

Press Release

BVITB HELPS TAXI DRIVERS MAINTAIN HIGH SERVICE STANDARDS

Road Town, Tortola, October 1, 2009 – The British Virgin Islands Tourist Board is continuing its efforts in helping the Virgin Islands (UK) maintain higher service standards in the industry's transportation sector. The Board will be hosting a follow up workshops to its June training workshops for taxi drivers and tour operators in October.

Acting Director of the Board, Hadassah Ward emphasised the importance of continuous training for all professionals in the tourism industry. "The tourism industry is naturally competitive. As we market the Territory as the premiere destination in the world, we want to ensure that when travellers land on our shores the service across the industry is the most polite, efficient and professional they have experienced. To achieve this, continuous training is necessary and the Tourist Board is committed to helping the industry by providing such training."

Jamila Vanterpool, the Board's Business Development Coordinator said the planned workshops will build on the information shared at the previous workshops. "At our last training workshops in June, we worked with drivers to help them build their business as we looked at items such as customer service and finance. The workshops scheduled for October will concentrate on having and maintaining operational standards. We will be working on refining the services already offered by our drivers."

Vanterpool further explained sessions will cover, workplace health and safety, emergencies and incidents during a trip transporting passengers as well



as achieving effective working relationships with colleagues. The consultant for the workshop will be Richard Blades from Blades and Blades Consultancy Service. Blades is a familiar face to taxi drivers in the Territory as he conducted the workshops in June and has done work with the Board and local taxi drivers dating back to the late 90s.

All registered taxi drivers and tour operators are invited to participate in the training workshop by registering with the BVI Tourist Board. Sessions will be held from 9 a.m. to 4:30 p.m. daily from Tuesday, October 20 to Saturday, October 24. Workshops will be held on all four major islands in the Territory.

Drivers may call the Tourist Board directly at telephone number 284 494 3134 for Tortola, Anegada and Jost Van Dyke registration and 284-495-5181 for drivers on Virgin Gorda.

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Note to Editors:

Please find attached the event flyer with workshop days, times and venues.