Why sell water sports?

- The Caribbean is sun, sand and SEA
- A multi-billion dollar industry making it a lucrative niche of the Caribbean tourism product
- Can enhance your client’s vacation experience; something for everyone
- Return visitors to the Caribbean want to try something new
- Every customer purchasing a Caribbean vacation is a potential watersport’s enthusiast!
- Destinations continue to develop and upgrade their product offerings
Can you pick out your clients?

1. **Water Rebels**: Live for the water; try new things; risk takers; don’t care about the accommodation too much; spend very little time in their room.

2. **Water Teasers**: Prefer to be on top of the water - viewing; harbour cruises, wade close to shore; quality of accommodation more important; enjoy the ‘land’ amenities and organized activities of the resort or hotel.

3. **Water Whisperers**: Zen-like, attitude toward travel; reflect on the sounds of water; rent a canoe or kayak; quietude; enjoy small, quiet resorts and hotels don’t care about meal plans; chart their own holiday experience.

4. **Water Drinkers**: Party-hardy crowd; vacation revolves around the bar and socializing; love swim ups; quality of accommodation is not of great concern; like rooms close to social activity; all-inclusives are attractive.

5. **Water No Problems**: Laissez-faire; want to get away from it all; “Just put me on a flight and transfer me to the beach”; all-inclusive will be their choice of accommodation; no fuss, no bother; meal plans, drinks by the pool or beach.
Ways to involve your clients

1. As part of their vacation
2. Attend sporting events, competitions
3. Take clinics, lessons, training camps
4. Participate in groups, teams, corporate
All Inclusive Resort Watersports... are just the beginning

photos from Sandals, Club Med & Meliá Caribe
Adventure Water Parks ... for all ages!

Popping up throughout the Caribbean, with slides, surf simulators and even swim up soda bars. Seen here is Beaches

Let’s start them early!
On the Water

INTERNATIONAL REGATTA CALENDAR 2013
Caribbean Sailing Association
www.caribbean-sailing.com
Trade Winds are a Sailor’s Delight
Regattas

Caribbean International Regatta Circuit
January to May

Mount Gay Rum Round Barbados Race  www.mountgayrumroundbarbadosrace.com
The Super Yacht Challenge Antigua  www.thesuperyachtchallenge.com
Puerto Rico Heineken Intl Regatta  www.prheinekenregatta.com
RORC Caribbean 600  www.caribbean600.rorc.org
St. Maarten Heineken Regatta  www.heinekenregatta.com
Super Yacht Regatta Virgin Gorda  www.superyachtregattaandrendezvous.com
International Rolex Regatta  www.rolexcupregatta.com/index2.php
BVI Spring Regatta and Sailing Festival  www.bvispringregatta.org/bvi/
Les Voiles de St. Barth  www.lesvoilesdesaintbarth.com/site/us/
Antigua Classic Yacht Regatta  www.antiguaclassics.com
Antigua Sailing Week  www.sailingweek.com
Regattas

Sail in Caribbean Regattas with OnDeck Sailing

www.ondecksailing.com

Based in Antigua, at the Antigua Sailing Club in Falmouth

• Individual novice to experienced race crew groups
• Crews selected for sailing knowledge and racing skills but also their personalities and sense of fun
• Fuel, mooring fees, race entry fees are included in the Charter fee.
• Yachts can be skippered or bareboat
• Race packages include 2 training days with the option of taking part in deliveries to events

Commissionable plus
Upsell with flights, transfers and shore side accommodation
Main Caribbean charter season is November to July

High season: mid-December to March

Low season: late July to early October

Shoulder season: April to July (fewer shore based visitors, some lovely settled sunny weather and warm steady breeze)
Main charter regions within the Caribbean

- Bahamas (700 Out Islands)
- British Virgin Islands (calm waters)
- US Virgin Islands (mega yacht centre)
- St. Maarten/St. Martin (5 close islands/mega yacht centre)
- Antigua to St. Lucia (cultural diversity)
- St. Vincent & the Grenadines/Grenada (challenging waters)

Important to match client’s interests and level of experience
OPTIONS:

Fully crewed or bareboat
Private or shared charter
Provisioning may vary
Sail, catamaran, power boat; mega yacht
Ideal vacation for families, groups of friends or couples romantic getaway

Stephen Spielberg’s 282’ megayacht, sleeps 12 guests & 26 crew; $1.3M/week

= $108,333 pp/week

A 31’ Beneteau, bareboat charter, built in 2003; sleeps 4; $1,325/week

= $331 pp/week

Need not be expensive
can cost less than staying in a resort hotel
Tall ships, pirates, rum and the sea!

Pirates Week Festival

Nov. 7 - 17, 2013 in Grand Cayman

A 10 day programme of music, dances, costumes, games, running & swimming marathons, and controlled mayhem

A mock invasion between 2 replica 17th-century galleons swarming with rogues, carry out a ‘surprise’ attack on George Town Harbour
Kayaking & Canoeing

Sea kayaking, river kayaking, coastal kayaking, solo or on guided tours as with Caribbean Paddling in St. Martin
Waverunners & Jet-skis

Mostly under controlled conditions and along special trails with a guide Cruz Bay Watersports, US Virgin Is.

