



Full list of awardees (from left): Craig Blackford, Steve Fellows, Jason Hunt, Nicky Hunt, Paul Bevens and Mark Highfield.

## Breezes Golf Club hosts Daily Express golf tournament

**Carl Gilchrist**  
*Hospitality Jamaica Writer*

IN WHAT was a shot in the arm for sports tourism, around 40 British golf enthusiasts flew into the island to participate in the **Daily Express** Jamaica Doubles golf finals sponsored by United Kingdom entities **Daily Express** and Virgin Atlantic airline and hosted by Breezes Runaway Bay Resort.

The three-day tournament from October 31 to November 2, held at the Breezes Golf Club, saw over a dozen pairs of players participating. In the end, maybe quite fittingly, the team of twin brothers Jason and Nicky Hunt came out on top.

Participants had gone through qualifying rounds in the United Kingdom (UK) in an effort to reach the national finals and thus qualify to play in the **Daily Express** Jamaica Doubles tournament. The event has proven to be quite popular in the UK as British golfers relish the opportunity to play in sun-drenched Jamaica.

**Daily Express** sports editor Bill Bradshaw, who represented the sponsors, hailed the tournament a success.

"It's a very, very popular event that the Express has been pleased to be involved with (for) about the last eight years," Bradshaw told **Hospitality Jamaica** at the prize-giving ceremony.

"The competition itself has been here (at Breezes) about five years. The years have been terrific, the partner throughout has been Breezes here at Runaway Bay. All the caddies at the Runaway Bay Golf Club are terrifically helpful and welcoming. It's been a terrific event for us and we've been very pleased to be



**Daily Express** sports editor Bill Bradshaw (centre) and overall winners of the **Daily Express** Jamaica Doubles golf tournament, twin brothers Nicky (left) and Jason Hunt.

associated with it; everybody agrees this tour is first class," Bradshaw added.

Bradshaw said the course was tough and the golfers found it a "very, very good challenge".

"I think everybody enjoyed the challenge. It's not that many water hazards, but nonetheless you have to be very careful about ball placements and you have to manage your way around quite skilfully," the sports editor explained.

And will they be back next year? he was asked.

"Very much so! It's a terrific venue, you've got great people here, we'd love to come back!"

The complete list of awardees reads: Craig Blackford, Steve Fellows, Paul Bevens, Mark Highfield, Jason Hunt, Nicky Hunt. They were all presented with commemorative plaques.

## THE BUSINESS OF TOURISM

# Tapping into the expansive Chinese tourist traffic

**David Jessop**  
*Contributor*

FOR SOME time now, there has been discussion in Jamaica and elsewhere in the region about how best to encourage visitors from China to the Caribbean.

The prospect has been tantalising, as a financially enfranchised Chinese middle class is showing a willingness to travel to destinations across the world as their disposable income grows.

Speaking recently about the size of the outbound Chinese market for tourism at the Third China-Caribbean Economic and Trade Cooperation Forum held recently in Trinidad, the Chairman of China's National Tourism Administration, Shao Qiwei, noted that with the strong support of the Chinese government, the tourism industry in China is growing rapidly.

He said that in 2010, some 57 million Chinese travelled overseas, spending US\$55 billion and accounting for just under six per cent of the global visitor spending, making China the third-largest

outbound tourism market in the world. He also noted that 10 Caribbean countries were designated as having approved destination status as a necessary prerequisite to receiving Chinese visitors.

Despite this, it is a far-from-easy process attracting visitors from China. It is complicated by the absence of direct airlift and almost certainly needs, in the short term, regular scheduled links through a major hub such as Mexico City, Panama or possibly Miami.

There are also issues about whether there is a need to adapt the Caribbean offering to provide the vacation experience Chinese visitors want and how this can be related to the requirements of more traditional visitors from North America and Europe.

When Chinese visitors travel, most experts suggest, they expect shops selling branded upscale consumer items; safety and cleanliness; space and an open, natural attractive environment that contrasts with their own sometimes crowded circumstances; history and a knowledge of different cultures; and status in the form of the 'face' among their peers when they return home.

For most Caribbean nations, these are not easy requirements to meet on a consistent basis. However, help may be at hand in the form of a new departure in Chinese tourism.

This comes in the form of the cruise lines that are beginning to sell premium cruise holidays to Chinese travellers from the cities along China's eastern and southeastern coast.

Costa Cruises, Star Cruises, Royal Caribbean International and others, including Princess Cruises, Crystal Cruises and Holland America Line are looking at developing China-related programmes.

What is interesting about this is that as the often younger educated Chinese passengers start to enjoy cruising, it is only a small step to encouraging them to take a first Caribbean experience in this way. Although China does not have its own cruise industry as yet, some analysts think that China may develop its own cruise-ship capacity over the next decade.

So far, the idea of Chinese visitors cruising the Caribbean is just a straw in the wind, but it may be the best way to initially attract its fast-growing, outbound market to think about the Caribbean as a destination in a manner that meets aspirations.



JESSOP

