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Deborah Brosnan Comments On WCS Environmental Study



Wake up Saint Barth

In this issue of *The Weekly*, esteemed marine biologist Deborah Brosnan has issued an environmental wake-up call for the island of Saint Barth. She has written a thoughtful response to Catherine Jadot's Wildlife Conservation Society (WCS) report, *Environmental Conservation in Saint Barthélemy*, as covered in last week's issue. As Brosnan points out, the island currently faces complex challenges, but we can all play a part by engaging in the process.

This week, we also take a quick tour of the island to see what's new on the hotel and restaurant scene, while iconic hotels are celebrating anniversaries, such as Le Guanahani, which celebrated 30 years last week.

And since it's almost the start of the peak season, it's time to think about tourism. With a report from Nils Dufau on the focus of the Territorial Tourism Office, as well as a look at the initial data from a tourism observatory spearheaded by Olivier Dehoorne. Take a peek at his facts and figures.

Perhaps the biggest challenge is protecting the environment while developing tourism—both need well-considered blueprints to ensure the island's future!

Ellen Lampert-Gréaux



This Season?

Changes, changes, changes, Saint Barth is an island in perpetual transition, which keeps things interesting on a rocky terrain of just 8 square miles.

On the hotel scene, Le Barthélemy has opened along the beach Grand Cul de Sac, where the St Barth Beach Hotel once stood. This new luxury hotel has a restaurant that seamlessly transforms from Le Barth, open for breakfast and lunch, to Aux Amis for dinner, with a beach bar, Le Turquoise. Menus are by Michelin-starred chef Guy Martin from Le Grand Véfour in Paris, who participated in the island's Gourmet Festival in November, giving guests a taste of his culinary excellence.

Other hotel news includes the closing of The Manapany in Anse des Cayes, which is expected to reopen in 2017, along with the Carl Gustaf, which has been closed for over a year already. Highly anticipated is the December 2016 opening of Villa Marie, a new hotel in the former location of François Plantation in Colombier, with a restaurant called François Plantation in tribute to the history of the

location. Also, Taiwana will reportedly become part of its next-door neighbor, Cheval Blanc Isle de France, but as of this season is still operating as Taiwana.

In terms of eateries, one of the biggest changes was the segue of Santa Fe in Lurin, from stewardship by Manu and his team, to the new owners, David and his chef Christophe, formerly of Do Brazil. At the same time, Do Brazil has been closed, and will reopen later in December as Shellona. The Choisy Bakery in Lorient has opened Le Spot, in the same building, offering sushi and pizza. Jean-Paul of Island Flavors in Gustavia has opened Bistro Josephine, with a varied menu of Creole/French specialties. Les Artistes in Lorient is now called La Bohème, and Le Carré in Gustavia has been closed but seems poised to reopen as Bo Kao. In Flaman, Chez Rolande now features pizza in the evening, made by the former pizzaiolo at L'Entracte.

