

# Associated States and British Dependent Territories

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## Antigua

The tourist potential of Antigua lies in its pleasant climate, its unique scenery and excellent beaches. It is a tropical island near to the great concentration of population in the north eastern United States and Eastern Canada. It is accessible and can offer many of the unspoilt natural facilities required by the tourist.

### 1. Value and Extent of the Tourist Industry

Number of tourist arrivals;	1966:	55,657	
	1967:	59,174	
	1968:	not available	
Total receipts from tourism:	1966:	\$17,156,000	EC
	1967:	\$18,132,000	EC
	1968:	not available.	

The Tourist Industry has been the main growth sector in recent years, and has generated a very rapid growth in distribution services and construction. The average length of stay is 4.7 days.

Coolidge Airport is the only airport in the Lesser Antilles which is equipped to accommodate transatlantic jet aircraft. There are direct services to Europe, Canada and the United States, and daily scheduled flights to all the other islands in the Caribbean. Coolidge is served by Air Canada, Air France ALM, BOAC, BWIA, Caribair, LIAT, Pan American and Sea Green Air Charter Services.

### 2. Official Promotional Organisation

The Antigua Tourist Board operates on a budget of \$75,000. It was set up by Government under the supervision of the Ministry of Trade, Production and Tourism to help promote and develop the tourist industry in Antigua. In this connection the members of the Board have endeavoured to advertise the industry in the United Kingdom, Europe, the United States and Canada. These activities are carried out with the support of the Hotel Association and the airlines serving the region. The Antigua Tourist Board has a paid Secretary and staff, and operates an office in St. John's, as well as the Tourist Information Booth at Coolidge Airport. The Tourist Board is a member of the Association of Tourist Boards of the Eastern Caribbean, and also the Caribbean Travel Association.

### 3. Internal and Infra-structural Organisation

- (a) The Hotel Association and Employers Federation
- (b) Travel Agents
- (c) Airlines

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\* Information unrevised since June, 1968, as further information on Antigua was not available at time of publication.

(d) The Antigua Taxi Association

The Tourist Board usually supplies the airlines and travel agents with information and statistics in respect of the industry.

The majority of visitors stay in hotels and guest houses where there are 946 rooms with 1,889 beds (June, 1968).

4. Government Participation

(i) Ownership in hotels:

The proposed Hotel Dulcina in Barbuda.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

None.

(iii) Income tax and other concessions on hotel and other tourist income:

Hotel owners obtain income tax free hotels for five years, and thereafter in each of any five years of the next eight years of operations, the hotel owner will be allowed to set off against the income arriving from the hotel, one fifth of his capital outlay.

(iv) Import duty concessions on material and equipment for hotel and other tourist construction:

Any person who proposes to construct or equip a new hotel or extension to an existing hotel, intended to contain when completed no less than 10 bedrooms, may be granted a licence to import or purchase in the colony certain building materials and articles of hotel equipment free from customs duty and purchase tax.

(v) Provision of public funds for publicity purposes:

Government provides the funds used by the Tourist Board. The budget for 1968 was \$75,000. This amount included cost of operating the Tourist Information office in St. John's, and the Tourist information booth at Coolidge Airport, postage, promotional material and literature, membership dues to the Caribbean Travel Association, fees for the UK and Canadian Representatives and a small advertising budget. Promotional activities include regional and individual island trips to the USA, Canada and UK, transport and entertainment for travel agents and travel writers on familiarization tours of Antigua.

(vi) Government expenditures on infra-structure:

Government assists indirectly by providing airfields, roads, dams for storage of water, and other services essential to the tourist industry. A deep water harbour was recently constructed, which will assist considerably in the development of the cruise ship business. A programme of major rehabilitation for Coolidge Airport has been completed, and was

designed to strengthen the main runway, extend the parking aprons, and to improve lighting, aprons, taxi ways, approach and navigational aids. An extension to the Terminal Building has been constructed. It includes 8 shops and a departure lounge. A new fire station has also been provided under the Rehabilitation Scheme.

5. Action Taken During the Current Year

- (i) Extension of the main runway is being carried out, financed by Canadian Aid.
- (ii) Government is considering a desalinization plant to provide water.
- (iii) Projected hotels: An Inter-Continental hotel and Holiday Inn are being constructed and hotels at Runway Bay, Dickenson Bay, Dieppe Bay and Long Island were recently completed.

6. Future Plans for the Industry

The Antigua Government will continue to give high priority to the continued development of this industry; however, more consideration will be given to the idea of treating the industry as a regional industry with regional promotion and development programmes. As regards promotion, greater effort will be put into the development of the summer traffic, with a view to achieving not only a higher occupancy rate, for this period, but also for the year as a whole.

# Bahamas

The tourist potential of the Bahamas lies in its extremely good climate with a variation of temperatures of only 10° to 12° C throughout the year. Also, in its beaches, 700 islands, incredibly clear waters as well as many sporting activities such as deep sea fishing, sailing and golf; excellent hotels and the variety of types of holidays which may be obtained depending on which island you choose to vacation on.

## 1. Value and Extent of the Tourist Industry

The Bahamas have shown a phenomenal growth in tourism since the statistics were first kept. This was in 1949 when the visitor count was 32,000. Since then the Bahamas have shown a steady increase and in 1968 the notable 1,000,000 visitor mark was reached.

<u>Year</u>	<u>Number of Visitors</u>	<u>%</u>
1966:	822,317	+ 14.1
1967:	915,273	+ 11.3
1968:	1,072,213	+ 17.1
1969:	1,332,396	+ 24.27

Visitors come mainly from the USA, Canada and Europe

US visitors	87.12%
Canadian visitors	5.99%
European visitors (including UK)	2.71%

The average length of stay was 6.4 nights. Of the 1969 total visitor figure, 362,071 were cruise ship passengers.

Tourist expenditure in the calendar year 1968 was estimated at 180 million US dollars. The estimate is based on a sample survey conducted throughout that year. Estimates of tourist expenditure for 1969 are now being worked out. A study made by a group of consultants in 1969 showed that tourism accounts for 71 per cent of the Gross National Product and provides from direct and indirect sources, nearly 60 per cent of the total revenue.

## 2. Official Promotional Organisation

The Ministry of Tourism headed by a Minister and administered by a Director of Tourism is responsible for the development and promotion of tourism in the Bahamas. There is a statutory Tourist Board but with advisory functions. The Board advises the Ministry on problems which impinge on tourist promotion and on local matters such as transport, hotels, shopping, educational facilities and usually holds eight meetings a year. There is also a Facilitation Committee which deals with immigration and customs controls, entry and departure procedures and facilities at port of entry. The Ministry maintains ten offices overseas, eight in the U.S.A., one in Canada (Toronto) and one in Europe, based in London. There are

also field representatives in Atlanta, Montreal and Frankfurt, Germany. All the offices in the USA and Canada are directly administered by a General Manager, stationed in Miami. The Ministry maintains in Nassau a News Bureau which provides information, photographs and editorial matter to foreign and local press and to travel magazines and writers in particular. The News Bureau also provides necessary assistance to visiting travel writers, photographers and members of the foreign press and TV and radio stations. The Ministry of Tourism, which is a member of the International Union of Official Travel Organizations and its Regional Travel Commission for the Americas, and its representatives have been quite active in the deliberations of these two bodies. The Director of Tourism and senior officials of the Ministry and its overseas offices are also allied members of the American Society of Travel Agents.

### 3. Internal and Infra-structural Organisation

The majority of tourists stay in hotels or guest houses and those who come by cruise ships stay on board. There are over 9,000 hotel rooms available in the Bahamas, as follows:

New Providence and Paradise Island	4,691
Grand Bahama Island	3,491
Out Islands	1,456

### 4. Government Participation

- (i) Ownership or shares in hotels:  
None
- (ii) Financial assistance specifically available (e.g. loans and guarantees):  
None
- (iii) Income tax and other concessions on hotel income:  
There is no income tax in the Bahamas.
- (iv) Import duty concessions on material and equipment for hotels or other tourist construction:  
A Hotels Encouragement Act enables duty concessions on the importation of materials, fixtures and furniture to encourage the growth of new hotels.
- (v) Provision of public funds for publicity purposes:  
The Ministry of Tourism is voted an annual budget for the administration and promotion of tourism in the Bahamas. In 1969 the budget amounted to \$6,499,400 Bahamian dollars. This is broken down for administration, promotion, public relations and advertising.
- (vi) Government expenditure on infra-structure:  
The Bahamas Government has spent about twenty million dollars on dredging and construction of a new pier in Nassau harbour and close to four million dollars on extending the runway to 11,000 feet at Nassau International

Airport and on enlarging the terminal building. The largest liners can now dock right at the pier and the largest aircrafts can land as well as take off with full payload. The Ministry of Tourism spent about five hundred thousand dollars in putting up the sound-and-light shows at fort Charlotte in Nassau. Considering the rapid increase in the number of visitors in a group of islands of which the total population is less than 200,000, the Government has had to spend considerable amounts of money on expanding other facilities required by tourists such as roads, electric supply, telephone services etc. However, the private sector has in many cases provided their own public utilities in resorts. The Ministry of Tourism have provided incentives to rather picturesque horse driven carriages called surreys and to typical night clubs so that these institutions which are found highly attractive by visitors are able to maintain good standards.

#### 5. Action Taken During the Current Year

Apart from the normal advertising and public relations activities undertaken on behalf of the Ministry of Tourism by advertising and public relations agents, the Ministry in conjunction with the Hotel Association, participated in off-shore promotions to Canada, United Kingdom, Sweden, Germany, Switzerland, Mexico and various parts of the USA. Over 500 United States and Canadian travel agents were entertained in the Bahamas and escorted on familiarization visits. Hotels individually also hosted large groups of travel agents throughout the year. The Ministry of Tourism's offices abroad continually solicit and aid the travel trade as well as incentive houses and special group-oriented organizations. One hundred more taxis were licensed to help and motivate the tourist in his desire to move around. Bahamas Airways, the flag carrier of the Bahamas, commenced operation BAL-111 jets.