Not allowed in BVI. Penalties for using jet skis in the BVI are confiscation and a $5,000 fine.

Inflatables

Rhino Safari in St. Maarten
River Rafting & Tubing

as with Chukka Caribbean in Jamaica
Whale & Dolphin Watching

Boats equipped with hydrophones can track movement and have a higher success rate in spotting whales or dolphins

such as with KHATTS in Dominica
Board Water Sports

Rincón Surf School, Rincón Puerto Rico: Windward - consistent waves; laid-back vibe; easy access from the US; Single session is $95; full week private lessons are $895.  www.rinconsurfschool.com

Vela Aruba Windsurfing, Palm Beach, Aruba: Trade winds constantly blow from the northeast on windward; ideal spot to learn windsurfing. Cost at Vela is from $45 per hour. www.velawindsurf.com

Action Watersports Kiteboarding, Silver Sands, Barbados: Takes time to learn; master Brian Talma; on the southern windward tip; Starter package 6 hrs of 2 or 3 sessions, starts with flying a stunt kite and finishes by practicing skills on the water. From $390 for the starter package. www.briantalma.com

Caribbean Paddling, Grand Case, St. Martin: Leeward coast; SUP Stand up paddle is easy, fun, and everyone can do it! Dedicated for beginners or advanced people. Rental by ½ day, full day or by the week. www.caribbeanpaddling.com
Fishing

Deep Sea Fishing

• The Caribbean is a world renowned fishing destination

• Charter a boat, or go with a private charter operator

• Famous billfishing tournaments are held in the summer months; excellent deep sea fishing available year round

Don’t forget everyone fishing needs a license!
Fishing

Bonefishing

$300 to $400 per day for a guide and a high-end bonefish skiff

- Among the world's premier fly game fish and highly sought after by anglers
- Bonefish are primarily caught for sport
- Found in shallow flats; wade or by skiff
- Popular Bonefish lodges found in
  - The Bahamas (Out Islands) and
  - Turks & Caicos
Water Polo

Tournaments and a series of open clinics provide the public with an opportunity to learn the sport.

Barbados Water Polo Club
Air Born Over Water

Qualifications to fly are:

• Age: 16 to 80 years old
• Height: 4’9” to 6’5”
• Weight: 88 to 330 lbs.
• Good Vision
• Ability to understand the flight instructor
• No history of any heart condition
• Not pregnant

Jetpack Cayman
Parasailing - a long time favourite!

Punta Cana Tours in the Dominican Republic
Under the Water
Scuba Diving

- PADI, SSI or NAUI certification (remind to bring C-cards)
- Dive operators offer certification courses
- Experienced divers can do night dives, cave diving, wreck diving and advanced courses (check out dive first)
- Novices can take resort courses & bubble-maker programs for kids 8+
- Many all-inclusive resorts have their own dive shops

Scuba Diving Magazine Readers Choice Awards
Scuba Diving Terminology

**SCUBA**: Self-contained underwater breathing apparatus

**Divemaster**: Professional scuba instructor who orients divers to a dive site, helps with equipment, acts underwater safety guide

**Drift Dive**: Dive made in a current, allowing scuba divers to “fly” underwater as they drift over reefs

**Shore Dive**: Dive originates from a beach or rocky shore

**Wall Dive**: A scuba dive on a vertical slope of coral, often descending to depths beyond recreational limits

**Nitrox**: Enriched air allows you to stay down longer and get back in water sooner with no decompression dive time.
Scuba Diving

Hyperbaric Decompression Chambers

Aruba (1 chamber)
Bahamas (2 chambers in Nassau)
Barbados (1 chamber)
Bermuda (1 chamber)
Cayman Islands (1 chamber in Grand Cayman)
Dominica (1 chamber)
Dominican Republic (2 chambers in Santo Domingo & 1 in Puerto Plata)
Dutch Antilles (4 chambers in Saba, St. Eustatius, Curacao, Bonaire)
Jamaica (1 chamber)
Martinique (1 chamber)
Puerto Rico (2 chambers 1 in San Juan and 1 in Isabela)
Jamaica (1 chamber)
St. Lucia (1 chamber)
Trinidad & Tobago (1 chamber)
Turks & Caicos Islands (1 chamber)
Scuba Diving

Caribbean DiveCaching

began here at Divi Flamingo in Bonaire

The newest environmentally friendly, in-water game for snorkelers and certified divers - an underwater treasure hunt. **10 simple steps**

Uses GPS, compass and simple search skills to locate hidden caches.

Diving for Bonaire Treasure Challenge 2013/14
Submarines

Atlantis Submarines and Semi-Submarines

Located in:  Aruba
             Barbados
             Cayman Islands
             Curaçao
             St. Martin
Sea Treks

Up and coming: Mini-Submarines as with ShoreExcursions.com

As with DePalma Tours in Aruba
Under Water Weddings!
Marine Habitat Encounter Programs

Captive or Wild? Ethical Issues Can Affect Your Clients

Ensuring that swimming with marine life is done with sustainable practices not only benefits our habitats, but also ensures that the traveller has a more genuine, guilt-free experience.

WildQuest in Bimini Bahamas

Dolphins  Sea Lions  Stingrays  Sharks  Manatees
Rowing on the Indian River in Dominica