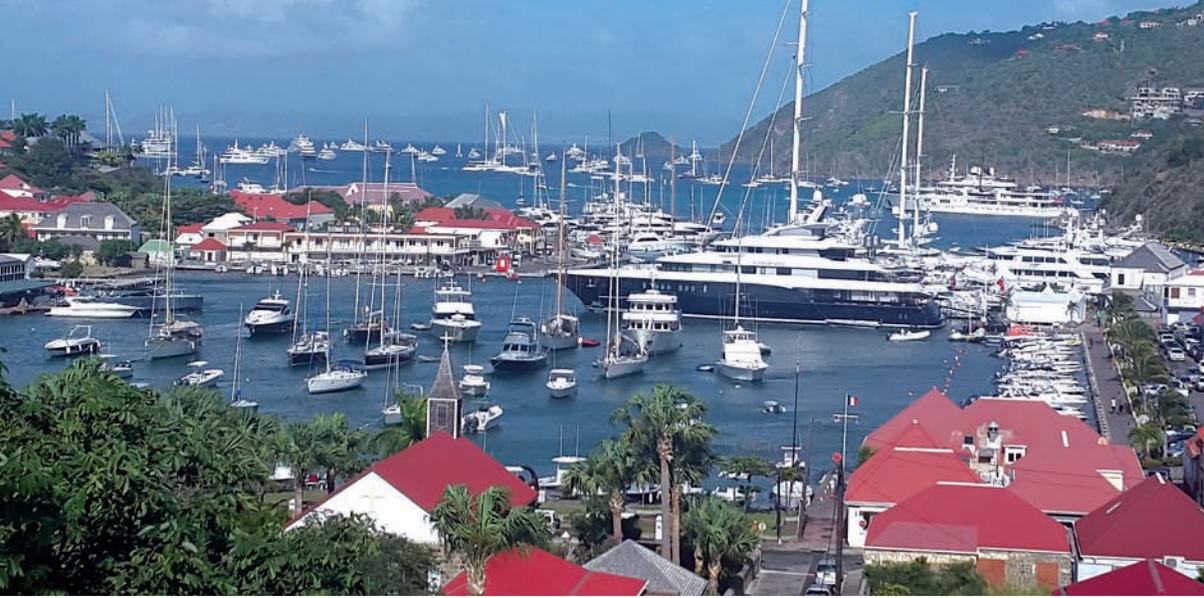
Grab your knives and forks—lots of eating adventures await you!



Le Guanahani Celebrated 30 Years With JonOne

Le Guanahani Hotel & Spa celebrated its 30th anniversary on Saturday, November 26, as the five-star hotel opened its doors in 1986 along the lagoon in Grand Cul-de-Sac. To mark this major milestone, hotel manager Martein Van Wagenberg organized a special soiree, featuring work by two artists: French sculptor Richard Orlinsk (who was unable to attend due to health issues) created two alligators—one orange and one black—with the initial G for Guanahani; and John Andrew Perello, alias JonOne, an acclaimed artist on the graffiti scene. Born in New York to parents from the Dominican Republic, the artist currently lives and works in Paris, where his work was recently seen at the National Assembly, as well as on the Champs-Élysées. Last Saturday night, while the guests were watching, JonOne created a new piece for Le Guanahani.





HOW DID TOURISM FARE IN 2015?

On Wednesday, November 16, the Tourism Committee (CTTSB) organized a public meeting to present the initial data reported from an extensive observatory on the island's tourism activity in 2015. The goal is "to post credible numbers, measure the flow of tourists, and the volume of activity," explains Nils Dufau, president of the CTTSB, and vice-president of the Collectivité. Olivier Dehoorne, a researcher at the Université des Antilles, in Martinique, and tourism specialist, presented the data. And what did he discover? Firstly, he reported that there were 120,000 tourists in 2015, mostly from North America, with the United States representing half of the clientele (based on data from 2014). South America, a market targeted by the CTTSB and the Hotels and Villas Association, represents 6% of our tourists.

To determine the actual number of rooms available in hotels and rental villas (of which there are over 750), Dehoorne did backbreaking research, starting with all the web

sites in order to eliminate duplicate listings for the same villa. The result revealed a capacity of 5,290 people based on the number of beds: 20% in hotels; 80% in villas and furnished rooms, although these figures serve as an estimation while waiting to be confirmed, according to Dehoorne. And as pointed out during the meeting, the island may see even higher numbers, especially at the peak of the season, between Christmas and the New Year.

However, the actual occupancy rate at the island's hotels and villas represents the largest hurdle for Dehoorne. Only half of the hotels actually report any information, yet in extrapolating the data, the average rate is 55% over 11 months of the year. Dehoorne hopes to convince all of the hotels to report their figures, but finds that the management changes frequently. He hopes to meet with the current managers next summer, as to not disturb them during their busy season.