#### 6. Future Plans for the Tourist Industry

The Ministry of Tourism engaged the services of a group of consultants consisting of two economists, a town planner and architect, a market research analyst, a hotel specialist and a general tourism expert to prepare a plan for tourism development for the next ten years, in the Bahamas. After a Study extending over 36 weeks, this Group furnished a Report in October, 1969. The Report is now under study and some of its main recommendations are being implemented. The Government has set up a Projects Co-ordinating Committee consisting of representatives of several Ministries. Proposals for construction of new hotels and other related facilities such as marinas, golf courses etc. are scrutinized by the Co-ordinating Committee and recommended to the Government for approval. There is continued expansion of hotel and supplementary accommodations as also other tourist facilities. On the whole, about 1,500 new hotel rooms are expected to be added yearly in the foreseeable future.

# Bermuda

The tourist potential of Bermuda lies in its excellent climate, its great scenic beauty and the hospitality and friendliness of the Bermudians. A wide choice of activities and attractions for visitors augurs well for the continuing prosperity of the industry.

## 1. Value and Extent of the Tourist Industry

Number of tourist arrivals,	1966	:	256,772
	1967	:	281,167
	1968	:	331,379
	1969	:	370,920

Some 85% of visitors come from the USA, 10% from Canada and 5% from the United Kingdom.

Foreign exchange receipts from tourism,

	1966	:	\$40,537,000
	1967	:	\$51,949,000
	1968	:	\$62,683,000
	1969	:	\$65,000,000 (estimated)

Access facilities by air and sea are excellent.

## 2. Official Promotional Organisation

The Government's Department of Tourism and Trade Development is the responsibility of the Executive Council Member for Tourist and Trade Development Affairs. The Department has a Director and supporting staff in Hamilton and branch offices in New York, Chicago, Toronto and London. It works in close liaison with the private sector of the industry in Bermuda.

The official publicity branch of the department is the Bermuda News Bureau. It supplies news and feature stories to the overseas media. Its writers, photographers and production staff in Bermuda also cover special events for news distribution through its overseas branches.

## 3. Internal and Infra-structural Organisation

In 1968 there were 6,175 beds, and in 1969 a total of 6,245 beds available to visitors in recognised hotels, guest houses and cottage colonies. The average length of stay of visitors was 6 nights in 1968 and 5.9 nights in 1969.

Training - The Bermuda Hotel and Catering College is an institution of further education under the jurisdiction of the Department of Education. The college is fully equipped and staffed to provide training in every facet of hotel operation leading to professional qualifications recognised and accepted everywhere.

Travel Agencies - In each of the last three years about a thousand travel agents have visited Bermuda from the USA, Canada and the UK, plus a few from Europe.

4. Government Participation

- i) Ownership or shares in hotels:  
None.
- (ii) Financial assistance specifically available (e.g. loans and guarantees):  
None.
- (iii) Income tax and other concessions on hotel income:  
There is no income tax in Bermuda.
- (iv) Import duty concessions on material and equipment for hotel and other tourist construction:  
None.
- (v) Provision of public funds for publicity purposes:  
The Department was allocated £1,179,000 in 1968 and £1,271,000 in 1969, mostly for expenditure on publicity and promotion of the tourist industry.
- (vi) Government expenditure on infra-structure:  
None.

5. Action Taken During the Current Year

Normal promotion and advertising resulted in a satisfactory level of occupancy of available facilities. In 1969 the bed count increased by only 70 beds, following an increase of 502 beds in 1968.

6. Future Plans for the Tourist Industry

Due to Bermuda's small land area and a full employment situation, future hotel building is phased to coincide with increases in the local labour force, as far as possible. The Government departments of Tourism and Planning have recommended a schedule to increase tourist beds at the rate of 500 to 750 per year until 1974, when the total should exceed 9,000 beds.



# British Honduras

The tourist potential of British Honduras is centred around its temperate climate, Mayan archaeology and the excellent opportunities for sport fishing, and aquatic sports. Hunting, bird-watching and sightseeing also command a great deal of interest. The friendly cosmopolitan population presents an appealing diversity of culture, traditions and occupational preference.

## 1. Value and Extent of the Tourist Industry

Approximately 28,000 visitors (including business and official visitors) came to Belize in 1969. These were mainly from Mexico, the USA, Canada and Central America. The great majority of these came by road.

## 2. Official Promotional Organisation

The Tourist Board, broadly representative of the interests directly involved in the industry, has day-to-day responsibility for carrying out promotion efforts authorised by the Ministry. Its Secretary liaises with the Ministry, conducts studies, correspondence, etc., and assists visiting travel writers and investors.

The Minister has final responsibility for all matters relating to tourism development, including development concessions.

Although the Board has no formal affiliation with any external organisation in the field of promotion, representation has been arranged at travel shows in the USA and there is an informal arrangement under which the West India Committee, London, acts in certain matters on behalf of the government of British Honduras.

## 3. Internal and Infra-structural Organisation

With the development of tourism plant on the offshore islands and along the southern coast, tourists are tending to spend less time in Belize City where attractions and facilities are rather limited.

Countrywide, there are about 600 rooms, very few in the de-luxe or first-class range. There are two well established travel agencies with a few small ground-tour, boating and sports fishing agencies.

Tourism development is a subject of great interest on the part of the local Chamber of Commerce. Although a formal Hotels Association does not exist, interest in constituting such a body and seeking affiliation with the Caribbean Hotels Association has been expressed by the management of the more important hotels.

The Taxi Drivers' Association is a strong and influential body. It has been instrumental in organising special capacitation courses for Taxi Guides.

Training: A comprehensive outline for the training of operatives, embracing also the allied subjects of handicraft and souvenirs, has been drawn up by the Tourist Board and is now being processed by government. In addition, an assessment of tourist training needs was made by a visiting ILO specialist during the year.

Special courses were held during the year for hotel and catering staff and taxi guides.

For the first time, efforts are being made to secure university level training for hotel personnel and for tourism administration through the IUOTO.

#### 4. Government Participation

- i) Ownership or shares in hotels:  
None.
- (ii) Financial assistance specifically available (e.g. loans and guarantees):  
Limited tourism plant financing under the Development Finance Corporation which has government participation in its equity capital.
- (iii) Income tax and other concessions on hotel income:  
The Development Incentives Ordinance, 1960 provides for tax holiday periods of up to ten years for approved hotel construction. This is accompanied by exemption from income tax on earnings.
- (iv) Import duty concessions on material and equipment for hotel and other tourist construction:  
Approved projects may be exempted from import duty and income tax on capital goods.
- (v) Provision of public funds for publicity purposes:  
A small allocation was made for publicity and promotion activities under the tourism budget. Colonial Development and Welfare funds were also provided for the publication of a tourism facilities map, an investment promotion brochure and for equipment.
- (vi) Government expenditure on infra-structure:  
Visitor facilities were provided at the major archaeological centres and along popular tourism routes under the local budget and a Colonial Development and Welfare Scheme.

#### 5. Action Taken During the Current Year

Improvement in the collection of statistical data, expansion of the training effort, expediting the processing of development concession proposals and strengthening of the Tourist Board Office coupled with a campaign

to stimulate greater public awareness/acceptance of the tourist industry were among the most significant government actions during the year.

6. Future Plans for the Industry

Previously, tourism was grouped loosely under the 'Service' section of the economy.

Under a new approach to planning, tourism is being regarded as a subject of high priority and a full-scale sectoral programme - embracing expansion of tourism plant, special provisions for financing, training, marketing and basic legislation - is being formulated.

Meanwhile, further improvements of the Belize International Airport and a greatly expanded road building programme, in the short run, should go a long way towards the improvement of communications.

# British Solomon Islands

The tourist potential of the Solomon Islands lies in the superb scenery with its treasure-trove for the big game sea angler, the marine biologist, conchologist, orchidist, ornithologist and lepidopterist, and in the friendliness of the people and their variety of customs and handicrafts, their rich heritage of songs, dances, feasts and music making.

The position of the islands, lying as they do between two of the most affluent countries in the world, Australia and America, is highly significant in the context of tourist development.

## 1. Value and Extent of the Tourist Industry

The following figures show the number of visitors to the Solomons over the last four years:

1966	292
1967	514
1968	563 (260 on package tours)
1969	1,131 (457 on package tours)

Australia, New Zealand and America are the main sources of tourism. Information is not yet available on foreign exchange receipts from tourism.

## 2. Official Promotional Organisation

The British Solomon Islands Tourist Authority, created by the British Solomon Islands Tourist Authority Ordinance, 1969, was established to stimulate the orderly development of tourism in the Solomons and to control its development to ensure a high standard in enterprises relating to the industry. To achieve the latter, all tourist enterprises are licensed by the Authority. The Authority has other functions such as the establishment of tourist bureaux, etc.

## 3. Internal and Infra-Structural Organisation

There are private tourist enterprises at Honiara and Gizo, and facilities at Marau Sound, Guadalcanal and Wheatley's Paradise Island near Munda.

Group tours are conducted by Trans-Australia Airlines, on behalf of Qantas, and by Fiji Airways Limited. Internal touring is provided by Solair (Solomon Islands Airways Limited), together with the two travel agencies and another firm which organises tours.

## 4. Government Participation

i) Ownership or shares in hotels:

At present, none.

(ii) Financial assistance specifically available:

The Agricultural and Industrial Loans Board, whose

interest rates are generally below the ruling commercial ones.

- (iii) Income tax and other concessions on hotel income:  
May be available, depending on individual cases. It should be noted that company tax at 25% is lower than in most countries and that personal income tax has a ceiling of 25%
- (iv) Import duty concessions on material and equipment for hotel and other tourist construction:  
Rates on most items vary between free and 17% with items of Commonwealth origin receiving preferential treatment.
- (v) Provision of public funds for publicity purposes:  
In 1970 the Tourist Authority is to receive a grant of \$5,500 from the Government.
- (vi) Government expenditure on infra-structure:  
As above.

5. Action Taken During the Current Year

Not available at time of publication

6. Future Plans for the Industry

Details are not yet available, as the Authority has only just been established.

# British Virgin Islands

The tourist potential of this group of more than 60 islands, islets, rocks and cays, lies in the numerous natural endowments which include the pleasant sub-tropical climate, many secluded white sandy beaches, considerable scenic beauty, safe anchorages for yachtsmen, waters teeming with game fish (the BVI holds no less than four international world records) and the pleasures of exploring these comparatively undeveloped islands.

## 1. Value and Extent of the Tourist Industry

Though still very much in its infancy the tourist industry in these islands is showing rapid growth with an increase of 29% in arrivals during 1969 over the preceding year and a projected increase of nearly 60% estimated for the current year (1970).

