

# Over 200 employed on Rodney Bay Marine Tourism Projects

**O**ver 200 Saint Lucians are employed on two yachting-related construction sites in the Rodney Bay area that will raise the profile of the island's yachting sector and provide added up-scale accommodation for Cricket World Cup 2007.

The Landings at Rodney Bay, currently employs some 135 workers on its construction site on the Pigeon Island Causeway. Managers of the project say work is progressing smoothly as the island's biggest tourism investment project is taking shape. They also report that sales are progressing smoothly, with some 46 units already sold. In addition, the contractors estimate that

some of the 60 units for the first phase of the project will also be open in time for CWC 2007. By their estimates, the Landings officials say the impressive and elaborate lagoon being constructed as part of the billion-dollar project will also be completed in time for Cricket World Cup.

The other yachting and marine-related property also taking shape at Rodney Bay is The Harbour, which employs 85 workers. Tropical Homes, the company behind The Harbour, says that project too is quickly taking shape. The Landings and The Harbour are both major investments in the tourism and yachting industry sector by local hoteliers and entrepreneurs.



The Landings Construction Site

## PM PLEDGES SUPPORT FOR MARINE INDUSTRIES ASSOCIATION

**MESSAGE FROM PRIME MINISTER DR KENNY D. ANTHONY TO THE 2006 ANNUAL GENERAL MEETING OF THE MARINE INDUSTRIES ASSOCIATION OF SAINT LUCIA (MIASL), AUGUST 19, 2006**

**I**recall the official launch of the MIASL last year, at which Government was represented by the Minister of Tourism, Honourable Phillip J. Pierre. Shortly thereafter, you may recall that Her Excellency Dame Pearlette Louisy, in the Throne speech, promised Government's intervention to address the legislative regime for yachting and the sea. We are pleased that the MIASL has conducted a lot of research into the existing legislative regime, and submitted it's findings to the Attorney General's office, in order that together we may begin to consider the enactment of yachting specific legislation to enable the sustainable growth of this important segment of our tourism product.

I realize that the contribution of the yachting sector is perhaps not as well known as it ought to be, and that it may actually be greater than is reported. The latest figure that we have, EC\$139.2 for 2004, is based on incomplete data. I expect that the MIASL will take the necessary steps to correct this, working assiduously with other agencies such as SLASPA and Customs. I also look



Prime Minister Dr. Kenny Anthony

forward to close cooperation between your Association and the St. Lucia Tourist Board to initiate the necessary advertising and promotion directed specifically at the Yachting Sector. I trust that this cooperation will also extend to other areas to ensure that St. Lucians benefit from the numerous job opportunities which I am told are offered by your industry.