The average for villa rentals is 16 weeks per year. So in the end,

Saint Barth would have counted 830,000 room nights in 2015, as estimated by Dehoorne. The Collectivité will certainly compare that figure to its 5% occupancy tax, which brought in 6.8 million euros last year. That represents a total 136 million euros of business in hotel and villa rentals, or an average of 163 euros per night. Not too expensive for Saint Barth, where the average cost is certainly much higher. In other words, a fair share of the occupancy tax was not collected, most likely due to private villa rentals and furnished rooms.

This tourism report is intended not only for professionals, but also for "elected officials," points out Dehoorne. "To help determine what decisions should be made for the improvement of the island, and avoid over saturation of its resources—roads, water—and infrastructure," he adds. The goal is also to avoid excess. "To make sure a tourist destination is attractive, it must be a nice place to live," Dehoorne concludes. "If the resident population is exasperated, its attitude can impact that of the tourist."

NEWS BRIEFS

SMART ISLAND DAYS FOCUS ON TOURISM

The Multi-professional Economic Chamber (CEM) will hold its next Smart Island Days on February 16-18, 2017, based on the theme: Innovation in Tourism and the Food Industry. As Nadège Carti-Sinnan, director of the CEM notes, "with the support of national and international partners." Last February's Smart Days focused on new technologies.

THE CTTSB: NOT JUST LUXURY HOTELS

If we only played the card of luxury hotels, half the population of Saint Barth would have to look for work in Saint Martin or elsewhere," suggests Nils Dufau, president of the Territorial Tourism Office (CTTSB), and vice-president of the Collectivité. He confirms that he is well aware that "too many visitors would tarnish the image of our destination." Which is why "we strive to protect and reinforce the image of Saint Barth, and our

position in the high-end, luxury sectors," he explains. "That is why we created the brand of Saint Barth. The luxury hotels, the services, and the businesses that accompany these hotels, as well as prestigious villas, all of those elements create the locomotive of tourism in Saint Barth. That is our strength, our calling card. And we must qualitatively preserve and bolster this force for Saint Barth," indicates Dufau, who also notes: "Behind the locomotive, there are

the train cars." Playing on that image, the president of the CTTSB points out that the island also has "less expensive hotels and many businesses—from taxis to boat excursions—as well as numerous services. These two approaches to tourism complement each other. Luxury tourism and the image of the destination," adds Dufau. "And all of the secondary tourism activities, while more discrete, that also play an important role in the economy of the island."



Dasha Villa
Lurin, St Barth
3 bedrooms

RENTAL: Villa Dasha is a 3-bedroom, 3-bath contemporary-style residence located at the top of Gouverneur. Dasha is only a few minutes from Gouverneur Beach, restaurants, shops, and Gustavia. The villa has a large living room, equipped with home cinema, large white sofas, and a gourmet kitchen. Each bedroom offers views of the ocean, and is furnished with a queen-size bed, air-conditioning, Wi-Fi, TV, US satellite, DVD, bathroom with shower.

For additional information contact your rental agency.

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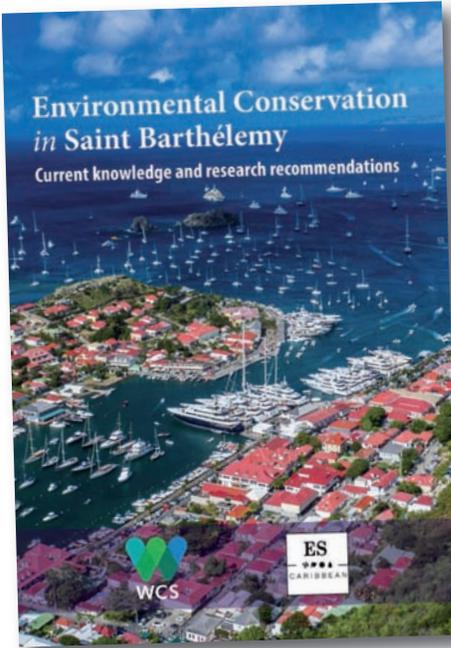
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St-Barth : A Wake Up Call

