



Princess Juliana
International Airport

THE SXM AIRPORT HORIZON

NEWSLETTER | OCTOBER 2018

BREAST CANCER AWARENESS MONTH

About 50 airport partners gathered at the Terminal Building for a walk-through tour on Thursday, September 20, 2018, two weeks after the first anniversary of the super-Category 5 hurricane Irma that inflicted severe damages to the facility. The tour allowed them to get a firsthand look at the progress that is being made on the mold remediation works which is very important for the return of the temporary operations back in the terminal building. The airport community currently operates from the temporary Departure and Arrival pavilions.

The tour was led by employees of the Projects, Planning and Systems Control and Technical departments, who assured everyone that the ongoing Mold Remediation and Surface Removal Decontamination process is on schedule. The attendees were cleared to view the areas where the cleaning of the mold contamination process



Airport partners at the Princess Juliana International Airport for the walk-through tour

AIRPORT PARTNERS TOUR TERMINAL BUILDING FOR FIRST-HAND LOOK AT POST-IRMA WORKS

has already been completed. The airport partners perused the Meet and Greet Hall, the Arrival Hall, Baggage Handling, Security and Departure Holding area. On site were the project leaders of the BMS CAT International, who were contracted to execute the work.

The Departure and Arrival operations will be temporarily transferred to a section of the ground floor of the terminal building in "Package One" of the reconstruction. Following the migration, the airport operations will be carried out from the Baggage Claim section up to the Departure B-gates.

Furthermore, the airline schedules for the 2018-2019 high tourist season reveals an increase in flight and passenger movements at SXM Airport. Therefore, the temporary pavilions will not be able to handle the volume of passengers, thus the importance of moving the operations into the terminal. Currently, the temporary pavilions seat 325 passengers, while the transfer into the ground floor will see the seating capacity

for passengers increase significantly to between 800 to 1000 seats. There will also be additional check-in counters and a more efficient security-controlled operation.

The SXM Airport Managing Board members, CFO and acting CEO, Ravi Daryanani and COO, Michel Hyman, gave the directive to have the airport partners participate in the walk-through tour. "Building a new terminal complex is a massive undertaking, but the result will be well worth all the effort. The airport has grown into an ever-evolving hub airport and there is an urgent need for a terminal building that meets the safety standards of powerful hurricanes like Irma. The period of rebuilding will allow the Princess Juliana International Airport to be better equipped to face the future," added the management duo.

On November 10, 2018 the existing terminal building will be 12 years old. The airport is also set to celebrate its 75th anniversary on December 3, 2018

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AMERICAN AIRLINES TO RESTART SERVICE TO ST. MAARTEN FROM CHARLOTTE, PHILADELPHIA AND NEW YORK-JFK

American Airlines announced it will restart service to Princess Juliana International Airport in St. Maarten - SXM from Charlotte (CLT) on November 4, and from Philadelphia (PHL) and New York (JFK) on December 19. American Airlines currently operates one daily flight to Miami International Airport. These flights were suspended as a result of Hurricane Irma last September.



"We have a long-term commitment with St. Maarten and it's great to be able to grow our presence on the island," said Alfredo Gonzalez, American's Managing Director for the Caribbean. "Tourism is a vital industry and these additions are important to the continued recovery and economic development."

The flights from CLT and PHL will operate daily with Airbus A-319, with eight seats in First Class in a 2-2 configuration and 120 seats in Main Cabin in a 3-3 configuration. These aircrafts also feature Main Cabin Extra seats with more leg room and a modern entertainment system throughout.

The flight from JFK will operate on Saturdays with Boeing 757, with 16 seats in First Class in a 2-2 configuration and 160 seats in Main Cabin in a 3-3 configuration. These aircraft also feature Main Cabin Extra seats.



SPIRIT AIRLINES CELEBRATES SPIRIT WEEK

Spirit Week is a special time to celebrate with Spirit staff and passengers. The Airline chose five (5) passengers to give them 20% off coupons. Children were also presented with fun activity sheets. Spirit week began on September 17, 2018 through September 24, 2018.

