



**U.S. VIRGIN ISLANDS**<sup>SM</sup>  
st CROIX st JOHN st THOMAS  
VISITUSVI.COM

The Right Product. The Right Message. The Right Time.

Developing A Winning Strategy



# Position of the “Caribbean” as a brand



One place, so many flavors

So much diversity, product offerings, topography, culture, activities, etc.

# Growth Opportunities for the Region

- Emerging Markets
  - Cultural sensitivity to our guests
  - How ready are we to host visitors from around the world?



# Growth Opportunities for the Region

- Investments
  - Our regulatory systems
  - Tax laws and incentives processes



# Cruise Development

- Regional itineraries
- Overall growth with a focus on creating year-round traffic

# Airlift Development

- Consistent forum for engaging the airline industry
- Establishing mutually beneficial goals & objectives - revenue for the airline - affordable delivery of visitors to the region
- Regional hubs that strengthen airlift for groups of islands

# Product Development

- We must provide visitors to the region with new and exciting activities and attractions if we are to successfully compete with the rest of the world
- Our product must be constantly refreshed

# Human Capital

- Everyone that a visitor comes in contact with impacts their perception of your destination
  - From the hotel clerk to the store owner to the waiter to the taxi driver





# Infrastructure

- Infrastructure improvements are critical to improving the visitor experience
  - Roads
  - Communications
  - Accessibility

# Tourism

- Tourism is all of us
- Tourism is without question the Caribbean's largest export sector because of its ability to generate hard currency and revenues
- It helps to diversify our economy
- Helps to promote an entrepreneurial class, stimulates investment, creates jobs and advances social development across local communities
- It is the greatest voluntary transfer of resources



# Research

- Research is key to making informed and smart marketing decisions
  - Third party research provides excellent intelligence on the latest trends and market conditions
  - Primary research is invaluable in assessing your product's appeal with consumers
    - What did they do during their trip, what type of property did they stay in, what activities did they participate in, why did they choose your destination? etc.
    - Answers to all of these questions can help shape your marketing strategy - from segment selection to creative messaging to types of media

# Strengthening through collaboration

- A rising tide floats all boats
- United we stand, divided we fall
- Unity is strength in all things and moreso when you're small entities in a large sea
- The future is with our neighbors. The past is the past.
- Learn from and share experience and knowledge with your regional partners - the Caribbean needs you as much as you need to be a part of the regional entity



# Strengthening through collaboration

- The Caribbean is a powerful brand that needs to be supported by ALL destinations and allied partners
- The Caribbean campaign will be authentic and include all member nations - Spanish, French, English and Dutch
- We can maintain our special character but broadcast it more widely through CTDC
- Promoting Caribbean unity is about - faith in our region, and desire for unity

# The Caribbean Tourism Development Company

- If there wasn't a CTDC, we'd have to invent one. Let's commit to strengthening CTDC.
- No other group will understand the unique issues that Caribbean nations deal with and be able to address them as well as the CTO/CHTA/CTDC - make sure your voice and concerns are heard.
- Let's get on board and support our Brand - The Caribbean

# The Caribbean Tourism Development Company

- The Right Product
- The Right Message
- The Right Time