BY DEBORAH BROSNAN PH.D.



increased from 152 to 522 fish/100m² accompanied by a suite of positive changes. Other studies confirmed that nearly twice as many fish lived inside the reserve as outside it. This was a good news story.

dies implemented along the way. Lack of attention to the environment, a mistaken belief that development must always be at a cost to nature, fragmented approaches, and the absence of environmental policies that can be reliably enforced contribute to the sorry environmental plight of the island.

A few years later the positive trend reversed. Fish densities dropped by about half (one study found 206fish/100m² inside the reserve and 47fish/100m², outside it). Corals themselves were in trouble. What would have happened without the Marine

This is 2016, and ironically the twentieth anniversary of the creation of the Marine Reserve. During the intervening two decades we've become much better at knowing how to balance the environment with growth and development. Studies show that, on islands, environmental degradation is linked to lower social and economic resilience. Around the world, island nations are becoming leaders in sustainable development through novel energy and environmental actions that also foster economic growth. There's no reason why St Barth

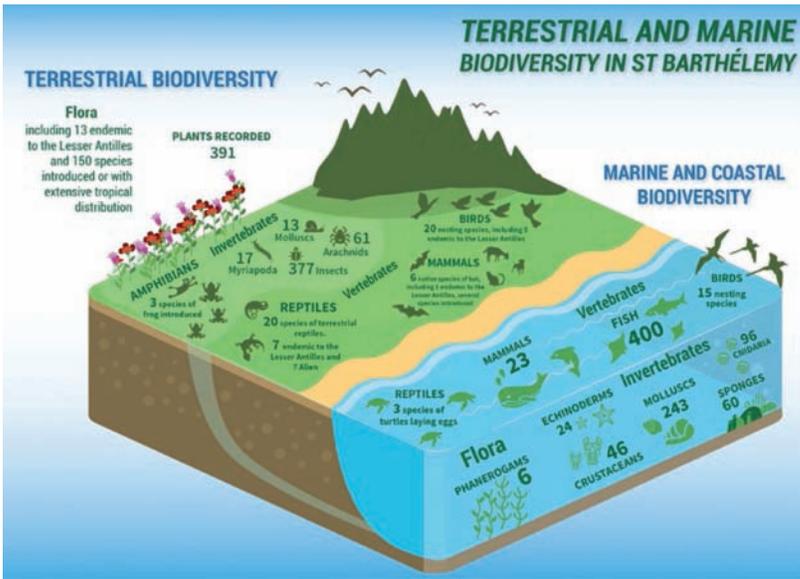
The recent Wildlife Conservation Society (WCS) Report on the St Barth environment* is a wake up call. It should alarm and galvanize all of us who want to see a resilient and prosperous island.

In 1996, along with my team of scientists, I had the privilege of working with the then St Barth government, island residents, and other concerned entities to establish the Marine Reserve. We were recruited to assist because residents themselves had witnessed the decline in fish and the degradation of marine ecosystems. Our goal was to create a network of diverse habitats that would serve as the island's environmental insurance policy—a refuge for marine life, a source of fish for fisheries and a support for tourism. By 2001 we were reaping benefits: fish density had

Reserve, I shudder to imagine. The newly released WCS report addresses changes in land and marine environments. It reveals major environmental losses that have needlessly accompanied development and with few reme-



Coral Restoration : Coral tables with Acropora cervicornis from Coral Restoration, St Barth - 2016 © Didier Laplace



The terrestrial and marine biodiversity in Saint Barthélemy

cannot be among the leaders. It has the resources and the talent but seems to lack the will. The report should be a wake up call to all of us to step up our efforts.