On September 24, 2018 the Spirit Airlines team engaged in community activities and visited the Sister Basilia Center for the elderly. They provided them with bed pads, shower gels, body cream, toothpaste, toothbrushes, baby wipes and more amenities.

DAMASEAU MEETS NEW BELMOND LA SAMANNA GENERAL MANAGER

Valérie Damaseau, the First Vice President of St. Martin's Territorial Council and President of St. Martin Office de Tourism met with the newly-appointed General Manager of Belmond La Samanna, Eleonore Astier-Petin, to discuss and finalize the marketing plan for the re-opening of the luxury resort.

Scheduled for December 10, Belmond's La Samanna will open her doors to again offer guests the best of the best in hospitality. The 55-acre property is perched beside one of the most spectacular private beaches in the Caribbean, offering 83 rooms and suites, 8 villas, 3 restaurants, 2 bars, 2 pools, tennis courts, water-sports centre, fitness center, spa and an events center.

Leading up to the winter season, La Samanna will participate in the travel industry familiarization trip that is being arranged by St. Martin Tourism Director, Aida Weinum with representatives of American Airlines, Expedia and several wholesalers in attendance. The visit is scheduled to take place between November 1 and 5. The Belmond team will also attend IFTM Top Résa later this month to promote the re-opening of La Samanna and the new offerings the resort will offer.

Damaseau shared with the Belmond La Samanna team the work the tourism office is doing to attract new visitors and bring back those persons



Back Row L-R, Ricardo Bethel, Special Projects Coordinator, St. Martin Tourist Office, Eleonore Astier-Petin, General Manager, Belmond La Samanna, Stephane Le Junter, Belmond La Samanna.
Front L-R, Valérie Damaseau, First Vice President, St. Martin's Territorial & President, St. Martin Office de Tourism Council, Stéphanie Bessière, Director of Tourism, The Collectivity of St. Martin Tourism, Aida Weinum, Director of Tourism, St. Martin Tourist Office, Suzanne Scantlebery, U.S. Promotional agent, St. Martin Tourist Office.

that have visited before. She spoke of the first joint partnership between the French and Dutch tourism offices that was announced earlier this year and charged to synergize on the promotion of the destination.

On behalf of the St. Martin government, she also extended an invitation to the Belmond La Samanna management team to join stakeholder meetings and to participate in the upcoming destination press conferences that will be held in Brazil and Argentina.

Damaseau used the occasion to update the team on the reopening of the ground floor of the Princess Juliana International Airport (SXM), scheduled for the beginning of November and disclosed that already several North American legacy carriers will reintroduce service to the

island for the winter season.

"We are very excited about the forward momentum and growth that is taking place for our island this year. The confirmed reopening of Belmond La Samanna is a significant step in reasserting our position as the destination of choice in the Caribbean. Working closely together with our partners and stakeholders, we are able to leverage our strength and increase our impact in the marketplace and look forward to working with Belmond La Samanna to ensure the successful debut of this new and improved legendary resort" concluded First Vice President Damaseau.



Beach Highlight: FRIAR'S BAY BEACH FRENCH ST. MARTIN

Nestled in the end zone of the French residential area of Friar's Bay, the Friar's Bay Beach is the ideal "hideaway hiatus," spot. There's no need to leave the shoreline to escape for food and drink, as Kali's beach bar offers the best the Caribbean can offer.



Concession Highlight: SHIPWRECK SHOP



Shipwreck Shop offers Caribbean-made gifts, souvenirs, books and resort wear for over 42 years in numerous key locations on St. Maarten. The Shipwreck Shop is conveniently located at the temporary Departure pavilion.



(l - r) May-Ling Chun, STB Director, Stuart Johnson, Minister of TEATT, Valerie Damaseau, First Vice-President of the Collectivité Territoriale, and Aida Weinum, Interim Director, St. Martin Tourist Office

STAKEHOLDERS PRESS CONFERENCE

The stakeholders press conference was well attended at the Oyster Bay Beach Resort on September 10, 2018. The local media of both sides of the island flocked to the venue in hopes to get the next major headline in Tourism news. This will be the second of its kind, whereby the

representatives of the tourism based sectors collaborated to announce the latest updates with the industry.

