
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.
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.
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 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
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.
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