

23 May 2019

TOURISM STAKEHOLDERS PRESS CONFERENCE



May 23, 2019

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CONFERENCE



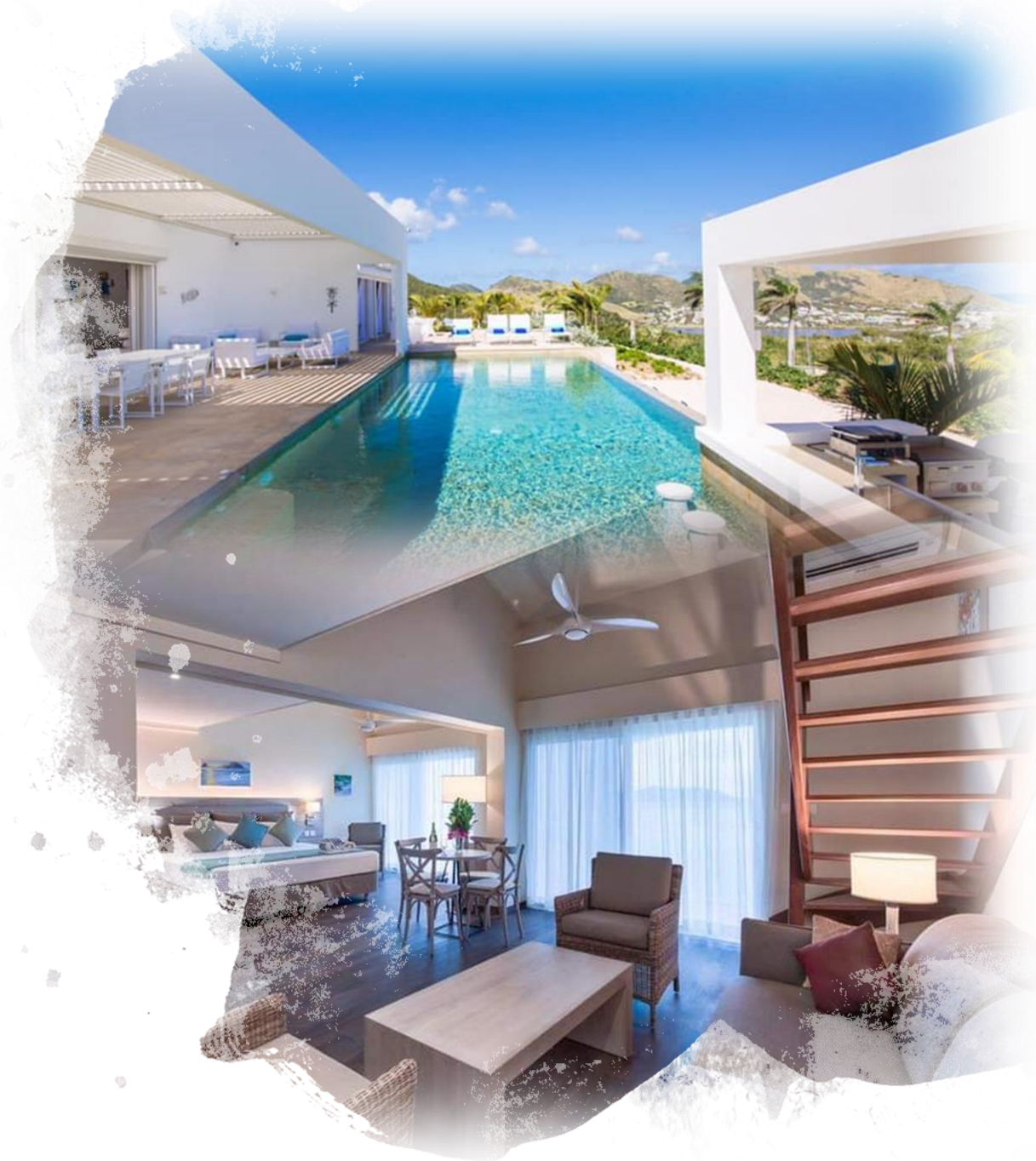


ACCOMMODATION

- 61% of all Dutch Side Hotels and Timeshare Units have been Restored.
 - Sonesta Maho Beach Resort
 - Sonesta Ocean Point
 - Divi Little Bay Beach Resort
- 75% of all French Side Hotel have reopened and about 65% of the Villa product have been renovated. Which corresponds to about 1200 rooms knowing that prior to Irma we had approx. 1600 rooms.