The stakeholders consisted of the SXM Airport, St. Maarten Hotel and Trade Association, Ministry of TEATT, Port of St. Maarten, Grand Case Esperance Airport, French Hotel Association, St. Maarten Civil Aviation, St. Maarten Chamber of Commerce, Chambre Consulaire Interprofessionnelle de Saint Martin, Collectivité De Saint Martin –



Direction Tourism and the French and Dutch Tourist Offices.

The official announcements were made by the honorable Minister of Tourism, Economic Affairs, Transportation and Telecommunication (TEATT), Stuart Johnson, Interim Head of the St. Maarten Tourism Bureau, May Ling – Chun and Director of the Office de Tourisme de Saint Martin, Aida Weinum.

There was also interest on the joint funding provided by the Caribbean Tourism Organization (CTO). The CTO provided St. Maarten/St. Martin with US \$30,000 as part of the post hurricane recovery fund. "We have pledged the initial startup funds towards the joint efforts and are still exploring those efforts," declared Minister of TEATT, Stuart Johnson. Meanwhile, First Vice President, Madame Valerie Damaseau added that they will be headed towards a major campaign for 2019/2020 and the draft budget will be presented at a later date.

Copa Airlines, a member of the global Star Alliance network, enters its new MAX Era with the addition of the first Boeing 737 MAX9 to its fleet – one of the most modern aircraft in the market. The MAX9 represents a new standard for air travel that prioritizes comfort, convenience and sustainability as three discerning qualities that elevate the level of Copa's daily world-class service.

The new MAX Era of comfort and convenience is distinguished by the aircraft's modern configuration, with 166 seats distributed between two cabins and overhead compartments that are 50% more spacious. Additionally, the MAX9 modern engines are 40% quieter than current conventional aircraft, making the travel experience more peaceful and enjoyable.

Keeping up with its streak of innovation, the



(l) Ilonka Heisterkamp, Airport Leader of Copa Airlines St. Maarten
(r) Copa Airline Boeing 737Max9 Aircraft

COPA AIRLINES PRESENTS NEW MAX9 PLANE

airline introduced the modern Business Class Dreams, which includes 16 lie-flat seats. Each seat has a 16-inch touch screen with remote control, power and USB connectors, and twice as much space for storing personal items.

Selected routes for Dreams passengers will include a new premium kit consisting of noise canceling headphones, larger pillows and blankets of high quality fabrics, as well as a set of amenities which includes a mask and stockings with collectable Dreams designs, among others.



TEN CERTIFIED AS OPERATIONAL SECURITY PROFILERS AT SXM AIRPORT

The security status of the Princess Juliana International Airport – SXM has been enhanced following its participation in the Operational Security Profiler (OSP) training session. A total of

ten (10) employees from the Security and the Quality Assurance departments attended the training and were later certified. Meanwhile, two of the employees previously completed the Qualified Predictive Profiling (QPP) course, which is a more in-depth training in basic predictive profiling.

“Criminals and terrorists are constantly reinventing their approach and their methods of operating and breaching the security of airports. Since these acts are affecting airports worldwide, we can never remain complacent with regards to our proactive tactics,” said Security Manager Jerry Sprott.

Profiling is the recording and analysis of a person’s psychological and behavioral characteristics, to assess or predict their possible actions. The training teaches the candidates to identify how to have a proactive prevention mindset.

The course also included training in Predictive Profiling. Predictive Profiling uses the Aggressors Method of Operation and its correlating suspicious indicators as the basis for threat assessment to predict the potential for criminal or terrorist suspicious conduct. This is based on personality traits, situations or an object held by the Aggressors.

The certified Operational Security Profilers were also trained to conduct security questioning, which is a special interviewing technique to ascertain suspicious indicators. The skill will allow the employees to counteract potential threats.

The certification ceremony was held at a lunch setting. The participants were joined by the Chief Operations Officer (COO), Michel Hyman, Director of Operations, Lloyd Hinds and Head of CCTV and Investigation, Floyd Skeete

RELAY

Concession Highlight:
RELAY

Relay offers magazines, the latest paperbacks, trade books, candy, snacks, travel accessories, stationary, greeting cards, maps and more. Relay is conveniently located in the temporary Departure Pavilion.

