



CARIBBEAN

BARBADOS®

# State of the Tourism Industry Conference 2016

## Honouring Our Legacy: Defining Our Future

# Rapporteur's Report

# KEY-NOTE ADDRESS

- ⦿ Exploitation and Exploration
- ⦿ Need to embrace visionaries
- ⦿ Beyond the sea, sun and sand
- ⦿ Key Recommendations



# GS1: DELIVERING THE LUXURY EXPERIENCE

- ◉ Caribbean region main advantages
- ◉ Re-crafting the value proposition of Caribbean destinations
- ◉ The luxury travel experience



# GS2: CAPTURING THE MULTICULTURAL & EMERGING MARKETS

- ◉ Hispanic- American Market
- ◉ Being Kosher Friendly (Jewish Market )
- ◉ African American Traveler
- ◉ Halal Friendly Travel:



# GENERAL SESSION 3: IS TOURISM ENTERING A NEW AND DIFFICULT AGE?

- ⦿ Perception of crime
- ⦿ Waste management practices
- ⦿ Perceived risk of travelling to the Caribbean
- ⦿ Greater collaboration between Tourism and Security entities



# IN THE AIR AND ON THE GROUND



- ◉ WORKSHOP A: BUCKLE UP. THIS COULD BE BUMPY
  - Greater level of intra-connectivity within the Caribbean Block
  - The vicious taxation circle
  - One Caribbean - No Borders - Permit Open Sky agreement across the board.
  - Mitigate risk and offer attractive incentives

# IN THE AIR AND ON THE GROUND

- ◉ WORKSHOP B: WILL YOU BE IN BUSINESS IN FIVE YEARS?
  - Paradigm Shift in balance of power
  - The need to start valuing ourselves



FROM

Servitude

Silent Service

Same-Old

Training



TO

Professional service

Dynamic & Vibrant

Authentic

Empowerment

# GENERAL SESSION 4: NO PLACE FOR THE STATUS QUO



- ⦿ One Caribbean Community.
- ⦿ We must be ladies and gentlemen serving ladies and gentlemen.
- ⦿ Common Visa System for the region
- ⦿ Tourism-a force for goodness.
- ⦿ The removal of the Cuba/US Block creates opportunities for the Caribbean



# GENERAL SESSION 5: THE SHARING ECONOMY: OPPORTUNITY OR THREAT?



- ◉ Going digital
- ◉ The Airbnb phenomenon
- ◉ Managing standard through Word of Mouth

# GENERAL SESSION 6: CREATING VALUE THROUGH OUTSTANDING VISITOR EXPERIENCES

- ◉ New segments of travelers
- ◉ Different niche focus areas
- ◉ The importance of first impressions
- ◉ Destination marketing is also a key growth to the sustainability of our tourism industry.