Overall

- 69 properties open – 35 properties closed island-wide



- Expected to have 73% of the destination's room inventory at the end of the first Quarter in 2020.
- The Destination will welcome brands like Secret Resorts, Planet Hollywood & The Morgan for 2020 and 2021.





SXM AIRPORT



Princess Juliana
International Airport

- Re-introduction of flight frequency and direct connections; Sunwing, JetBlue, American Airlines & various regional carriers
- Moved operations into parts of the building for increased comfort and capacity.
- 144% increase in arrivals in the First Quarter compared to 2018
- Currently, 65 – 70% compared to 2016, as this is the benchmark that is being used.



SXM AIRPORT RECONSTRUCTION UPDATE

- Roof Project Phase II is almost completed.
- Most of the roofing that still need to be completed are the bullnoses on the side.
- Public Work tender is set to go out in Quarter 2 of this year.
- Upon commence, the approximate length of the full Reconstruction Project is 18 months.
- PJIA expects that it will open the other parts of the building in Phases.





SFG AIRPORT



- 90% of the roof is back up
- 55% of the airports new fencing is on
- New Parking will be in use as of June 2019
- New Activity company based at the airport «SXM GYROCOPTER»



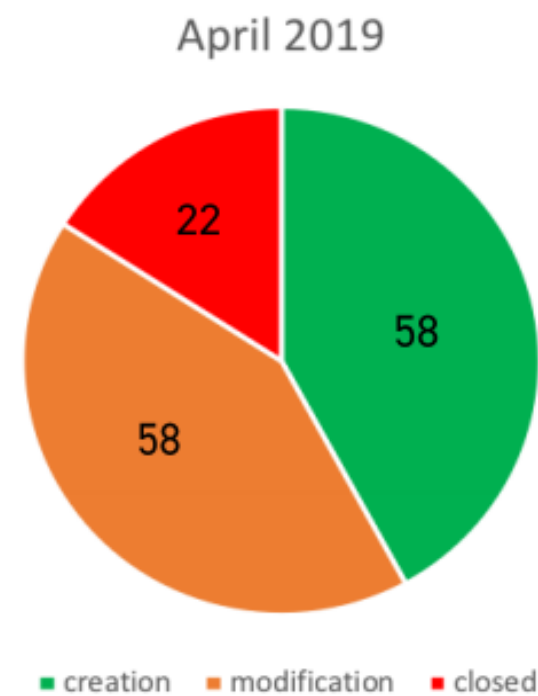
Années Mois Période trafic	2018	2019	Evolutions	2018	2019	Evolutions
	Mai	Mai				
	Du 01 au 13/05	Du 01 au 13/05		Du 01/01 au 13/05	Du 01/01 au 13/05	
Pax Total	7 151	8 346	16,71%	66 740	75 565	13,22%
FWI	4 123	4 536	10,02%	38 430	42 823	11,43%
AAE	2 501	3 293	31,67%	22 714	27 463	20,91%
SBH	527	517	-1,90%	5 596	5 279	-5,66%
Pax Départs	3 666	4 492	22,53%	32 284	37 593	16,44%
FWI	2 093	2 370	13,23%	18 466	21 069	14,10%
AAE	1 313	1 870	42,42%	10 933	13 713	25,43%
SBH	260	252	-3,08%	2 885	2 811	-2,56%
Mouvements	248	262	5,65%	2 562	2 556	-0,23%
FWI	86	90	4,65%	864	906	4,86%
AAE	64	76	18,75%	736	756	2,72%
SBH	98	96	-2,04%	962	894	-7,07%