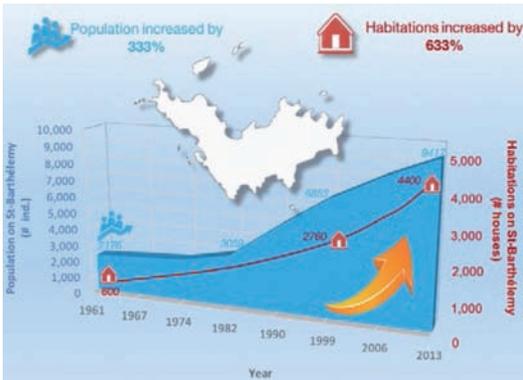
St Barth faces unprecedented and complex challenges stemming from its own success and from external factors like a changing climate. We need a coming together of govern-

ment with economic, social, and environmental interests to acknowledge the alarming risks and to find solutions that work at the right scale and for the modern and developed island that is St Barth today. Currently, dialogue is haphazard and driven by unwillingness of participants on opposite sides to engage constructively with each other.

We need transparent and reliable environmental policies like environmental impact assessments for major projects that openly evaluate consequences and identify and incorporate workable solutions to minimize risks. These can create win-win outcomes. Coherent and scientifically sound project implementation can ensure environments and public health are protected while realizing project benefits.

As individuals we can all do our part by the choices we make in how we engage with the environment, how we develop and manage our properties, and by serving as visible role models for more sustainable options. There is an abundance of talent and experience on St Barth including from accomplished residents whose off-island expertise and experience is directly relevant for solving the challenges facing St Barth. Let's do our part to make sure this excellent report doesn't just sit on a shelf. Let's go!

** Environmental Conservation in Saint Barthélemy by Catherine Jadot*



Evolution of St-Barthélemy Population and Habitations from 1961 to 2013

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GASTRONOMY

Gustavia

25 Quarter	05.90.27.51.82
Bagatelle	05.90.27.51.51
Bar de l'Oubli	05.90.27.70.06
Bête à Z' Ailes (BAZ Bar)	05 90 29 74 09
Bistrot Joséphine	05.90.27.14.17
Black Ginger	05.90.29.21.03
Bonito	05.90.27.96.96
Café Victoire	05.90.29.02.39
Carpe Diem	05.90.27.15.05
Côté Port	05.90.87.79.54
Do Brazil	05.90.29 06 66
Eddy's Restaurant	05.90.27 54 17
L'Entracte	05.90.27.70.11
L'Isola Ristorante	05.90.51.00.05
L'Isoletta	05.90.52.02.02
La Crêperie	05 90 27 84 07
La Cantina	05.90.27.55.66
Le Carré	05.90.52.46.11
Le Gustav'	05.90.27.73.00
La Guerite	05.90.27.71.83
Le Repaire	05.90.27 72 48
Le Vietnam	05 90 27 81 37
Orega	05.90.52.45.31
Pipiri Palace	05.90.27 53 20
The Strand	05.90.27.63.77

Lurin

Santa Fé	05.90.27.61.04
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Colombier

Les Bananiers	05.90.27.93.48
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Saline

Esprit	05.90.52.46.10
Grain de Sel	05.90.52 46 05
Meat & Potatoes	05 90 51 15 98
Tamarin (Le)	05.90.29.27.74

MASTHEAD

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- Print Worker : Prim Services

Flamand

Casa Flamands (Taiwana)	05.90.27 65 01
La Case de l'Isle (Cheval Blanc)	05.90.27 61 81
La Langouste	05.90.27.63.61
Spice of St Barth	06.90.54.41.42
Chez Rolande	05.90.27.51.42

Lorient

Le Bouchon	05 90 27 79 39
La Bohème	05 90 27 52 52
Le Portugal à St Barth	05 90 27 68 59

