



DANIEL LEVINE

"BRINGING TRAVEL AND TOURISM FUTURE TRENDS TO THE CARIBBEAN"

Caribbean travel industry leaders looking to cash in on the Next Big Thing will discover powerful answers at the Caribbean Marketing Conference, when international trends consultant Daniel Levine unveils his ground-breaking revelations on how travel businesses can prosper by embracing ascendant social trends.

Named the "ultimate guru of cool" by CNN, Levine is the Executive Director of The Avant-Guide Institute (AGI), the New York-based trends consultancy for travel and consumer marketing, where he leads a team of over 8,000 international "trend hunters" who track the latest ideas and experiences from around the globe.

Based on thoughtful new research from his forthcoming book, Daniel Levine will reveal how Caribbean tourism will not just survive, but thrive, by turning major trends into profitable opportunities.

"One of the most powerful things a travel business can do to raise profits and awareness is to get in sync with major social developments and respond to them in innovative new ways," said Levine. "Trends are cravings for very specific types of products and services. Travel professionals can benefit enormously by satisfying these cravings with creative marketing and offerings."

Indeed, social trends motivate people to purchase products and services as well as make all kinds of lifestyle decisions. They are some of the our greatest socioeconomic drivers. However, most businesspeople still seem mystified by them.

The Avant-Guide Institute is the travel industry's leading authority on using social trends to attract customers and increase sales. They have provided insight and foresight to a select roster of travel brands and destinations, including MasterCard, Samsonite and South African Tourism. Employing their proprietary TrendScend™ methodology, AGI identifies trends that are motivating travelers, and creates specific products, campaigns and plans of attack that resonate with their sensibilities.

Levine, who has keynoted other high-profile conferences, including World Travel Market, TravelCom and EIBTM, will demonstrate how creative companies from a wide range of industries are profiting and prospering from shifting social values. Then he will explore how Caribbean tourism stakeholders can take advantage of these same trends in innovative new ways to win new business, increase profits and gain market share.

ABOUT DANIEL LEVINE

Daniel Levine is a celebrated international trends expert with an uncanny ability to help major travel brands be more relevant, innovative and profitable. Hailed as a "genius" by Elle magazine and "the ultimate guru of cool" by CNN, he is the author of over 20 best-selling books and a frequent guest on international television and radio (including BBC, HBO, NBC and Fox, among many others).

As the Executive Director of the Avant-Guide Institute in New York City, Daniel Levine is the ultimate insider, tracking major social trends for over a decade. He is the hands-on leader of an international team of over 9000 journalist "trend hunters" who endlessly scour the globe chronicling the latest products, ideas and experiences. Daniel is often sought to consult with leading international companies to help them understand trends in contemporary culture that will stimulate growth and prosperity.