ST. MAARTEN CHAMBER OF COMMERCE AND INDUSTRY



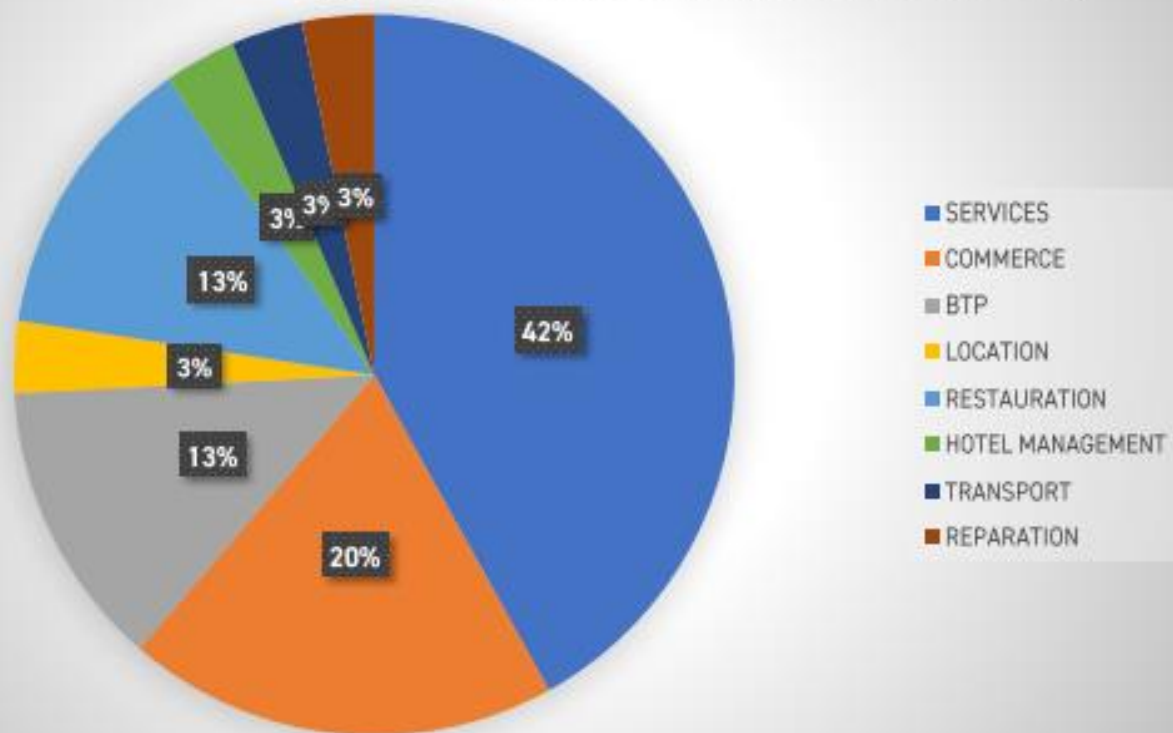


- 2019 Quarter 1 has seen 279 first-time business registrations. (Dutch Side)
- The destination is observing new restaurants, retailers and activities pop up.



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REGISTRATIONS APRIL 2019 UNLIMITED LIABILITY REGISTRATION



SECTOR	NUMBER
SERVICES	13
COMMERCE	6
BTP Construction	4
LOCATION Rentals	1
RESTAURATION	4
HOTEL MANAGEMENT	1
TRANSPORT	1
REPARATION	1
TOTAL	31



PORT SINT MAARTEN

- Cruise Arrivals have increased 84.4% in 1st Quarter 2019, compared to 1st Quarter 2018
- A 1.1% increase compared to 1st Quarter 2017



In 2018, the destination's Sea Port have had a number of ship inaugurations and home portings for the Winter Season.