Pointe Milou

Mango Bar restaurant (Lunch)	05.90.27.63.63
Taino Restaurant (Diner & Lounge)	05.90.27.63.63
Ti St-Barth	05.90.27 97 71

Toiny

Le Gaïac (Hôtel Le Toiny)	05.90.29.77.47
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Anse des Cayes

Chez Yvon	05.90.29 86 81
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Saint-Jean

Chez Joe (Airport)	05.90.27.71.40
Eden Rock	05.90.29 79 99
Hideaway	05.90.27.63.62
Kiki e Mo	05.90.27.90.65
L'Ardoise	05.90.77.41.97
Le Diamant	05.90.29.21.97
Le Glacier	05 90 27 71 30
Le Jardin	05 90 27 73 62
Le Piment	05.90.27.53.88
La Plage (Tom Beach Hotel)	05.90.52.81.33
Nikki Beach	05.90.27.64.64

Grand Cul de Sac

Aux Amis (Le Barthélemy)	05.90.77.48.48
Bartoloméo (Hôtel Guanahani)	05.90.27 66 60
Indigo (Hôtel Guanahani)	05.90.27.66.60
Le Sereno	05.90.29.83.00
La Gloriette	05.90.29.85.71
O'Corail	05.90.29.33.27
Yo Sushi Mania	06.90.65.12.55

Public

Maya's	05.90.27.75.73
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Corossol

Le Régal	05.90.27 85 26
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TIME OUT

Where to go dancing? See an art exhibit? Listen to live music? Time Out keeps you up to date on local happenings. Let's party !

Live Music

► Every Day

- Dj from 8pm @ Bonito
- Diner Cabaret with show girls (Music Hall - New team - new artist) Show at 9:30pm @ Ti St Barth

Closed on Monday

- DJ Thomas. A , Dj Résident @ BAZ Bar, Gustavia

► Thursday, December 1

- Karaoke Night, starting at 9pm @ 25 Quarter
- Rock n' Baga night with C-Will @ Bagatelle

► Friday, December 2

- Bagatelle for Her Evening: Ladies night / complimentary champagne for ladies from 8pm to 10pm @ Bagatelle
- BBQ Social Club, Panama Night, feet in the sand, Live music by Soley & Christian @ Christopher hotel
- I Love Friday with Dj Laurent Perrier, Fire show, magician Stéphane Estrellas. @ La Plage

► Saturday, December 3

- Bikini brunch, from 12pm to 5:30pm, music by Dj @ La Plage
- Saturday nights with DJ Guest, from 9 pm @ 25 Quarter

► Sunday, December 4

- Amazing Sunday «Amazonia» Music by DJ Philippe Paris & Patris Gero along with Jimmy Sax. Magic by Stéphane Estrellas @ Nikki Beach

- Christopher's Brunch, Live music by Jaya @ Christopher hotel, Pointe Milou

- Sunday is chic! Beach Lunch

on the beach, music by Dj @ La Plage

► Monday, December 5

- Monday Italian Aperitivo with Live pop/rock music by Don Soley from 7pm. @ Le Sereno

► Tuesday, December 6

- Delicious Tuesday @ Bagatelle

- Sunset Lounge, with DJ Set by Sebastien Roche from 5pm @ Christopher hotel
- Live Music with Bianca @ La Plage

► Wednesday, December 7

- Bagatelle for Her Evening: Ladies night / complimentary champagne for ladies from 8pm to 10pm @ Bagatelle
- Live Music with Bianca @ La Plage

Fashion Show

► Daily Fashion Shows

- Fashion Show, every lunch @ Nikki Beach

- Fashion Show every lunch @ La Plage, St Jean

► Friday, December 2

- Fashion Show by Pop SBH, Volver & Pasha @ Nikki Beach

► Saturday, December 3

- Fashion Show by Nikki Beach Lifestyle @ Nikki Beach

► Sunday, December 4

- Fashion Show by Nikki Beach Lifestyle @ Nikki Beach

► Tuesday, December 6

- Fashion Show around the pool of White Bar from 6pm @ Hotel Cheval Blanc Isle de France, Flamands

Exhibitions

► Tuesday, December 6

First Art Party of the season, December 6, 7pm-10pm at The Christopher. More than 20 local artists (photographers, painters, sculptors), bar, food, & disc jockey.