Number of tourist arrivals,	1968 :	22,793		
	1969 :	29,513		
	1970 :	47,480	(projected total)	

Visitors are mainly from the USA, UK or Canada and a 10% sampling of all departures for 1969 produced the following:

US visitors	57%	16,822	(projected total)	
UK visitors	26%	7,673	"	"
Canadian visitors	12%	3,542	"	"
Others	5%	1,476	"	"

Average length of stay:	US visitors	:	5.5	days
	UK visitors	:	10	days
	Canadian visitors	:	7	days

Owing to the length of stay by UK visitors their actual expenditure nearly equals that of US visitors, giving a ratio of \$5.00 expenditure by US tourists to \$4.00 by UK visitors and \$1.12 by Canadians.

No figures are available for foreign exchange receipts, but the industry is reliably estimated to be worth in excess of \$3.6 million for 1969.

Communications with principal tourist departure points in the Western Hemisphere have hampered development but the lengthening of Beef Island Airport to 3,600 feet has provided a total of approximately 75,000 aircraft seats per annum.

Communications by sea were also enhanced by the introduction of a hydrofoil service, which gave an additional 91,250 seats per year, bringing the total to rather more than 200,000 seats available by ferry services between the BVI and USVI.

These improvements considerably improved the day-tourist traffic potential from neighbouring Virgin Islands of the United States. An added advantage was that "same-day" connections to travellers from North America and Europe by air were now available via San Juan, Puerto Rico or

via Antigua.

## 2. Official Promotional Organisation

There is at present an Administrative Secretary whose task it is to prepare and distribute tourist information and to assist Government in infrastructural development in the tourist field. His responsibilities include the promotion of investment in both public and private sectors of the island's economy.

A Statutory Tourist Board has been formed and has taken on the responsibility for the preparation and dissemination of tourist information.

There are information offices in the United Kingdom (London) and in the United States (New York).

## 3. Internal and Infra-structural Organisation

The majority of visitors stay in hotels or guest houses which are privately owned. There are 520 hotel and guest house beds. Beef Island airport is adequate for the reception of Avro 748 aircraft.

Travel agencies - There are three travel agencies in the Island, all of which are based in Road Town, Tortola, capital of the Virgin Islands.

Training - Schemes for training are being taken with colleges and schools outside the islands. A branch of the Skinner Secretarial School has recently been established in the territory.

## 4. Government Participation

- (i) Ownership or shares in hotels:  
None at present.
- (ii) Financial assistance specifically available (e.g. loans and guarantees):  
None.
- (iii) Income tax and other concessions on hotels income:  
The income arising from a newly erected hotel is exempt from income tax for a period of seven or ten years or in the case of an extension for a period of ten or 20 years.  
  
Similarly, the Pioneer Services and Enterprises Ordinance provides that in certain circumstances an industry may be declared "Pioneer Enterprise" providing for exemption from income tax for a period of ten years.
- (iv) Import duty concessions on material and equipment for hotels or other tourist construction:  
The present Hotels Aid Ordinance gives special concessions to persons who construct or extend hotels of not less than 4 bedrooms.

Specified building materials and equipment are allowed duty free entry. Special duty-free concessions are granted to "pioneer" manufactures for the importation of equipment, plant and building materials for the establishment or extension of a "pioneer" enterprise.

Note: The Fiscal Review Committee produced a number of recommendations for the restructuring of machinery for the collection of Government revenue.

(v) Provision of public funds for publicity purposes:

Government provides some financing for the activities of the Department of Tourism and also the Information Services.

(vi) Government expenditure of infra-structure:

Government is involved in an ambitious programme for the provision of roads, electricity, water and sewerage systems and a deep water harbour.

5. Action Taken During the Current Year

The extension made to the Beef Island Airport and the provision of certain services (electricity) have had a direct impact on the tourist industry. In addition, there has been an increase in the territory's promotional efforts; the islands were featured in the Financial Times Survey of August 12, 1969, as well as in the November (1969) issue of the West Indies Chronicle; the Territory is participating in a promotional campaign in the USA and Canada, which is being organised by the Caribbean Tourist Association, and finally, a new brochure is to be published in the near future.

6. Future Plans for the Industry

The improvement of communications to the islands' major tourist departure points in North America and Europe has been the first stage in the plans to bring the British Virgin Islands into a more prominent resort centre in the Caribbean. The next stage centres around building of additional hotels. A target of some 1,275 tourist beds is aimed at by 1972. These will be provided by private enterprise.



# Cayman Islands

The tourist potential of the Cayman Islands lies in its delightful climate; beaches which compare with the best in the Caribbean; exceptionally clear water for scuba diving, water sports, game fishing and sailing; good inexpensive hotels and proximity to the American continent.

## 1. Value and Extent of the Tourist Industry

Number of tourist arrivals,	1966: 8,243
	1967: 10,278
	1968: 14,460
	1969: 19,411

Mainly from United States (72%) and Canada (10%) (1968).

About 75% spend whole holiday in Caymans and the remainder spend at least five days combined with visits to other Caribbean holiday centres.

Ninety-seven per cent of tourists arrive by air.

Foreign exchange receipts from tourism, 1968: £1,250,000

Tourism accounts for over half the territory's foreign exchange earnings.

## 2. Official Promotional Organisation

The Cayman Islands Tourist Board was formed on 1st January 1966 and there are tourist agencies in New York and Miami, USA. Also, as a member of the Caribbean Travel Association (CTA) and the Mid-Americas Tourism Council (MATCO), the Cayman Islands sends its representatives to all meetings concerned with tourism in the Caribbean.

## 3. Internal and Infra-structural Organisation

Tourists stay in hotels, residential clubs or rented cottages. There is a total of approximately 900 beds.

## 4. Government Participation

(i) Ownership or shares in hotels:

None.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

None.

(iii) Income tax and other concessions on hotel income:

There is no income nor company nor profits tax.

- (iv) Import duty concessions on material and equipment for hotel and other tourist construction:  
Reduced duty concessions on building materials, furniture and equipment.
- (v) The provision of public funds for publicity purposes:  
Government maintains the local Tourist Board which covers publicity.
- (vi) Government expenditure on infra-structure:  
The Government of the Cayman Islands finances the local Tourist Board and, within the limits of its financial resources, it does all it can to finance and to encourage the tourist industry; e.g. no income tax, no company or profits tax and reduced duty concessions on building materials, furniture and equipment for hotels.

5. Action Taken During the Current Year

The Tourist Board, through a combination of advertising publicity and sales promotion again effected a record year for tourism during 1969. North American travel agents, airlines personnel and travel writers were brought to this territory and a new publicity department was set up within the Tourist Board. Several apartments are under construction, but no new hotels were built.

6. Future Plans for the Tourist Industry

Construction of a major hotel in the very near future is imperative. Also needed are more restaurants, shops, a golf course and a tennis club. The government plans to control the growth of the tourist industry and gambling in any form will not be allowed.

# Dominica

The tourist potential of the island lies in the extent and scenic value of its tropical forests which cannot be equalled in any area so accessible to visitors from Europe and North America. Complementing the forests are impressive mountains, many rivers, waterfalls, lakes and hot and cold springs. The coastal scenery has many good swimming beaches and is fringed with palms and lush tropical vegetation.

## 1. Value and Extent of the Tourist Industry

Dominica's tourist industry is still very young, but there is a considerable potential which remains to be tapped.

Number of tourist arrivals,	1966:	6,188
	1967:	7,173
	1968:	not available

These visitors are mainly from North America.

Dominica is served daily by both Leeward Islands Air Transport and Caribair from the other islands in the Caribbean, and by British West Indian Airways from New York and Miami through connections at either Antigua or Barbados; by BOAC from London, Bermuda and New York, by Air Canada from Montreal and Toronto with similar connections.

## 2. Official Promotional Organisation

There is a Tourist Board supported by the Government to the extent of \$12,000 EC in 1968. Development plans envisage an office and reception building costing \$40,000 and an annual expenditure on promotion of \$25,000.

## 3. Internal and Infra-structural Organisation

There are about 150 hotel beds available in three small hotels catering for tourists, and some guest houses (June, 1968). There is an airport of adequate standard for the reception of AVRO 748 type aircraft.

## 4. Government Participation

- (i) Ownership or shares in hotels:  
470 Government shares valued at \$46,996 EC in the Fort Young Hotel.
- (ii) Financial assistance specifically available (e.g. loans and guarantees):  
None.

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\* Information unrevised since June, 1968, as further information on Dominica was not available at time of publication.

(iii) Income tax and other concessions on hotel income:

The Development Incentives Ordinance provides for the granting of certain relief from income tax to companies in development enterprises which include the construction etc. of hotels and other tourist accommodation.

(iv) Import duty concessions on material and equipment for hotel or other tourist construction:

The Hotels Ordinance provides for the importation of certain building materials and articles of hotel equipment free from customs duties.

(v) Provision of public funds for publicity purposes:

None.

(vi) Government expenditure on infra-structure:

Government participates indirectly by provision of roads, airports and the installation of electricity and water.

5. Action Taken During the Current Year

Not available at time of publication.

6. Future Plans for the Tourist Industry

As the tourist industry begins to assume growing significance for Dominica, the outlook will inevitably become more progressive. The Government is not unmindful of the manner in which the potential for tourism is highlighted in the Tripartite Economic Survey of the Eastern Caribbean Territories. However, any comprehensive proposal for overall development in Dominica awaits specific and detailed studies of the existing possibilities.

# Fiji

The tourist potential of Fiji is enhanced by its international airport at Nandi and by its magnificent principal harbour at Suva. The climate is mild and equable due to the moderating influence of the ocean which surrounds the Islands. Tourists to Fiji can tour the native villages, explore the coral reefs, go deep-sea fishing, swim at magnificent beaches or in clear cobalt blue lagoons, visit colourful markets, indulge in all manner of sports, partake of exotic foods or attempt to solve the mystery of the fire walkers.

## 1. Value and Extent of the Tourist Industry

Number of tourist arrivals:	1966:	44,561
	1967:	56,021
	1968:	66,458
	1969:	85,163

Mainly from New Zealand, Australia and the United States.

Ninety-seven per cent of visitors staying one day or longer arrive by air but there are also a large number of cruise ships which call for a one or two-day stay only. The number of cruise passengers in 1969 was 41,506. To these should be added 44,267 scheduled line passengers on trans-Pacific voyages.

About half the visitors to Fiji spend a few days en route to another destination.

The average length of stay of visitors was 8.9 days in 1969.