HOMEPORTING

- Star Clippers
- Sea Bourne
- Wind Star Cruise Line
- Crystal Espirit @ Galisbay Port



MAAGICAL
ST. MAARTE

TOURISM OFFICES



TOURISM OFFICES: ONE ISLAND

To showcase and spread the momentum of the destination's recovery both sides have co-jointly attended Travel Consumer and Trade shows in various markets:

- Vakantie Beurs in Rotterdam
- Vakantie Salon in Brussels
- ANATO in Columbia
- Adventure Travel Show in Philadelphia, DC & Dallas
- Sea Trade in Miami
- CHTA in Jamaica
- Consumer Tradeshow in Guadeloupe & Martinique



TOURISM OFFICES: DEVELOPING BUSINESS TOURISM

- Climate Change Conference
 - May 21st – 23rd
- Dutch Caribbean AML & Gaming Regulation Forum
 - June 4th – 6th
- FCCA PAMAC Conference
 - June 12th – 15th
- CaribAvia Meet Up
 - June 11th – June 13th



TOURISM OFFICES: THE PRODUCT

The Hotel Product is re-opening
and is brand new

Here are a couple of examples :

- *Au Temps des Cerises*
- *Grand Case beach Club*
- *La Samanna*
- *Holland House*
- *Simpson Bay Resort*
- *Sonesta Resorts*



- The island is very well known for its **Villa Product** ranging from 1 to 14 bedrooms,
- The villa market was very much impacted but has seen an increase in the return of the luxury clients with the inventory coming back



We were able to welcome some very nice high end **restaurants** to the island and of course Grand Case the Culinary Capital has not lost its touch.

Opened and better than before are

- Le Pressoir
- Le Barranco
- Le Bistro Caraibes
- Alina
- Jax
- Mario's Bistro



We also have brand new **beach bars** in popular areas such and Simpson Bay and the Famous Orient Bay

- KKO Beach
- Kontiki Beach
- Roxy Beach
- Bikini Beach



Numerous **activities** have are now back in operations such as:

- Day charters
- Jet Ski tours
- Kayaking
- Paddling
- Plane Spotting
- Shopping
- Whale Watching



St Maarten is known for
our **Cruise and Yachting
Market** that has seen some
of the world's most fine
jewels birth at our Marinas
our Cruise Terminal



- Our Airports has seen and increase in arrivals in both the **commercial and private jet** sector. The airline companies have been a great support to our destination.
- Note that this year SXM Airport celebrated 75 years.



This year our island was booming with events from our famous, ***Mardis de Grand Case*** to the very much anticipated sailing race « ***the St Maarten HK Regatta*** » to our popular ***SXM MUSIC Festival*** and not forgetting our ***CARNAVAL's*** both on the French and Dutch Side



The Island's 2019 Awards

St Maarten received seven distinctions in USA Today's 2019 Ten Best Caribbean Readers' Choice Awards.

The Friendly Island and several of its stakeholders were acknowledged across six categories, including:

- Best Island for Romance
- "Best Caribbean Restaurant" (Bistrot Caraïbes and Emilio's)
- "Best Caribbean Attraction" (Rainforest Adventures).

The Islands 2019 Awards

The island was nominated for each list by Melanie Reffes and Chelle Walton, two journalists who specialize in the Caribbean.

- St Maarten's Topper's Rhum Distillery received the first-place honor on this year's "Best Caribbean Rum Distillery" list, beating out some of the world's most famous rum brands such as Bacardi, Brugal, Appleton Estate, Angostura, Cruzan, Mount Gay and Barbancourt.
- Other notable awards were St Maarten/St Martin winning third place for "Best Caribbean Island for Romance," Grand Case Beach Club in sixth place for "Best Caribbean Resort" and St Maarten in seventh place for "Best Destination for Nightlife."

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