

Message from the President



Within an organization it is essential to have clear objectives and to communicate them so that everyone can share in the same vision and operate from the same set of principles. We at Juliana airport are guided by the following core principles: safe and secure operations, quality services and sustainable financial economic aviation activities. This set of principles constitutes the cornerstones of our every action in seeking to realize our airport's mission:

"To be the regional leader in providing safe, secure, quality and profitable airport services that contribute to the general economic and tourism development of St. Maarten / St. Martin and the region we serve".

St. Maarten, a leading tourist destination for over three decades acknowledges its potential as evidenced by the various developments currently taking place on the island and we at the *Princess Juliana International Airport Operating Company* are cognizant of our critical role as premier gateway. With climbing visitor numbers and expectations for strong tourism performance in the coming decade, we must guarantee that our airport - St. Maarten's single most strategic economic asset - is ready to function as a catalyst of economic growth for St. Maarten/St. Martin and surrounding islands. Hence the ongoing construction of our new state of the art terminal building: a modern facility with Caribbean charm. As we continue to operate in a fast paced and ever changing environment and head with accelerated speed towards the completion of our new facilities in 2006, we consider it of utmost importance to share our vision within and with our partners, stakeholders, friends and visitors through various means.

In this information age our new website is an integral part of our efforts to articulate and communication our vision. We hope that it will serve as a useful guide to you through our vision: *"En Route To New Horizons"*. I therefore invite you to visit us - virtually and literally - as often as you can, as there is much more in store.

drs. Eugene B. Holiday