Foreign exchange receipts from tourism:

1969: \$F. 23 mil. (gross)

As a percentage of foreign exchange earnings (gross),

1969: 20%.

## 2. Official Promotional Organisation

(i) Ministry of Communications, Works and Tourism.

(ii) The Fiji Visitors Bureau is the organisation responsible for promoting, encouraging and developing the tourist industry in Fiji. The powers of the Bureau are set forth in the 1969 Ordinance as follows:

- (a) to engage in, or arrange for, publicity for Fiji by any appropriate means of communication, with particular reference to its tourist attractions and facilities;
- (b) to induce and assist travel agents, transport operators and other appropriate bodies, or persons engaged in any

publicity medium, to encourage people in other countries to visit Fiji;

- (c) to produce, or cause to be produced, and to sell or to distribute free of charge, magazines, pamphlets and other publications and advertising matter;
  - (d) to organise demonstrations of local culture and entertainments in Fiji or elsewhere;
  - (e) to collect information in relation to any relevant matter and to publish, disseminate or supply, with or without charge, any such information or the results of, or conclusions drawn from, the Bureau's consideration of any such information;
  - (f) to undertake, in any country outside Fiji, the provision, with or without charge, of assistance to travel agents, transport operators and other appropriate bodies or persons in arranging travel accommodation or other services or facilities for people visiting Fiji, where the Board is satisfied that no person whose principal place of business is in Fiji, undertakes, in that country outside Fiji, the provision of assistance of the same kind;
  - (g) to seek and accept contributions, by way of cash and assistance in kind particularly with the object of establishing the maximum participation by the commercial community in the promotion of Fiji as a holiday resort;
  - (h) with the approval of the Minister, to do such other things as the Board may from time to time determine to be necessary for the promotion of Fiji as a holiday resort.
- (iii) The Fiji Visitors Bureau is the marketing organisation for the Government of Fiji so far as tourism is concerned. It maintains overseas offices in Sydney and Melbourne, Australia, and Auckland, New Zealand. The Bureau undertakes tourist publicity and promotion abroad and maintains a research section which covers expenditure by visitors, visitor reaction, visitor motivation and basic data on visitors arriving in Fiji. The Bureau is a non-profit making organisation and is supported by commercial and industrial concerns in Fiji in addition to the support it receives from the Government.

### 3. Internal and Infra-structural Organisation

Visitors to Fiji stay in hotels and at the end of 1969 there were 1,411 rooms of international standard; some 400 additional rooms are under construction or planned for 1970.

Training - A staff training unit has been established at the Derrick Technical Institute to operate training courses for hotel staff in various fields. Government has also agreed in principle to the establishment of a separate Hotel and Catering School.

#### 4. Government Participation

- (i) Ownership or shares in hotels:  
None
- (ii) Financial assistance specifically available (e.g. loans and guarantees):  
Under the Hotels Aid Ordinance 1964 a generous subsidy or investment allowance can be obtained on the total capital expenditure of new hotel constructions and extensions to existing hotels.
- (iii) Income tax and other concessions on hotel income:  
Under the Income Tax Ordinance 1964 a special depreciation allowance and other concessions can be claimed on the approved total capital expenditure of hotel construction or extensions to existing hotels.
- (iv) Import duty concessions on material and equipment for hotel and other tourist construction:  
None.
- (v) Provision of public funds for publicity purposes:  
See paragraph (vi) below.
- (vi) Government expenditure on infra-structure:  
Government grants to maintain the Fiji Visitors Bureau during 1969 amounted to \$F.200,000 about 90% of total expenditure. Indirectly Government also assists with the provision of basic services such as water, electric power, roading and overall planning of resort facilities.

#### 5. Action Taken During the Current Year

At the end of 1969 the Fiji Tourist Commission and Visitors Bureau Ordinance replaced the previous Fiji Visitors Bureau Ordinance. This created a Fiji Tourist Commission consisting of the Minister responsible for Tourism and two other Ministers appointed by the Chief Minister whose purpose is to "encourage and develop the Fiji tourist industry and tourist traffic to, within, and beyond Fiji, taking into consideration at all times the true cultures and customs of the peoples of Fiji". The new legislation provides for the continuation of a statutory Fiji Visitors Bureau with wider powers than previously, while the Commission is empowered to give directions to the Board of the Bureau with respect to matters of policy, including directions with respect to the general nature and extent of the operations of the Bureau.

Another important decision is that in future the Government grant to the Bureau will be paid on the basis of \$F.3 per head in relation to the number of visitors who came to Fiji in the previous year. This decision will facilitate forward planning by the Bureau.

## 6. Future Plans for the Industry

The Fiji Tourist Commission has agreed to ask the International Bank for Reconstruction and Development to assist Government in arranging for an overall survey for the orderly development of tourist requirements throughout Fiji. It is hoped that such a survey will include advice and recommendations on the following matters:

- (i) the possible zoning of tourist development areas to foster and control such development;
- (ii) special consideration for the need to spread development to outlying areas and islands;
- (iii) advice on the appropriate policy for offering incentives to achieve the right kind of tourist development in the right places;
- (iv) advice on the possible establishment of one or more major integrated resort complexes.



# Gibraltar

Gibraltar's tourist potential stems from the historic and cultural associations with Britain extending over 266 years, the benefits Gibraltar has to offer as a Mediterranean resort with sun, sea, beaches and competitive shopping and her geographic position both as gateway to North Africa and at the entrance to the Mediterranean.

In recent years there has been a strong swing in emphasis from transit tourism to development as a resort.

## 1. Value and Extent of the Tourist Industry

Number of visitor arrivals,	1967:	463,642
	1968:	306,010
	1969:	220,171

(The definition of 'tourist' recommended by the UN Conference on International Travel and Tourism, Rome 1963, applies to tourist statistics only subsequent to 1.1.68).

The great preponderance of visitors arrive from the United Kingdom, with much smaller numbers, principally day excursionists, from Morocco, USA, Germany and France.

During the period 1967-1969, there have been changes in the mode of travel of incoming visitors. The following table gives a breakdown:

	<u>1967</u>	<u>1968</u>	<u>1969</u>
Arrivals by air	59,476	45,952	46,204
by sea	208,022	206,135	173,967
(by ferry from Spain)	(58,180)	(99,446)	(64,640) B
by land	196,144	53,923 A	-
	<u>463,642</u>	<u>306,010</u>	<u>220,171</u>

A Land Frontier with Spain closed to tourists 20.5.68.

B Ferry link with Spain ceased operation 26.6.69.

The estimated net contribution of tourism to GDP was £1.56 million.

## 2. Official Promotional Organisation

The Gibraltar Tourist Office is a Department of the Government of Gibraltar and the Minister for Tourism and Municipal Services is responsible for policy.

The functions of the Gibraltar Tourist Office are:-

- (i) Promotion of Tourism - the marketing of tourism to Gibraltar including advertising, point of sale, public relations and other promotional activities such as the

organisation of facility visits by members of the press, travel writers and travel agents.

- (ii) Welcome Services - operation of tourist information centres at arrival points in Gibraltar and from an office in the United Kingdom.
- (iii) Special Activities - management of sites of touristic and historic interest in Gibraltar;
  - organisation of festivals and other functions of cultural value to attract the tourist.
- (iv) Liaison - maintenance of regular contact with all organisations connected with the tourist trade in Gibraltar and in the United Kingdom who may promote travel to Gibraltar;
  - development of tourism consciousness in Gibraltar by stimulating activities designed to improve the image of the resort;
  - promotion of Gibraltar to potential developers, cruise ship operators and other investors in the tourist field.
- (v) Research and Development - preparation and distribution of statistical data, participation in comparative studies of tourism in different resorts;
  - attendance at appropriate meetings of international and regional organisations.

Gibraltar has been a member of IUOTO since 1953 and participate in meetings of the Regional Commission for Tourism in Europe. The Gibraltar Tourist Office maintains close ties with the British Tourist Authority.

### 3. Internal and Infra-structural Organisation

The Gibraltar Tourist Office operates from Administrative Headquarters in Gibraltar. Information Offices are centrally situated in ideal premises in Main Street and at the various points of entry. To deal direct with United Kingdom enquiries - the main market for tourism to Gibraltar - a small information office is maintained in London.

The representative body responsible for putting the views of the travel and tourist industry to Government is the Gibraltar Travel Association. The Director of Tourism is an ex-officio member of the Board of this body and acts as the link through which contact with Government is maintained.

As at 31st December, 1969, there were 12 hotels - 1,446 beds. Seven of the establishments - 1,179 beds (81.4% of the total) are of a standard acceptable to tour operators, remaining establishments being of the small private hotel type.

Over the years there has been very little development of supplementary accommodation suitable for tourists. Conditions for the growth of boarding houses and pensions have never been appropriate. With a density of 300 persons to the acre, pressure on housing to meet the needs of the local

population has always been extremely high.

The following table shows arrivals in hotels, sleeper nights, percentage occupancy and average length of stay in days for the past three years:-

Arrivals in Hotels	53,183 (100.0)	55,160 (103.7)	48,753 (92.7)
Sleeper nights	185,734 (100.0)	211,501 (113.8)	235,235 (126.7)
Percentage Occupancy	55.3	57.2	57.6
Average length of stay (days)	3.5 (100.0)	3.8 (108.6)	4.8 (137.1)

Gibraltar has five beaches, all accessible to the general public. Three situated on the East side of the peninsula are sandy, while two facing West into the Bay of Algeciras are of pebbles and stone. Over the past few years considerable improvement has been made to all beaches and to the on-the-spot amenities they provide the tourist and the resident.

Training - There is no formal training programme for personnel in the field of catering travel or tourism. In 1970 it is intended to introduce Industrial Training legislation, making it possible to offer suitable sandwich courses for existing personnel. Taking into account the limited size of the labour force 700-800 in hotels, restaurants and the travel business, it is thought that for new recruits better results will obtain by offering scholarships and awards to training colleges and training establishments in the United Kingdom than by setting up a hotel training course in Gibraltar.

#### 4. Government Participation

##### (i) Ownership or shares in hotels:

Government has no ownership of hotels nor does it participate in the equity of publicly or privately owned organisations.

##### (ii) Financial assistance specifically available (e.g. loans and guarantees):

In 1967 a hotel aid programme was introduced by the Government of Gibraltar. Within certain limits this provides for long term loans on approved projects where the capital value is in excess of £20,000. These are repayable over 20 years. The rate of interest is 5% and there is a moratorium on repayment of principal and interest during the first five year period. Maximum loans are at the rate of 25% of the cost of construction or £500 per bed, whichever is the lower.

