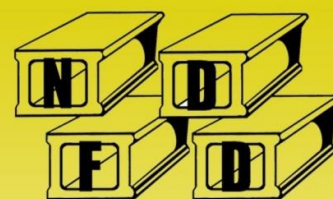


National Development Foundation of Dominica Ltd
presents



Building Dominica

NEWSLETTER
VOL. 5

TOURISM:
Waitukubuli's
Ideal Sector

Triple B

BUSINESSES BUILDING BLOCK



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By: Shara Walsh

Member - Newsletter Committee

Tourism: An Ideal Sector for Waitukubuli

"Isle of Beauty, Isle of Splendour, Isle to all so sweet and fair,
All must surely gaze in wonder, At thy gifts so rich and rare,
Rivers, valleys, hills and mountains, All these gifts we do extol,
Healthy lands so like all fountains, Giving cheer that warms the soul"

Are you a nature lover or want to experience a diver's dream or craving a taste of our tropical delicacies? Well, look no further. The Nature Isle, unlike any other Caribbean destination is the ideal place when booking a travel experience. With her immaculate beauty, alpine mountains, volcanic peaks, boiling waters and underwater champagne springs, Waitukubuli is surely her name.

Our country Dominica is often unknown to most and mistaken with the Dominican Republic by many. However, the Commonwealth of Dominica does exist on the map and we are a small independent island nation, with approximately 75,000 people, located in the West Indies between the French islands of Guadeloupe and Martinique. Whatever we lack in size, we certainly make up for with our rich soil, mountainous landscape, celebrations of music, art and flowers, and not forgetting our warm and welcoming people.

The Tourism Industry in Dominica has evolved over the past years since the Government of Dominica has seen this industry as an important economic activity to boost the country's wellbeing. As a result, they have made significant improvements to several unique natural sites around the island by transforming them into scenic tourist attractions.

Not only has the Government played their role but local business men and women have taken this opportunity to enhance natural features, build infrastructures such as bed & breakfast, villas, guesthouses, resorts, restaurants & bars etc to facilitate tourism development. Tourism is now generally recognized as one of the largest industries in the world, being one of the most significant sources of employment, and contributor to a Nation's Gross Domestic Product (GDP).

Like any other occupation, a career within the Tourism sector may just put a smile on your face, foster networking, improve your product and ultimately increase the figures in your bank account. According to the Former Tourism and Legal Affairs Minister Ian Douglas, "every community in Dominica has a unique feature that can be enhanced, that can be developed and can be placed on the table as a tourism site." So, with an effort to create employment and to become self-sustainable, why not explore a career in any of the fields below?

- Transportation (Taxi Operators)
- Accommodation (Guesthouse, Bed & Breakfast, Resorts etc)
- Eating and Drinking Establishment (Restaurants & Bar)
- Retail Shops
- Entertainment (Cultural Groups etc)
- Craft person
- Tour guides



<https://www.facebook.com/NDFD.LTD/>

A country being blessed with an abundance of unique and desired natural resources like Dominica, I can only believe that it is our duty to utilize these resources to the best of our ability.

Tourism may not be your 'thing' but in this new era, Tourism is everybody's business.

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By: **Mrs. Kathleen Cuffy - Jno Jules**
Product Promotions Manager
Discover Dominica Authority



DDA continues to market the destination in locations such as the United States, French West Indies and Europe; much of DDA's resources are also placed on ensuring that the destination meets visitors' expectation in terms of the tourism product & services. Consequently, the destination receives approximately 75,000 stayover visitors annually and approximately 250,000 cruise visitors.

Currently major projects with the aim of improving the overall tourism product offerings and the ability for the island to compete with other Caribbean destinations are being undertaken. The construction of three (3) major hotel plants in the north of the island is expected to enhance Dominica's export ready hotel room stock. These newly built hotels will greatly complement Dominica's natural attractions and eco-friendly environment and bring onboard well known international brand names such as Kempinski and Marriott. These quality international brands will improve on the Dominica's awareness and develop the Tourism product to world class standards.

Recognizing the importance of maintaining quality standards in the tourism sector, the Government of Dominica established a Special Loan Facility at the AID Bank, targeting hotels and restaurants. The facility will provide loans to the hotel and restaurant sector for expansion and upgrade. The establishment of the said facility is expected to enhance the quality of guest rooms and food establishments on island. DDA envisages approximately 20% increase in the number of export ready rooms on island by 2020.

Other initiatives being undertaken by Tourism in order to improve the overall quality of Dominica's tourism product includes series of short term training which targets various tourism service providers to ultimately improve on their interactions with visitors which will impact positively on their experiences while on the island; so as to increase arrivals and expenditure.