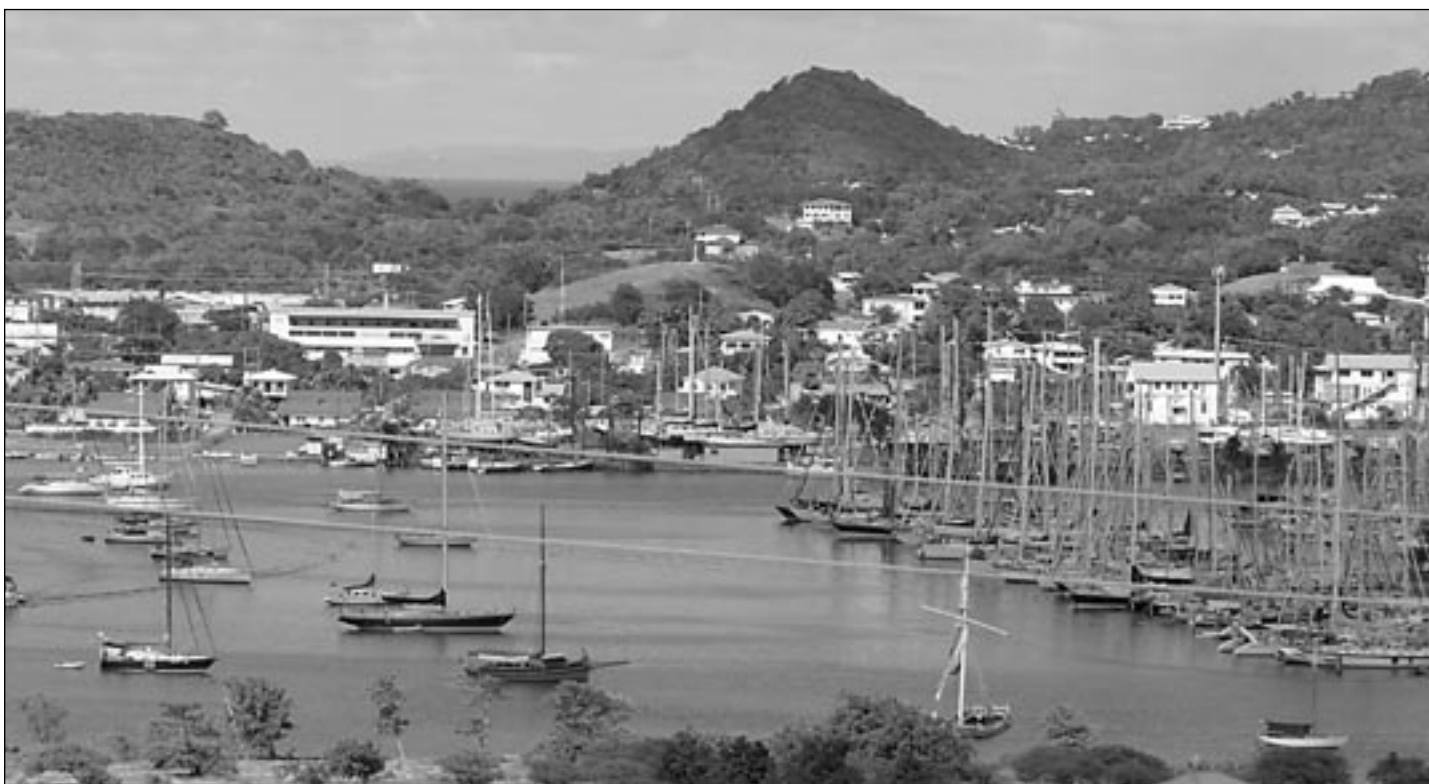
On the regional scene, I am reliably informed that St. Lucia was a co-founder of the Caribbean Marine Association, and also holds the presidency of this regional body. The formation of the CMA is an important development, as no less than the World Bank has recognized the importance and potential of promoting the Caribbean as a single yachting destination, in its major study on Caribbean development in the 21st century.

Finally, I urge you to continue the good work which you have begun, and pledge my Government's continued support, within the limits of our national resources, to your Association in the pursuit of its Aims & Objectives. I also look forward to a successful staging of the Prime Minister's Cup next year.

## The Marine Industries Association of St. Lucia

The Marine Industries Association of St. Lucia (MIASL), which held its 2nd Annual General Meeting at the Auberge Seraphine on Sat. Aug 19th 2006, was founded as a non-profit company in 2004 by a group of yachting enthusiasts. The MIASL is now accepted at home and abroad as the voice of the yachting sector in St. Lucia, and has managed to double its membership to 70 since its inauguration in April 2005. Among the significant achievements during its first year were the establishment of the website [www.miasl.org](http://www.miasl.org); securing OPSR funding for the preparation of a strategic plan for the yachting sector; participation in the Grand Pavois boat show in France as part of an OECS delegation; working with the Marine Police Unit and US Coast Guard to establish a volunteer maritime search and rescue unit; working with local law enforcement agencies on maritime safety and security; working with the SLHTA on crime prevention; joint promotions with SLASPA at mega-yacht events in Florida; damage limitation (locally and abroad) in recent instances of crime against yachting visitors; working with various Ministries to achieve regulatory certainty in the yachting sector; co-founding the Caribbean Marine Association with Antigua, Grenada & Trinidad - St. Lucia holds the presidency.

The MIASL expects to focus on marketing the sector (locally and abroad), human resource development, search & rescue, safety & security, and establishing legal & regulatory clarity in the yachting sector, working with various public and private sector bodies. The importance of data gathering and analysis, attracting locals into the industry, and the establishment of a calendar of local events will also be given high priority. The Yachting Industry has been making a remarkable contribution to national economic development. In 2000, the total economic impact of the yachting sector was EC\$72.64 million (ECLAC 2002), which rose to EC\$139.2 million in 2004 (ACME Consulting 2005). The MIASL is working to ensure the continuation of this growth.



Rodney Bay Marina