##### (iii) Income tax concessions on hotel or other tourist income:

The Development Aid Ordinance (Cap 44), provides that in the case of investments in excess of £25,000 in any one year, a developer is granted relief from income tax up to the amount of capital expenditure

incurred on approved development projects (excluding any loan or other assistance forthcoming either from HMG or the Government of Gibraltar). The Public Health Ordinance also provides for a five-year period of graduated rating relief.

- (iv) Import duty concessions on material and equipment for hotel and other tourist construction:

No special concessions are made on the import of material and equipment for hotels and other tourist construction. Basic building materials are however exempt from payment of duty. Current rate of duty on other imports stands at 10% ad valorem.

- (v) Provision of public funds for publicity purposes:

The 1969 Budget for the Gibraltar Tourist Office - £77,000 - included a sum of £49,000 available for marketing activities and the operation of an Information Centre in London. In 1970 a budget of £83,000 will include £53,000 for such activities.

- (vi) Government expenditure on infra-structure:

The Government of Gibraltar has pursued a consistent policy of improvement to touristic facilities over the past three years. This has been designed to strengthen the appeals of Gibraltar for the resort-stay tourist and has been made possible through the provision of funds from the Colonial Development and Welfare Scheme. The programme has been concentrated upon improvements in the Upper Rock, to beaches, to the construction of promenades and to general beautification works.

## 5. Action Taken During the Current Year

Following a request from the Government of Gibraltar, the Ministry of Overseas Development engaged a London firm of Management Consultants, P.A. International, to make a broad economic study of tourism to Gibraltar and to prepare a phase programme for tourist development.

The work, scheduled to take one year, commenced in July 1969, and will be based upon interviews from 5,000 departing tourists. Information will be provided on who visits Gibraltar, for how long and what are the levels of tourist expenditure. Conclusions on likely growth and the areas in which to concentrate future development will assist Government when considering policy decisions in the field of tourism.

An Interim Report based upon interview work carried out during the summer months was made available at the end of 1969.

Close liaison was established with leading tour operators featuring Gibraltar. A co-operative marketing programme helped achieve a significant increase in the number of inclusive tour holidaymakers. It is estimated that some 9,000 such tourist - 18% of total arrivals in hotels - accounted for

108,000 sleeper nights (46% of the total).

Strong emphasis was given to increasing the number of day excursion visitors both from Morocco and from visiting cruise ships. The results in Morocco were highly satisfactory - a 21% increase - but against the changing pattern of cruise traffic the number of such vessels calling at Gibraltar fell from 150 to 124, leading to a 9% drop in the number of passengers visiting the resort.

In terms of product, there was an increase in the number of beds available to visitors, from 1,122 to 1,446 - close on 30%. These were largely due to the completion on the Eastern littoral of the 'Both Worlds' Holiday Village, a new and attractive development able to provide for the self-catering holidaymaker and to further extensions at the Caleta Palace Hotel.

## 6. Future Plans for the Industry

It is hoped to achieve the level of 2,500 beds set as a target for Gibraltar's tourist industry by 1974. The present availability of labour and the competing pressures upon the construction industry for extensions to a social programme divided mainly between improved housing and further educational facilities, must make for some delay in the completion of the hotel programme from the date originally forecast.

The P.A. Report contends that if growth in sleeper nights could be increased from the present level of 14% per annum to 16% per annum, the net contribution to GDP of the expenditure of tourists staying in hotels would lead to a rate growth in the economy of 5% per annum.

Negotiations are in train with hotel and marina developers for the development of additional facilities for the tourist. One result of the recent development of Gibraltar as a long-stay resort has been a growing disparity between traffic in the peak and off seasons. It is intended to give considerable emphasis to a programme which could stimulate higher levels of traffic during the off-season and so help redress this imbalance.

There is a need to ensure that parallel with the growth in tourist facilities, there is a continuing maintenance of standards and quality of service, thus ensuring satisfaction with the tourist product. Plans for further beautification and improvement are in hand.

# Gilbert and Ellice Islands

The potential for tourism in the islands of this Colony is considered to be both novel and adequate to warrant the creation at an early date of facilities to encourage tourism. The climate is a tropical one, but the heat is not extreme, temperatures being usually in the vicinity of 80 degrees, and the easterly trade winds preventing discomfort. Most people who choose the islands for a holiday have a certain love for the sea, and of the fun and sport which the sea has to offer. These atolls will not disappoint such visitors, offering game fishing outside the reefs, night-time reef fishing with flares, schnorkeling in the lagoons, sailing in outrigger canoes, motor boating and water-skiing, and swimming from the lagoon beaches. The picturesque villages and mission stations all provide interest and variety, and visitors on a flying visit to the islands cannot fail to marvel at their beauty from the air.

## 1. Value and Extent of the Tourist Industry

The value and extent of the tourist industry in these islands is negligible at present, but the administration is exploring every avenue for the increasing of Colony revenues, and at the same time is seeking some form of industry within the territory which will broaden the horizons of the islanders. The development of a small tourist industry is seen as a partial solution to this problem.

## 2. Official Promotional Organisation

A study is in process of the methods used by neighbouring Pacific territories to induce the investment of external capital towards the development of facilities for tourism, and of the manner in which internal organisations are formed and operate for the encouragement of indigenous participation and the improvement and maintenance of standards.

## 3. Internal and Infra-structural Organisation

There is a fully-licenced hotel (23 beds) at Tarawa in the Gilbert Islands, and a full-licenced guest house (12 beds) at Funafuti in the Ellice Islands which provide full accommodation for visitors. It is expected that increased accommodation will be essential at Tarawa within the near future, and preliminary planning is under consideration. In addition there are Government rest houses of local design and construction on each island throughout the Colony, but these are not provided with caretakers and offer little more than camping facilities.

A Colony Government vessel, in co-ordination with the services of the regional airways, operates "air/sea tours" by which visitors to the Gilbert and Ellice Islands may travel one way by sea and the other by air between the Colony and Fiji. Internal travel is available on Government inter-island touring vessels, and between Tarawa and a limited number of outer islands by the internal air service.

The southern arm of Tarawa atoll, an urban area, is in the process of considerable development, and extensions to the over-all electricity

service are expected to be completed in 1970. Passenger travel is provided within the urban area, which covers some 25 miles of atoll rim, by omnibus and lagoon launch services.

#### 4. Government Participation

(i) Ownership or shares in hotels:

Government owns the buildings of the hotel complex at Tarawa, the operation being on lease to a local commercial organisation. Similarly, Government owns the guest house property at Funafuti; the restaurant and bar is leased to a local entrepreneur, but accommodation charges are paid to the office of the District Commissioner; Government is responsible for the maintenance of the fabric and equipment.

(ii) Financial assistance specifically available (e.g., loans and guarantees):

Limited funds are available on approved application to the Agricultural and Industrial Loans Board.

(iii) Income and other concessions on hotel and other tourist income:

Apart from rentals from the hotel and guest house, and indirectly from customs duties on imports and sales of handicrafts, etc., none.

(iv) Import duty concessions on material and equipment for hotel and other tourist construction:

Legislative provision exists for exemptions from customs duties under certain circumstances, and the matter is under further examination.

(v) The provision of public funds for publicity purposes:

Limited funds are available annually within the finances of the Broadcasting and Information Department.

(vi) Government expenditure on infra-structure:

The first phase of the development of an internal air service has been completed, giving a total of five aerodromes within the Colony; improvements and expansions to facilities at the Tarawa aerodrome are currently being carried out; it is planned that further aerodromes be constructed at outer islands, but such developments and the speed with which they are implemented will depend upon the viability of and the demand for the internal air service.

#### 5. Action Taken During the Current Year

A Report received subsequent to a Socio-Economic Survey in the

Colony during 1968, while admitting the existence of a tourism potential, recorded the opinion that in the light of existing inter-territorial communications, the Colony should not itself invest funds in tourism, but should endeavour to induce the investment of capital, from elsewhere, in the promotion of the industry in these islands and atolls. The recommendations contained in the Report have been accepted, and during the current year some consideration has been given to the preparation of legislation aimed at the encouragement of investors with interests in hotels and tourism development in general, and to the establishment of a minimal infra-structure, under Government control, possibly in the form of a "tourism bureau", further to encourage and guide the industry - and to this end a senior Government officer undertook a study-tour in Fiji and Western Samoa. A number of organisations with existing interests in tourism, travel and hotels in the south Pacific have displayed interest in conditions and circumstances in the Colony.

While the present limitations on inter-territorial air travel remain the principal obstruction to developments, the regional airline, Fiji Airways Limited, has long had an application before the Civil Aeronautics Bureau at Washington, D.C., for authority to extend its present services beyond Tarawa to Majuro in the Marshall Islands (the Trust Territories of the Pacific Islands) - the gains, not only to the Gilbert and Ellice Islands Colony but also to other territories in the south Pacific, from the closing of the Tarawa Majuro "air gap", are obvious; at the same time, it is understood that Air Micronesia, a subsidiary of Continental Airlines (USA), may have an interest in extending their Hawai'i-Majuro-Guam services southwards to/through the Gilbert and Ellice Islands. Air Micronesia, however, utilizes aircraft for which the coral aerodromes in the Colony may not at present be suitable. Plans for improvements to the aerodrome at Bonriki (Tarawa) are currently being implemented which might well effect this situation in due course.

## 6. Future Plans for the Industry

The atolls and reef islands of the Colony are small and widely separated, forming a chain exceeding 1,000 miles in length. The distances between islands, and the distance of the two main groups from the nearest international aerodrome are a limitation to their tourist potential. The Colony cannot expect to attract tourists in any numbers until it is on a "through" air route, and in this connection the regional air carrier has had application, for some time, before the United States Civil Aeronautics Bureau for extension of its weekly service, between Fiji and the Gilbert Islands, to the United States Trust Territories to the north, from which place, tourists would have airlines connection with the Far East and the American continent.



# Grenada

The tourist industry in Grenada is in its infancy but real potential for the industry lies in the development of Carriacou in the Grenadines. With its pleasing climate, excellent beaches, attractive scenery and considerable potential for the development of yachting facilities the prospects for the tourist industry are good as soon as the airstrip at present planned, is built.

## 1. Value and Extent of the Tourist Industry

Number of tourist arrivals,	1966 :	18,135
	1967 :	20,549
	1968 :	not available
Receipts from visitors,	1966 :	4.51 million
	1967 :	6.95 million
	1968 :	not available

The average length of stay is 10.4 days.