The daily cleanup of the City of Roseau is another great initiative by the Ministry of Tourism as it is expected to improve visitors' experiences on the island. The cleanliness of the City has always come to the fore of visitors review. It is envisaged that the campaign will uplift the face of the City.

Discover Dominica Authority (DDA) is committed to the sustainable development of the Dominica's tourism industry and will continue to undertake projects which will impact the economy positively. DDA will continue to work closely with all tourism stakeholders, recognizing the critical role that they play in tourism advancement.

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Product Promotions Manager
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1st Floor Financial Center
P.O. Box 293, Roseau
Commonwealth of Dominica
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There are many different opportunities for persons interested in Tourism. Here are a few clients from the NDFD who have sought to contribute to this industry.

Mrs. Theresa Leblanc who operates Coye's Café in Corona has been involved in the Tourism Industry for the past fifteen (15) years. Her business provides a complementary drink, garden tours and the sale of souvenirs to Tourists. Coye's Café employs three (3) individuals and was inspired to establish such business since the Emerald Pool and the National Trail is in close proximity to her business. Mrs. Leblanc always had a talent for art and dreamt of one day extending her talent into a business. She however, is not directly involved in export but intends to expand her business to incorporate an accommodation facility for Tourists and garden tours for School children. The owner of Coye's Café is very satisfied with the service offered by the staff of the NDFD and advises the general public that they should be involved in Tourism since it's a good feeling to be actually selling what you're creating and that you are promoting your country.



Ms. Lena Lewis is a local vendor involved in the retailing of local beach wear items to Tourists. She is normally stationed at the Bay Front or the Woodbridge Bay Port in Roseau. She has been involved in Tourism for the past 15 years and was inspired to establish her own business after having realized that she was investing her talent into someone else's wealth. She currently employs two individuals and informed that her customer service skills are one of her attributes to success. She is not involved in direct export but wants to invest in a set location for her business. Ms. Lewis is quite satisfied with the level of efficiency offered by the staff of the NDFD over the last ten (10) years and stated that although the Tourism industry is quite challenging, it is still rewarding.

THERESA LEBLANC
Owner/Proprietor

Coye's

Imperial Road,
Corona, St. Paul
Dominica, W.I.

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Persons wishing to support these local businesses may do so by contacting them through the information given below on their individual business cards.

Mrs. Sylma Dorival who operates Sylo's Craft, located at her place of residence in Canefield, has been in operation for over thirty five (35) years. Her business involves the designing and manufacturing of dolls in the National wear, souvenir pencils and wall hangings. Her products are sold directly to the vendors. Mrs. Dorival was inspired to establish her own business after having been made redundant from her place of employment after the effects of Hurricane David. She has since then never regretted that move as the rewards of being self-employed is rewarding. Mrs. Dorival works alone and intends to expand her business to be able to employ at least two other individuals. She is not involved in direct export but is overjoyed with the exceptional service that she has been receiving from the NDFD for over twenty (20) years. She definitely would encourage the general public to get involved in Tourism since it is promotion for our country.



Mr. Johann Werner Henry who operates Salton Waterfalls has been involved in the tourism industry for the past eight (8) years. The business involves the provision of tours and camping sites to regional tourists and those aboard cruise ships. Mr. Henry was inspired to develop the waterfalls route since it was un-discovered yet so beautiful. The business employs 3 individuals on a part-timely basis and intends to expand to include zip lines, cottages and aerial trams. In 2016, Mr. Henry received the Minister's Award in Tourism and also an international Sky View Award. He is very grateful to the NDFD for the financial assistance provided towards the construction of the access road to the Waterfalls and has stated that although challenging, he is encouraging existing entrepreneurs involved in tourism to continue to invest in the Industry.

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Sylma Dorival
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The NDFD continues and will continue to uphold its responsibility of contributing to different businesses or individuals throughout each quarter. Financial donations were made to:

- Charlottes Nursery
- Roseau Primary School
- CALLS
- Chances
- Paix Bouche Primary School
- Operations Youth Quake
- Crime Stoppers
- SAN KOFA Dance Group
- Performing Arts Workshop
- Mahaut Senior Citizens
- St. Martin Primary School
- Sineku Primary School

Creole in the Streets – Trade Expo

On Thursday 20th October 2016, the 3rd Annual flagship event of the NDFD was held on Great Marlborough Street. This event is organized with the objective of promoting the local products and services of Dominica's small business persons to the thousands of visitors, Diaspora and tourist who show interest in investing and promoting the products on display. A total of 50 participants plus various sponsors, businesses & media houses have been a part of this grand activity. Sponsors of the event included Jolly's Pharmacy, Digicel Dominica, Carib Beer, Kairi FM, Gator Sound, National Bank of Dominica, Ping by Marpin 2K4, Depex Colour Lab, DBS Radio and Q95 Fm Radio Station.



