



2nd September 2019 Press Release –

Jus' Sail Recipient of Caribbean Tourism Organisation Sustainable Tourism Awards – Community Benefit Award 2019.



Heritage day sailing charter business, Jus' Sail, based in Rodney Bay, Saint Lucia, is extremely proud to announce that they have been awarded the **Caribbean Tourism Organisation "Community Benefit Award 2019"**. The awards are given "in recognition of excellence in showcasing Sustainable Tourism Good Practices in the Caribbean and awarded following a rigorous judging process by an esteemed panel of judges, across various tourism development and related disciplines. The awards recognize individuals, groups, organizations or companies in any of the Caribbean Tourism Organization Member Countries which have developed responsible tourism products or are engaged with implementing initiatives that embrace sustainable tourism concepts and core values. These initiatives should also help to enhance the country's tourism product offerings and advance sustainable and responsible tourism in the Caribbean. The Community Benefit Award specifically honours an entity that manages tourism well for the long-term benefit of the destination, local people and visitors."

Jus' Sail contributes to the communities within St Lucia through offering a career path for marginalised and at risk youth into the maritime sector with internationally recognised certification and a tried and tested training programme which delivers marked changes in attitude and skills within the youth participants. Young persons who were losing hope of gaining meaningful employment grow immensely in confidence and attain a more positive can do attitude, backed by practical skills in sailing and seamanship plus certification in swimming, First Aid/CPR and basic customer service training they can enter the workplace and not only fit in but thrive. Now in its seventh year the programme continues to enjoy a strong relationship with Saint Lucia's private sector maritime industry, with most graduates gaining employment within the sector and wider tourism industry on graduation.



Jus' Sail are proud to bring this award to Saint to Lucia to help build the island's reputation as a destination that is committed to responsible tourism practices that enhances the contribution of the tourism industry towards sustainable livelihoods for its residents.

The Caribbean Tourism Organization (CTO), is the region's tourism development agency, with 24 Dutch, English, Spanish and French country members and a myriad of private sector allied members. The CTO's vision is to position the Caribbean as the most desirable, year round, warm weather destination. Its purpose is Leading Sustainable Tourism – One Sea, One Voice, One Caribbean. To learn more about their 2019 awards then please visit <https://www.onecaribbean.org/cto-honours-eight-tourism-entities-with-sustainable-tourism-awards-at-stc2019/>

For further information on Jus' Sail please visit <https://www.jussail.com>

ENDS.

For further information please contact James Crockett.

Tel: +1 758 287 1071

Email: james@jussail.com

Photos for use in publication.



Jus' Sail Co-owners Pepsi and James Crockett with their trophy and award certificate.

www.JusSail.com / Sail@JusSail.com / +1(758) 458 0069 / +1(758) 287 1071
POBox RB2472, Rodney Bay, St Lucia, WI.



CARIBBEAN SUSTAINABLE TOURISM AWARDS 2019

This is to certify that

JUS' SAIL

is the

COMMUNITY BENEFIT AWARD WINNER

and is presented with this certificate for its contribution to enhancing
the Caribbean's Sustainable Tourism Product.

NEIL WALTERS
Secretary General (Ag)

AMANDA CHARLES
Sustainable Tourism
Specialist



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