Grenada is served by Leeward Islands Air Transport from Puerto Rico through the Leeward and Windward Islands, Trinidad and Tobago; by Caribair from Puerto Rico; by BWIA from New York and Miami; BOAC from London, Bermuda and New York, and by Air Canada from Montreal and Toronto with connections at Barbados or Trinidad. The flying time from Barbados or Trinidad is 35 or 45 minutes by LIAT or Caribair.

Limited passenger services by sea are available from London, New York, Miami and Montreal. West Indies shipping services call at Grenada fortnightly.

## 2. Official Promotional Organisation

There is a small Tourist Board on the island, but this is used primarily for tourist promotion such as advertising, publicity etc.

## 3. Internal and Infra-structural Organisation

There are nine resort hotels in Grenada, the largest has 60 rooms, and others range from 12 to 30 rooms. Most of them are owner managed. The average occupancy rate for the year 1965 was between 55% and 60%, which is quite high by Caribbean standards.

## 4. Government Participation

(i) Ownership or shares in hotels:

None.

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\* Information unrevised since June, 1968, as further information on Grenada was not available at time of publication.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

None.

(iii) Income tax and other concessions on hotel income:

The Hotels Aid Ordinance encourages the hotel industry in Grenada by granting relief in respect of customs duties, income tax and real property tax to persons who expend moneys upon construction and equipment of hotels.

(iv) Import duty concessions on material and equipment for hotels or other tourist construction:

See (iii) above.

(v) Provision of public funds for publicity purposes:

The Tourist Board in the island is granted approximately \$35,000 per annum by the Government, part of which is used for promotional purposes.

(vi) Government expenditure on infra-structure:

Government participates indirectly by the provision of roads etc. and the installation of electricity and other services.

5. Action Taken During the Current Year

Not available at time of publication.

6. Future Plans for the Tourist Industry

Not available at time of publication.

# Hong Kong

Hong Kong's tourist potential depends upon its many attractions. First, Hong Kong is known throughout the world for the advantages it has to offer to those who wish to shop. Also, it enjoys one of the finest and most exciting harbours in the world. Scenically, the Island of Hong Kong and the New Territories are exceptionally beautiful. The population of Hong Kong is one of its main attractions in as much as the population is essentially international and cosmopolitan in character. Climatically, Hong Kong enjoys a warm climate.

## 1. Value and Extent of Tourist Industry

Number of tourist arrivals, (excluding service personnel and servicemen arriving on rest and recreation)	1967	:	527,635
	1968	:	618,410
	1969	:	765,213
Foreign exchanges receipts, (excluding fares)	1967	:	52,377,748
	1968	:	66,813,814
	1969	:	87,250,034

As a percentage of total foreign exchange receipts,  
(export and re-export)

1967	:	8.77%
1968	:	9.19%
1969	:	9.62%

## 2. Official Promotional Organisation

Hong Kong Tourist Association - a statutory body created by Government ordinance in 1957. It is an independent organisation representative of all sections of the industry and appointed by the Government as the official tourist body.

The Hong Kong Tourist Association is responsible to H.E. The Governor. The Association's affairs are governed by a Board of Management consisting of eleven members. Six members are selected by H.E. The Governor and five members are recommended to represent:

- a. International Carriers by Sea
- b. International Carriers by Air
- c. Hotels
- d. Recognised Travel Agents
- e. Tourist Agents

The objects of the Association are:-

- a. To endeavour to increase the number of visitors to the Colony.
- b. To further the development of the Colony as a holiday resort.

- c. To promote the improvement of facilities for visitors.
- d. To secure overseas publicity for the tourist attractions of the Colony.
- e. To co-ordinate the activities of persons providing services for visitors to the Colony.
- f. To make recommendations to and advise the Governor in relation to any measures which may be taken to further any of the foregoing matters.

There are offices of the Hong Kong Tourist Association in the United Kingdom, Geneva, Canada, Australia, the United States and Japan.

The Association is a member of the International Union of Official Travel Organisations, the Pacific Area Travel Association, the East Asia Travel Association and the American Society of Travel Agents and represents Hong Kong at any of the meetings of these associations.

### 3. Internal and Infra-structural Organisation

The headquarters of the Association is in the Central District on Hong Kong Island. Three information offices have been established to assist and advise visitors in the Colony.

The Association had a membership of 699 in 1968 and 823 in 1969. Full members who are entitled to vote at the Annual General Meeting of the Association are drawn from organisations who are active in the travel business in five categories, namely: airlines, shipping lines, hotels, travel agents and tour operators. Associate members are drawn from other organisations with interests in tourism. These members do not have the right to vote on Association affairs. The annual subscription for both types of membership is \$ 250 or approximately £17. Only members of the Association are entitled to advertise in the Association's publications and to receive the benefits of the Association's decal, membership signs and recommendation by its staff.

The system of affiliated guides has been set up by the Hong Kong Tourist Association. Tour operators who are members are obliged to use only those guides who have passed exams set by the Association. In this way a high standard of guiding is ensured.

Within Hong Kong, the Association is represented on the Air Advisory Board, the Airport Facilitation Committee, the Airport Terminal Planning Board and the Trade Development Council. In addition, it is frequently called upon to take part in other ad hoc committees set up from time to time to deal with various matters impinging on the tourist industry.

The Association also assembles and disseminates detailed statistics of all visitors to Hong Kong and from time to time undertakes technical surveys to establish the position of the tourist industry in the local economy and to investigate various potential tourism development projects so that potential investors may have accurate technical information on such subjects.

Internal public relations is undertaken to inform citizens of Hong Kong of the importance of the tourist industry in their daily lives and to canvass support for the Association and its activities.

The number of hotels catering for tourists in 1969 was 39 with a total of 7,643 rooms. All hotels are privately owned and there is no star rating system. With effect from July 1966, Government has imposed a 2% accomodation tax on occupied rooms.

Excluding charter flights and armed service planes, Hong Kong during 1967 was served by 14,936 flights operated by 27 international airlines on scheduled services of which Cathay Pacific Airways, a privately-owned company with its headquarters in Hong Kong, operated the most frequent service. A total of 273 passenger ships called during the same period.

#### 4. Government Participation

(i) Ownership or shares in hotels:

None.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

None.

(iii) Income tax and other concessions on hotel income:

None.

(iv) Import duty concessions on material and equipment for hotel and other tourist construction:

None.

(v) Provision of public funds for publicity purposes:

The Hong Kong Tourist Association receives an annual subvention from Government. To this figure is added a nominal revenue from membership subscriptions amounting to 3.02% of the total subvention in 1969/70. Funds provided by Government amounted to:

1967 - 8	£357,143
1968 - 9	£397,959
1969 - 70	£453,608

#### 5. Action Taken During the Current Year

The scope of the work undertaken by the Hong Kong Tourist Association again expanded during 1969. This was particularly noticeable as a result of the conclusion of an arrangement with Cathay Pacific Airways whereby the Hong Kong Tourist Association will have marketing representation in Western and Southern Australia, Malaysia, Singapore, Indonesia, the Philippines, Thailand, South Korea and South Vietnam.

Hong Kong was the host for two important conferences in the field of the travel industry: a research seminar under the auspices of the Pacific Area Travel Association, and the Annual Conference of UFTAA (Universal Federation of Travel Agents' Associations).

The marketing activities of the Tourist Association included:-

- (a) research and survey work covering the airfare structure to and within the Pacific;
- (b) a viability survey on an Oceanarium;
- (c) a viability survey on the development of a Convention and Exhibition complex;
- (d) expansion of the survey on visitor arrivals.

Films, to be used specifically for television and special sales promotion, were produced with commentaries in English and Japanese.

In the field of public relations, much work was done to contact students overseas who play a very practical role in publicising Hong Kong. Also many lectures were given to students, colleges and undergraduates at the Universities of Hong Kong on the subject of tourism and its many facets.

In the work of publicity, considerable assistance was given to authors and publishers of a number of books which will be produced in 1970 and these will include the Golden Guide to Hong Kong.

#### 6. Future Plans for the Industry

- a. Research.
- b. Improvement and development of existing facilities.
- c. Promotional development in new markets.
- d. Exploratory work on development of special projects.
- e. Overseas representation.

# Montserrat

The tourist potential of Montserrat lies in its rare qualities of peace and tranquility and the considerable beauty of its mountainous scenery. Its natural attractions include the Great Alps Waterfall and the boiling springs at the Soufriere together with facilities for swimming, sailing, fishing, golf and tennis.

## 1. Value and Extent of the Tourist Industry

Number of tourist arrivals: 1967: 7,000  
1968: 7,000 (est.)  
1969: 8,000 (est.)

Foreign exchange receipts from tourism,

1968: EC\$1.5 million  
1969: not available

## 2. Official Promotion Organisation

The Tourist Board. This is a voluntary organisation appointed by Government and includes among its members representatives from the airlines, real estate development and commercial business houses. Promotional activities include the production and distribution of a film on Montserrat, television interview in Canada, and other overseas promotion through the Caribbean Travel Association in New York and by publicising the Territory as a holiday resort in some leading magazines.

## 3. Internal and Infra-structural Organisation

There are four classified hotels (24 single Cottages, 15 double cottages, 16 double rooms, 20 single rooms, 5 self-contained units and two guest houses). Furnished houses and cottages are also available for rental.

## 4. Government Participation

(i) Ownership or shares in hotels:

None.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

None.

(iii) Income tax and other concessions on hotel income:

Under the Hotels Aid Ordinance, 1954, provision is made for exemption from Customs Duty on construction materials and equipment and allows for tax exemption for the first five years and for write-off of capital expenditure against profits in any 5 of the succeeding 8 years.

- (iv) Import duty concessions on material and equipment for hotel or other tourist construction:

The Development Incentives Ordinance, 1964 also encourages the establishment, conduct and expansion of any development enterprise in the Territory, by providing exemption from Customs Duty on articles imported for the construction, alteration, reconstruction or extension of the development premises or the equipment for such premises. It also grants exemption from Income Tax or Company Tax for a period of 7 years.

- (v) Provision of public funds for publicity purposes:

Government finances the Tourist Advisory Board which is responsible for promotional publicity. To boost promotional publicity in the field of tourism the sum of \$29,000 in 1968 was provided.