Trainings

The Training Department partnered with GEF Small Grants Ltd to build capacity in the following areas to include Marketing and Group/Organizational Behavior. The targeted participants were grantees, potential grantees and other stakeholders. Both training programs were held for three to four days and eight participants attended the Group and Organization Behavior and fifteen participants attended the Marketing Program. The Group and Organizational Behavior program were facilitated by the staff of the NDFD Sharon Vidal-Francis and Carrie Charles-Thomas, whilst the Marketing Program was facilitated by Brandon Defoe of Braz Inc. The Training Department was happy to partner with GEF SMALL GRANTS LTD on this initiative.

TRAININGS: Customer Service, Office Management, Supervisory Leadership

Financial Education: Budget and Saving

The training department also facilitated a one time Financial Education Presentation to PDV Caribe Dominica Ltd, focusing more on budgeting and savings to at least forty members of staff. The objective of the training was to impart knowledge in budgeting and savings so participants could become informed decision makers.

Service from the Commonwealth of Dominica

By: Roy Linton
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Outreaches

Outreaches are held on a yearly basis with the aim of sensitizing various locations around Dominica on the services offered by the National Development Foundation of Dominica Ltd. Persons are invited to listen to members from all the departments which include the Loans Department which speak on the different types of loans offered as well as the requirements need to obtain these Loans. The Training department which enlightens participants on the many options available during the year as well as the Business Support Department which is geared at strengthening the framework of business support to small businesses. Outreaches were held in the city of Roseau, the community of Fond Cole and the villages of Penville and Castle Bruce. Sensitization was also given to the youth at the Credit Union Youth Summit on How to obtain Finance for small business.



Caribbean Climate Innovation Center (CCIC) - Green Tech Boot Camp

The NDFD in collaboration with the CCIC hosted the premier event of its type in Dominica from December 1st to 3rd at the Fort Young Hotel. This activity was an encouragement to start up businesses in the area of green technology. Through the Caribbean Green Tech Startup boot-camp, startups focused on the respective areas of renewable energy, energy efficiency, water/waste management; sustainable agriculture/agribusiness and resource use efficiency will receive opportunities for further development.

Winner of the Green Tech Boot Camp was Mr. Renauld DeChamp founder and manager of Rootz Herbal. Mr. DeChamp pitched a business in Neutraceuticals.

Annual General Meeting

NDFD's AGM was held on 22nd September 2016 at the Conference Room. The company reported a surplus and made no changes to the Board of Directors during the election. One feature which was added to the programme was the distribution of gift baskets to those present. These baskets contained only locally produced goods from clients of the NDFD which included both edibles and craft.

Digital copies of the 2015 report can be found on the company's website. Persons could also collect a physical copy at the office during working hours.



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-8-

TOURISM WORD SEARCH PUZZLE

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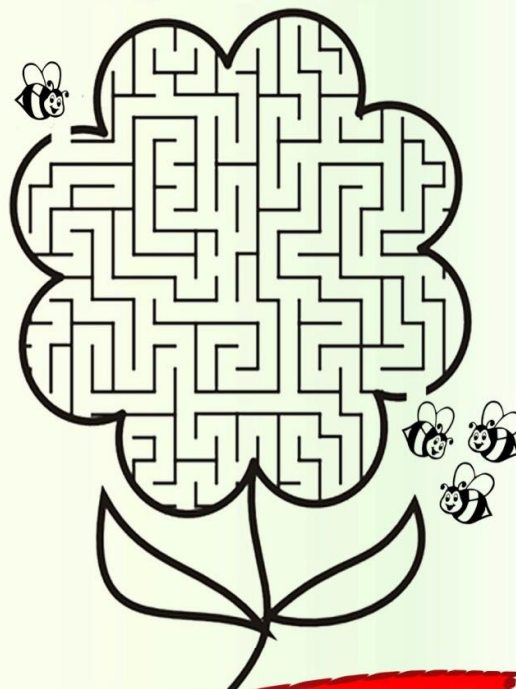
TOURISM
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LUGGAGE
TRANSPORT
BAGGAGE
TRAVELING
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ROSES

**To those who
moved on in 2016**

We thank you for your years of contribution to the NDFD, and wish you all the best in your future endeavors.



Mrs. Sandrine Eugene-St. Luce

2013 - 2016



Mrs. Clarissa Attidore Athanaze

2009 - 2016



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