

Port Authority of Jamaica triumphs at World Travel Awards

The Historic Port of Falmouth was recognised as the Caribbean's Leading Tourism Development Project at the World Travel Awards (WTA) in Montego Bay, Wednesday evening.

The Falmouth Port, which is the only themed port in the region, is a state-of-the-art facility undertaken by the Port Authority of Jamaica (PAJ) and Royal Caribbean Cruise Lines as a joint initiative, which began operations in February this year.

This is the second award received by the Historic Port of Falmouth in 2011, as it was recognised as the Port of the Year at the Seaside Insider Cruise Awards last month.

The PAJ struck more gold at the event as they also emerged winners in the Caribbean Leading Cruise Destination and Caribbean Leading Cruise Port categories, the latter which was won by Ocho Rios. The awards programme, hailed in the 'Oscars of the travel industry' by *The Wall Street Journal*, awards destinations, hotels and organisations that have made the largest contribution to the travel and tourism industry over the past year.

The ceremony was held at Sandals Royal Caribbean Resort & Private Island and attracted the top decision-makers and thought-leaders from across the Americas and Caribbean as they competed for the most influential accolades in travel.

Graham E. Cooke, president and founder, World Travel Awards, underlined the importance of travel and tourism in steering the Caribbean through the global uncertainty. He stated that "Our nominees represent those organisations that have made the greatest contribution to the performance of the Caribbean."

He further noted that "the PAJ is one such entity that has re-engineered processes during a difficult period, and utilised its creativity and ingenuity to develop a superb world-class port in Falmouth."



The Port Authority's Rosalie Donaldson (third left) and Transport Minister Mike Henry (second right), step up for the trophy presented by World Travel Awards founder Graham Cooke (centre) for the Historic Falmouth Cruise Port, which was selected as the Leading Tourism Development Project in the Caribbean. The awards ceremony was held October 19 at Sandals Royal Caribbean Resort & Private Island, Montego Bay.

New bronze tier brings more benefits to the British Airways Executive Club

BRITISH AIRWAYS is relaunching its award-winning Executive Club for frequent fliers with a brand new 'Bronze' card tier.

The new Bronze tier will bridge the gap between Blue and Silver tiers. Blue cardholders will need just half the Silver threshold level to be promoted to Bronze.

New Bronze card members will benefit from:

- Business class check-in
- Seat selection at seven days before departure



Tail fins of British Airways aeroplanes are seen on the tarmac of London's Heathrow Airport January 28, 2007.

- Earning a 25 per cent tier bonus – that's 125 Avios for every mile flown
- Dedicated telephone number (UK and US)
- Bronze-tier luggage tags

Frank van der Pijl, British Airways' managing director for brands and customer experience, said: "Customers are at the heart of everything we do. We attach huge importance to their loyalty."

"The relaunch of the British Airways Executive Club, which now has over seven million members worldwide, is part of a massive £5-billion investment we are making across the whole airline on new aircraft, lounges, and technologies for our customers."

"The investment in the Executive Club will result in a greater range of rewards and increased recognition for members, with an exciting new Bronze tier, which will bring a new level of benefits to more of our frequent fliers."

Customers can join British Airways' Executive Club for free.

They then earn avios, the airline's new currency for frequent fliers, according to how often they fly, how far and the type of ticket held.

Currently, members start as Blue cardholders and can qualify for a Silver card after collecting 600 tier points, including four British Airways flights and move up to a Gold card after achieving 1,500 tier points, including four British Airways flights.

BRONZE CARD AWARD

The new Bronze card will be awarded to members who achieve 300 tier points or 25 single flights – half the number needed to achieve Silver-card status. Blue card members who have already collected 300 tier points or more, can expect to receive their new Bronze card from November 16.

Customers in the new Bronze tier will receive a 25 per cent bonus on all avios earned.

All Executive Club customers will now be able to collect as many tier points as they can in any one membership year, rather than start again when they've reached the next tier level.

A new brand identity has also been

developed for the club to create a greater sense of membership for members, including a new look for customers' cards.

The redesign is intended to broaden the Executive Club's appeal, to attract new members and give a stronger brand identity. Blue cardholders will also get a choice of card designs when the Club relaunches next month.

The Executive Club relaunch follows the recent introduction of the new reward currency, avios. Customers can now earn avios through flying and collecting across a wide range of non-airline partners, such as using the British Airways Chase co-branded credit card. They will be able to spend avios on flights, upgrades or hotels and car rental.

Ian Romanis, British Airways' head of customer engagement, said: "We want our loyal customers to feel even greater recognition and enjoy the rewards they would associate with belonging to a club. That ethos is at the heart of the relaunch. We don't want them just to join the Executive Club. We want them to feel they belong to it."