- (vi) Government expenditure in infra-structure:

The only airstrip has recently been resurfaced, widened and slightly lengthened to provide adequate accommodation for the Avro 748 and larger aircraft. Consideration is being given to the provision of deep water berthing to facilitate cruise ships, and an accompanying yacht marina to provide shelter for pleasure craft and yachts.

## 5. Action Taken During Current Year

Montserrat continued to participate in the Association of Tourist Boards of the Eastern Caribbean with representation in Canada, the United Kingdom and the United States. In an effort to expand its promotional activities, Montserrat also took part in the Grenada 1969 Exposition held from 5 April, 1969 to 31 May, 1969. A special supplement on Montserrat in the UK Financial Times of 19 November, 1969, was another special feature to arouse tourist and other investment interests in the island. This feature evoked very good response from Europe as well as North America.

A new and larger Terminal Building has been completed with the assistance of funds provided by the Canadian Government, and plans for the construction of a deep water harbour were, and still are, under consideration.

## 6. Future Plans for the Tourist Industry

The aspect of tourism on which the Government has concentrated so far, embraces retirees from North America and the United Kingdom. With the assistance of small Commonwealth Development and Welfare grants, the Government's efforts in the promotion of this aspect of tourism has been very successful. It has given rise to real estate and building activities which have opened up avenues of employment for indigenous as well as for expatriate residents; it has enriched the local society, in that it has attracted useful retiree citizens from the UK, Canada and the United States who have settled Montserrat. It has had a beneficial impact on the economy of the island. This phase (referred to as Phase I in this text) - of tourism is now developing on its own momentum; and the Government now wishes to



turn its attention to the other phase (Phase II) of tourism - that is, attraction of the usual pleasure-seeking, sight-seeing crowds. In this new venture, it is felt that with a professionally conceived Plan, Montserrat would be able to derive, from Phase II, benefits economically comparable to those hitherto derived from Phase I. The Zinder Report, "The Future of Tourism in the Eastern Caribbean", holds out this same hope for Montserrat, in stronger and more professional terms.

It is recognised, however, that expert or experienced advice is necessary in the Government's approach to Phase II. Consequently, application has been made to the British Government under Technical Assistance, for a suitable person to direct the production of comprehensive Plan for the development of Phase II; to initiate the implementation of the Plan and to give a three month period of training to the Secretary of the Tourist Board. Meanwhile, the Tourist Board has been provided with a more convenient office, promotional advertising has been stepped up, a new Tourist Board appointed, negotiations are being pursued with a view to enabling Holiday Inns to build an eighty-room hotel there, and proposals for harbour redevelopment are being considered.

# New Hebrides.

The tourist potential of the New Hebrides lies in the attraction of its tropical island scenery including an easily accessible active volcano on Tanna; pleasant beaches and facilities for sailing, fishing, and snorkeling; an excellent climate; its unique atmosphere as an Anglo-French Condominium and the hospitality and friendliness of its peoples.

## 1. Value and Extent of Tourist Industry

Number of visitors: 1968: 1,198 (plus 5,224 Cruise ship passengers)  
1969: 1,722 (plus 1,100 Cruise ship passengers)

The majority of visitors are from Australia, New Zealand and the United States of America. The average stay is one week.

## 2. Official Promotional Organisation

The Chamber of Commerce, Vila, with financial assistance from the Joint Administration undertakes a tourist promotion programme.

## 3. Internal and Infra-structural Organisation

There are three hotels in Vila, the capital on Efate Island, one of which was opened in September 1969 and offers accommodation and cuisine up to international standards. There is one hotel at Luganville, Santo, and a recently opened establishment at Hog Harbour, Santo. The total number of hotel beds available is 312.

## 4. Government Participation

(i) Ownership or shares in hotels:

None.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

None.

(iii) Income tax and other concessions on hotel income:

There is neither income nor company nor profits taxes in the New Hebrides.

(iv) Import duty concessions on material and equipment for hotel and other tourist construction:

Duty free concessions on building materials and equipment.

(v) Provision of public funds for publicity purposes:

As mentioned above, the Joint Administration subsidises in full the cost of the Chamber of Commerce's tourist publicity programme.

(vi) Government expenditure on infra-structure:

During 1969 the re-surfacing of Bauerfield aerodrome was commenced and on completion of this project the airfield will be suitable for the operation of medium-size jet aircraft. In June 1969 construction was commenced on a new deep water wharf at Vila which will be capable of accommodating cruise ships of the largest size.

5. Action Taken During the Current Year

Not available at time of publication.

6. Future Plans for the Industry

The Joint Administration is aware of the future potential of the tourist industry in the New Hebrides and has under consideration various measures to improve and develop the existing facilities.

## St. Kitts-Nevis-Anguilla

The tourist potential of these islands lies in the sites of considerable historical interest, palm fringed beaches backed by mountain peaks and miles of the finest white sand beaches. Of all the Leeward and Windward Islands they are the nearest to North America and Puerto Rico, which many visitors use as their starting points for visits further south and east..

### 1. Value and Extent of the Tourist Industry

Number of tourist arrivals,	1966 :	13,689
	1967 :	15,193
	1968 :	not available

Extimated expenditure by visitors,	1966 :	\$1.75 million
	1967 :	\$2.00 million
	1968 :	not available

The state of St. Kitts, Nevis, Anguilla is served by LIAT which connects with international airlines at Antigua and San Juan, Puerto Rico. Other airlines which serve St. Kitts are CARIBAIR which operates a daily schedule, and WINAIR which runs six flights a week, and ALM with one flight weekly.

### 2. Official Promotional Organisation

There is a Tourist Board which is constituted on a representative basis. The function of the Board is primarily to advise Government on all aspects of tourism.

### 3. Internal and Infra-structural Organisation

Visitors usually stay at hotels which operate on the American plan (AP) i.e. rates include all meals. There are 210 hotels rooms in the three island State with a total of 380 beds (June, 1968).

### 4. Government Participation

(i) Ownership or shares in hotels:

None.

(ii) Financial assistance specifically available (e.g. loans and guarantees):

None.

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\* Information unrevised since June, 1968, as further information on St. Kitts-Nevis-Anguilla was not available at time of publication.

(iii) Income tax and other concessions on hotel income:

Under the Hotel Aid Ordinance, a hotel of ten rooms is able to import all building materials and articles of hotel equipment free of customs duty and pier dues, and enjoys a tax holiday for a period of five years. A hotel of thirty rooms and over gets in addition to duty free importation of building materials and equipment, a tax holiday of ten years.

(iv) Provision of public funds for publicity purposes:

A modest allocation is provided.

(v) Government expenditure on infra-structure:

None.

5. Action Taken During the Current Year

Not available at time of publication.

6. Future Plans for the Tourist Industry

A development plan has recently been prepared which includes:

- (a) extension of Golden Rock Airport to take medium range jet aircraft.
- (b) development of an 850 acre estate (Frigate Bay). Golf course, hotels, housing, marina etc., are provided for.
- (c) a road to the southeast peninsular which is ideal for tourist development.
- (d) water improvement; and
- (e) deep water harbour.

## St. Lucia

The tourist potential of St. Lucia lies in its superb beaches and fine tropical scenery.

### 1. Value and Extent of the Tourist Industry

Number of tourist arrivals,	1966 :	14,512
	1967 :	16,437
	1968 :	not available

Estimated expenditure by visitors,	1966 :	\$5625,079.00
	1967 :	\$7128,145.50
	1968 :	not available

British West Indian Airways and/or Leeward Islands Air Transport, based in Trinidad and Antigua respectively, call at St. Lucia daily, and link this territory with the other islands in the Caribbean. Direct connections to the United States and Canada can be made from St. Lucia over Barbados or Antigua.

Caribair, calls at St. Lucia daily, providing direct flights to and from San Juan. ALM, which is based in Curacao, calls at St. Lucia once per week, after which the flight returns to Curacao. Pan American and Air France, both international airlines call at Martinique, which is one short hop from St. Lucia.

### 2. Official Promotional Organisation

The St. Lucia Tourist Board is concerned with promotional development and publicity. It is an active and energetic body, and operates with a grant from Government which was \$60,000.00 in 1966, and \$80,000.00 in 1967 and 1968.

### 3. Internal and Infra-structural Organisation

The majority of visitors to St. Lucia stay in hotels where there are 254 beds (June, 1969).

### 4. Government Participation

(i) Ownership or shares in hotels:  
None.

(ii) Financial assistance specifically available (e.g. loans and guarantees):  
None.

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\* Information unrevised since June, 1968, as further information on St. Lucia was not available at time of publication.

- (iii) Income tax and other concessions on hotel income:  
The Development Incentives Ordinance provides for the granting of certain relief from income tax to companies in development enterprises, which includes the construction etc., of hotels and other tourist accommodation.
- (iv) Import duty concessions on materials and equipment for hotels or other tourist construction:  
Special concessions are allowed in connection with the hotels industry under the Hotel Aid Ordinance, for the importation of certain building materials and articles of hotel equipment free from customs duties.
- (v) Provision of public funds for publicity purposes:  
\$80,000.00 was granted to the tourist board in 1967.
- (vi) Government expenditure in infra-structure:  
None.

5. Action Taken During the Current Year

Not available at time of publication.

6. Future Plans for the Tourist Industry

Improvements have been done to the runway at Vigie Airport, and plans for the reconstruction of the terminal building are on the way. The development plan also proposed that one of the runways at Beane Field airport be lengthened to 8,000 feet, and subsequently resurfaced so as to provide overall runway length and strength for the largest jet aircraft.

## St. Vincent

The prospects for tourist development in St. Vincent and particularly in the Grenadines are excellent. The Grenadines form a unique feature of the Eastern Caribbean area, a string of small islands of great beauty, ideal for all forms of sailing, fishing and swimming with a plentiful supply of beaches and excellent climate. On the main island of St. Vincent there is a much less plentiful supply of good beaches, but no shortage of potential hotel sites in areas of great beauty.

### 1. Value and Extent of the Tourist Industry

Number of tourist arrivals,	1966:	6,210
	1967:	7,242
	1968:	not available
Estimated expenditure by visitors,	1966:	\$2.03 million
	1967:	not available
	1968:	not available

St. Vincent is served by British West Indian Airways from New York and Miami, and throughout the entire Caribbean by Leeward Islands Air Transport under contract with B.W.I.A., by Caribair, by BOAC from London with connections at Barbados, Antigua or Trinidad, and by Air Canada from Montreal or Toronto with similar connections.

