Macro-economic & Environmental Impact

• Measure number and type of visitors
• Assess tourism impact (e.g. share of tourism)
• Assess employment impact (direct & indirect)
• Economic rate of return (i.e. macro-economic impact)
• Environmental impact assessment
• Build customer trust
• Expand stakeholder value
• Brand recognition & reputation
• Destination branding
• Media value
• Intellectual property value
• **Stayovers** - 75% of adults that visited the Caribbean went to a cultural activity or event.

• **Cruiseship passengers** - the largest market for heritage tourism but is not documented.

• **Diasporic tourists** - this group is large and rising share of cultural and festival tourism.

• **Regional tourists** - this group is large and rising share of cultural and festival tourism.
Opportunities & Benefits of Heritage Tourism

- Heritage attractions increase local value-added through expanding visitor expenditures (entrance fees, tours, local transport, merchandising, etc).

- Diversification of the tourism experience beyond “sun, sea, sand, sex”.

- Spreading tourism geographically beyond the hotel and the beach.