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Consulting firm to provide business data to CTO

The Caribbean Tourism Organization has partnered with Tourism Economics, a consulting company within the tourism industry, to provide its members with current business data based on analyses of the U.S. and global economic situation.

"Tourism Economics applies cutting-edge economic and quantitative tools to their analyses," said Hugh Riley, interim secretary general. "The new partnership will allow our members and partners access to the latest research and global data collection to be able to make appropriate marketing, investment and policy decisions."

Starting in April, the consulting firm will produce seasonal assessments on the economic downturn on travel from the Caribbean's key source markets.

Riley said that the reports would enable CTO members to anticipate trends and formulate strategies in partnerships, packages, promotions and pricing.