### 2. Official Promotional Organisation

There is a small Tourist Board on the island, but this is used primarily for tourist promotion such as advertising, publicity etc. The Board is represented overseas by agents situated in New York, London and Toronto.

### 3. Internal and Infra-structural Organisation

There are 21 hotels in St. Vincent and the Grenadines, and one guest house. Altogether there is a total of 449 beds. All of the hotels are small, none has more than 20 rooms. (These figures relate to 1968).

### 4. Government Participation

- (i) Ownership or shares in hotels:  
None
- (ii) Financial assistance specifically available  
(e.g. loans or guarantees):  
None
- (iii) Income tax and other concessions on hotel income:

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\*Information unrevised since June, 1968, as further information on St. Vincent was not available at time of publication.



There is a Hotel Aids Ordinance providing for a relief from Income Tax.

- (iv) Import duty concessions on material and equipment for hotel or other tourist construction:  
Concessions are given on material and equipment for the construction and equipment of new hotels or other tourist accommodation.
- (v) Provision of public funds for publicity purposes:  
Government provides funds for the small Tourist Board.
- (vi) Government expenditure on infra-structure:  
Government provides public services essential for hotel development such as electricity, water, telephones and roads.

5. Action Taken During the Current Year

Not available at time of publication.

6. Future Plans for the Tourist Industry

The 1966-70 Development Plan makes provision for the reconstitution of the Tourist Board as a statutory board, for strengthening its finances and staff, and for representation abroad. The Development Plan also proposes that tourist development should concentrate on attracting the cruise ship business. A recommendation is also included in the Development Plan for expenditure of \$ 900,000.00 for a surfaced runway in Bequia, as well as \$ 300,000.00 for an airstrip on Union Island, and \$ 300,000.00 for a similar facility on Canouan Island. Recently an airstrip has been licensed on Prune Island in the Southern Grenadines.

# Seychelles

The principal tourist attractions of Seychelles are its unique scenery; magnificent beaches and bays around the main island, Mahe, and the nearby smaller islands, offering opportunities for goggling, skin-diving, sailing and other activities; tropical but healthy climate; and unspoilt character.

## 1. Value and Extent of the Tourist Industry

Number of tourist arrivals,	1966: 529
	1967: 771
	1968: 1059
	1969: 1029

Of the total in 1969, about 70% came from Commonwealth countries.

Foreign exchange receipts from tourism,	1968: £93,000 (approx)
	1969: £96,500 (approx)

As percentage of the Colony's Revenue,	1968: 9.1%
	1969: 6.8%

Because of the remoteness of Seychelles nearly all tourists arrive intending to spend their holiday in the Colony and do not go on elsewhere. The only present means of communications is by sea, approximately three sailings per month between Mombasa and Bombay.

## 2. Official Promotion Organisation

There is a small Tourism Section within the Department of Tourism, Information and Broadcasting.

The Seychelles Government maintains two official representatives overseas - one in Mombasa and the other in London.

## 3. Internal and Infra-structural Organisation

There are at present four hotels with 124 beds on Mahe, and one hotel with 14 beds on Praslin, the second largest island, 26 miles from Mahe.

## 4. Government Participation

### (i) Ownership or shares in hotels:

None, though under consideration.

### (ii) Financial assistance specifically available (e.g. loans and guarantees):

The Seychelles Government, through its Tourist Loans Advisory Committee, offers small low-interest loans for the development of tourist

amenities. Other incentives are under consideration. A Tourist Development Corporation is to be established in the near future.

(iii) Income tax and other concessions on hotel income:

Company tax levied at 35% flat rate of taxable income, with losses carried forward indefinitely. Personal income tax and other revenue measures are currently under review. Substantial depreciation allowances expressed as a percentage of capital outlay on hotels generally are deductible from taxable profits. An investment allowance on hotels and equipment is under consideration.

(iv) Import duty on material and equipment for hotel or other tourist construction:

Virtually all building materials and all hotel equipment, fittings and furnishings are admitted free of all import duty. This applies also to restaurants and reputable bars.

(v) Provision of public funds for publicity purposes:

Substantial funds for tourism marketing are expected to be made available under the Development Plan.

(vi) Government expenditure on infra-structure:

Development Plans include large capital sums for electricity supplies and roads and on water schemes scheduled for completion by 1981.

## 5. Action Taken During the Current Year

In 1969, a tourist consultant visited the Colony sponsored by the Ministry of Overseas Development. The Tourism White Paper arose out of his report and, in early 1970, a tourist adviser joined the Government. An office to deal with tourism, planning and development has been established. The injection of substantial economic aid expected in 1970 will require some administrative re-arrangement to deal with the executive and marketing side of tourism.

## 6. Future Plans for the Industry

The Seychelles Government White Paper on Tourism Development in Seychelles, issued in late 1969, forecast an increase of visitor arrivals per year from the present 1,000 odd to 10,000 in 1972 and 30,000 in 1975 with an expectancy of around 150,000 by the year 1986. Several 300-bed hotels are under construction and envisaged and three will be completed between mid- and the end of 1972.

This increased traffic is expected to arise from the completion of the international airport in 1971. In the meantime, an interim air service to and from Mombasa, using small aircraft landing on part of the new airport,

is being introduced in April, 1970.

The growth in tourists and the necessity to increase the required allied facilities has resulted in the decision to reclaim 80 acres of land immediately abutting the present main township Victoria together with an adjacent new port area capable of accommodation deep-water vessels up to a length of 850 feet.

The scheme is expected to be completed in late 1971 and the new town area will consist of shops, cafes, restaurants, theatre/cinema, offices and precincts all devoted to creating an attractive tropical garden city complex.

# Tonga

Tourist potential of Tonga lies in the friendliness of Tongans, fishing, unique tourist attractions such as Ha'amonga Trilithon and the Royal Palace.

## 1. Value and Extent of the Tourist Industry

The number of tourist arrivals in 1967 was 15,923. 1,683 of these arrived by air; the remaining 14,240 arrived by sea. Estimated expenditures by tourists (excluding fares) was T\$ 240,000. Air passengers accounted for about T\$ 150,000 of this figure, while ship passengers accounted for about T\$ 90,000.

Foreign exchange receipts from tourism come to about 7% of total foreign exchange earnings.

## 2. Official Promotional Organisation

The Tonga Visitors Bureau consists of a bureau staff whose main objectives are to provide information and publicity on Tonga to travel agents, press, and other interested parties. At present, there is no advertising budget allotted by government for the Bureau, but it is probable that a budget will be allotted in the near future.

No liaison exists between the Bureau and the private sector of the tourist industry, although the Bureau publicizes private interests connected with tourism.

## 3. Internal and Infra-structural Organisation

There is no association or organisation representing the private sector.

## 4. Government Participation

### (i) Ownership or shares in hotels:

The International Dateline Hotel, Tonga's only resort hotel, is wholly government-owned.

### (ii) Financial assistance specifically available (e.g. loans and guarantees):

None.

### (iii) Income tax and other concessions on hotel or other tourist income:

There is an income tax concession on Dateline Hotel income.

### (iv) Import duty concessions on material and equipment:

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\*Information unrevised since June, 1968, as further information on Tonga is not available at time of publication.

There are import duty concessions on material and equipment for Dateline Hotel.

- (v) Provision of public funds for publicity purposes :

There are very limited provisions of public funds for publicity purposes.

5. Future Plans for the Industry

Not available at time of publication.

6. Future Plans for the Tourist Industry

Short range plans include operation of an internal airline service, and the building of a Tongan village and garden in Nuku'alofa. Long range plans include the development of a tourist industry for the northern island group of Vava'u.

# Turks & Caicos Islands

The tourist potential of these islands depends on the excellent climate, superb beaches, crystal clear sea and abundance of fish. Facilities for diving are exceptional, due to the clarity of the sea and the extent of reefs and ancient wrecks. All the major islands have good air-strips, two of which have refuelling facilities and South Caicos has a good natural harbour for yachts. The islands abound in unspoilt natural beauty.

## 1. Value and Extent of the Tourist Industry

The tourist industry is in its infancy but there are now small hotels on Providenciales, South Caicos and Grand Turk and new hotels are due to be started in 1970 on North and East Caicos. There are signs that tourism will become a major industry within the next five years. Already small numbers of tourists are visiting the islands from the United States, Canada, England and Scandinavia. They come mostly by air either by scheduled Bahamas Airways flights or by private plane and a few by yacht. Two internal airlines provide frequent services between the islands.

## 2. Official Promotional Organisation

A Planning and Development Authority with a full-time Secretary, who is the Government Development Officer, answers enquiries and will issue a publicity brochure as soon as more hotel bedrooms become available.

## 3. Internal and Infra-structural Organisation

There are now three hotels operating in the Islands with accommodation for 32 visitors. An additional 110 beds should be finished by the end of 1970 and a further 150 beds by the end of 1971. Grand Turk and South Caicos have paved airfields of 5,500 and 6,500 ft. respectively with Customs and Immigration facilities. There is a 4,500 ft. gravel strip with Customs and Immigration facilities on Providenciales and 3,000 ft. gravel strips on North Caicos and Middle Caicos.

## 4. Government Participation

- (i) Ownership or shares in hotels:  
None.
- (ii) Financial assistance available:  
None.
- (iii) Income tax and other concessions on hotel income:  
There is no income tax in the Islands.
- (iv) Import duty concessions on materials and equipment for

hotel and other tourist construction:

Under a Hotels Aid Law materials and many items of equipment are exempt from duty. Plant and machinery for hotel construction are also exempt from duty.

(v) Provision of public funds for publicity purposes:

None until the industry develops more.

(vi) Government expenditure on infra-structure:

The territory is Grant-aided by the British Government and has very limited resources. Capital development is being undertaken in the form of roads and airfields on islands where no private development projects are yet established. Wherever possible infra-structure is provided by private developers in payment for Crown land.

#### 5. Action Taken During the Current Year

Agreements have been signed with six Development Companies for the construction of an additional 340 hotel beds and negotiations begun with five more companies for large-scale tourist development including a jet airstrip, marinas, shopping centres and large-scale residential development.

#### 6. Future Plans for the Industry

An expert investigation is in progress to advise on a future overall plan. Meanwhile a survey is about to begin for a protected harbour in South Caicos and a deep-water harbour in West Caicos and agreements are about to be signed with two companies willing to undertake construction. A causeway is being designed to link South Caicos with East Caicos and later to link East, Middle and North Caicos.