite a lot of support to turn the travel statistics around but there are still many who don't know what the APD is or what they could do to apply pressure to eradicate it. In one day through strategic pressure the campaign generated 90,000 emails to MPs. The government would earn more money from lowering APD through increased trade, tourism and so on. There needs to be one message among the public, industry stakeholders and companies that the APD is destructive and must go. More needs to be done to educate the public about APD and how to join the FTF campaign.

 <p><b>Carl Pheasey</b></p>	<p><b>BIOGRAPHY</b></p> <p><i>Carl took up the position of Manager of Political Affairs with British Airways in January this year. Before joining B.A. he was Head of Financial Capability at HM Treasury, where he led a team providing strategic policy advice on a range of financial services issues and regulatory reforms; leading development of a new retail financial product, and leading UK participation in G20 and OECD projects.</i></p>
<p><b>ADDRESS SUMMARY</b></p> <p>We all know the APD is an unfair and unjustifiable tax especially when compared with the taxes paid to fly to Las Vegas which is further away from the UK than the Caribbean. BA was forced to cut back on flights to the Caribbean in favour of flights to the USA simply because the APD prohibited it. The Caribbean is the perfect antidote to the government's myth that people will fly regardless of the ticket cost. There should be a blanket APD campaign designed to institute parity and fairness in determining the criteria for imposing the tax in the first place.</p>	
 <p><b>Carol Hay</b></p>	<p><b>BIOGRAPHY</b></p> <p><i>Carol has been with the Caribbean Tourism Organisation (CTO) since 2009. Before joining CTO, she was Director of Marketing, UK and Europe for the Antigua and Barbuda Tourism Office and Manager of Missions and Promotions with Jamaica Trade and Investment.</i></p>
<p><b>ADDRESS SUMMARY</b></p> <p>Approximately 1,976,000 million people across the region are in jobs related to travel and tourism, or 12.1% of total employment. This is forecast to rise by 0.9% this year to 1,994,000 jobs (12.2% of total). For example in Antigua &amp; Barbuda, two-thirds of jobs are related to tourism, just over half in Barbados and Saint Lucia, with one-fifth of all employment in Jamaica, St Vincent &amp; the Grenadines and Grenada resulting from tourism. Maybe if we nominate Bermuda, as the capital of the Caribbean bringing our banding into line with the US, the Government may consider amending the rate of APD to the Caribbean islands. Have a look at video, A TAX TOO FAR <a href="http://www.youtube.com/watch?v=Jbh8DJxUNC8">http://www.youtube.com/watch?v=Jbh8DJxUNC8</a>.</p>	
 <p><b>Lindsay Ingram</b></p>	<p><b>BIOGRAPHY</b></p> <p><i>Lindsay is the Managing Director of Newmont Travel a leading and long established provider of flights and itinerary to the Caribbean.</i></p>
<p><b>ADDRESS SUMMARY</b></p> <p>Though APD is hurting Caribbean tourism the increase in Caribbean airport taxes, airline fuel charges and so on doesn't help. As stakeholders we all have a responsibility to keep people visiting the Caribbean for whatever reason. People are now looking at other routes to use to access the Caribbean to avoid the APD. If the Government wants to use travel to bring in more taxation, they need to encourage more travel rather than stifle it.</p>	

 <p><b>Paul Gladstone Reid MBE</b>  <b>MODERATOR</b></p>	<p><b>BIOGRAPHY</b></p> <p><i>Paul is a composer and Pianist, who has performed at the Royal Albert Hall, Royal Festival Hall, Sadlers Wells and Buckingham Palace, and has worked with the Royal Philharmonic Orchestra. Paul sings and writes music in many different styles from rap and hip hop to opera. He is of Caribbean origin and passionate about the region and its many challenges, the APD being chief of them.</i></p>
<p><b>MODERATOR'S SUMMARY</b></p> <p>It's clear from these discussions that the APD is detrimental to the sustainable development of the Caribbean and is discriminatory in nature. The need for increased and organised pressure to be brought to bear on the British establishment to disband the tax cannot be overemphasised. The Fair Tax on Flying campaign needs greater support and CaribDirect.com and CANNTV need to work closely with ABTA to educate the wider Caribbean population about the APD and how they can join the Fair Tax on Flying campaign for maximum effect.</p>	
 <p><b>Jean-Marc Flambert</b> <b>Director of Marketing</b> <b>UK &amp; Europe</b> <b>Saint Lucia Tourist Board</b></p>	<p><b>GUEST COMMENTS</b></p> <p>Great discussion! I think it's very important that we must not lose sight of the need for Caribbean and other travellers to continue to travel to the Caribbean while the campaigning goes on. Tourism agencies and authorities should remember the value of the Diaspora to the Caribbean tourism industry and should continue, if being done already to promote to this demographic. However, if they don't target this group but just the bucket and spade European traveller, they should seriously begin to do this.</p>
 <p><b>Mark Dalgety</b> <b>Managing Director</b> <b>Dalgety Teas</b></p>	<p>It seems the Caribbean needs people trained in the art of lobbying to advocate in a concerted way on issues critical to the development of the Caribbean. We need professional lobbyists who will take on critical issues and be experts in these areas, keeping a watchful eye on how these issues are affected by economic and political policy directed to the Caribbean, at Whitehall.</p>
<p><b>WHAT'S THE NEXT STEP...?</b></p>	<p>Caribbean News Network and CaribDirect are seeking to work with existing community-based organisations to move the debate on APD and its impact on the Caribbean forward. We see this as being a three-pronged campaign:</p> <ul style="list-style-type: none"> <li>(1) Highlight the Caribbean's unique position as it relates to APD;</li> <li>(2) Having the Caribbean re-banded to Band B from Band C, with Bermuda indentified as the region's capital for the purpose of APD; and;</li> <li>(3) Getting the Labour Party to actively support the Caribbean's position on APD. As a starting point, we would ask you to contact your local Labour MP to make him/her aware of your feelings on APD and the impact it has on you as a Caribbean family, the region, the economy and tourism, and ask him/her to encourage other Labour MPs that don't have large Caribbean constituents to support the "Fair Tax on Flying" campaign. We will keep you informed of the steps to be taken to differentiate the Caribbean's case as it relates to APD.</li> </ul>

**Carol Hay delivering her presentation**

(If you wish a copy of this presentation please let us know here: [editor@caribdirect.com](mailto:editor@caribdirect.com))



**An attentive audience**



**Founder Sankofa TV, Ron Belgrave makes valuable contribution**



**The panel (L-R)...  
Carl Pheasey BA, Lindsay Ingram  
Newmont Travel, Moderator Paul  
Gladstone Reid, Carol Hay CTO,  
David Jessop Caribbean Council  
and Luke Pollard ABTA**





Display of refreshments including  
three varieties of Rum Punch



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