► Through December 5

- Philip Colbert : Guess Who? At Space SBH Gallery

► Through December 26

- In collaboration with Galerie Perrotin and Art Saint

Barth, Eden Rock Gallery, announce an exhibit of Terry Richardson "Portraits" by American fashion and portrait photographer until December 26.

- Space SBH Gustavia Gallery : Solo Exhibition British pop-artist Philip Colbert

- Space Gallery at Taiwana Hotel : Group exhibition with Hunt Slonem, Marco Glaviano, Mikhail Baryshnikov, Pierre Carreau, Arno Elias, Will Kurtz and Michelle Doll.

- Géry Langlais, Stanislas Defize, Alain le Chatelier, Sculptures by Dave Stevenson @ Les Artisans

- David Kracov, Natan Elkanovich, Yoel Benharrouche, Calman Shemi, Dorit

Levinstein, @Eden Fine Art Gallery, Gustavia
- Bronze Sculptures by Bjorn Olkholm Skaarup @ The Collectivity & Space Gallery

► Art Galleries

- Eden Rock Gallery
- Eden Fine Art St Barths
- Les Artisans, Gustavia
- Jabuti Art Gallery
- SpaceSBH Gallery
- Ortega Art Gallery
- Galerie Asie, Gustavia
- Modernisme art & Antiques, Camaruche Gallery
- Clic Gallery, Gustavia
- Pipiri Palace, Gustavia

► Artist's Collection

- Pompei, Petit Cul de Sac
- Hannah Moser, Cul de Sac
- Mitchell Summer, Toiny
- Kay Quattrocchi, Salines



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Real Estate

For sale, this wonderful one bedroom luxury apartment is perfectly situated above Gustavia harbor with a stunning view. Enjoy the community pool and the ability to walk to the shops, restaurants, and Shell Beach from this spectacular location. Offered at 1,590,000 €.

Contact St. Barth Properties
Sotheby's International Realty:
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For sale, this one bedroom ground floor apartment is located in the complex of Les Terrasses in St. Jean that has much to offer to residents. Features include a lovely communal pool, stunning views, fiery sunsets and two terraces that provide outdoor living space. Offered at 950,000 €.

Contact St. Barth Properties

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For sale, this two bedroom villa offers panoramic vistas over Pointe Milou, Lorient and St. Jean ; colorful sunsets add to its ambience. The open-air living room and dining area overlook the terrace, the inviting plunge pool and the view. Offered at 2,850,000 €.

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Villa in Flamands, in perfect condition. 3 bdrs, 3 baths, heated pool. Maximum privacy, beautiful views. Parking lots, access to the beach. Price : 3 700 000 euros.

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Town houses, newly build, in Lorient. Within walking distance from beach and shopping. Calm location. Two bedrooms, terraces, large garden, parking lots. Price from 1 100 000 euros.

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Land

Land in Vitet, size : 663 sqm. Building permit granted for a 3 bdr, 3 baths with pool, parking. Price : 1 100 000 euros.

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St. Barth
Properties

Sotheby's
INTERNATIONAL REALTY



FOR SALE: Perfectly situated above Gustavia harbor with a stunning view is this wonderful one bedroom luxury apartment. Enjoy the community pool and the ability to walk to the shops, restaurants, and Shell Beach from this spectacular location.

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FOR SALE: This one bedroom ground floor apartment is located in the complex of Les Terrasses in St. Jean that has much to offer to residents. Features include a lovely communal pool, stunning views, fiery sunsets and two terraces that provide outdoor living space.

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