The Realities of Intra Caribbean Tourism: Who Gets It.

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The LIAT Network

- LIAT’s footprint is relatively wide – Stretching from Santo Domingo to Guyana.

- Some of the 21 markets that we serve have a population that is less than one hundred thousand persons.

- The average sector time we fly in our network is less than an hour due to the distance between the islands.
The Route Map

We connect the Caribbean
LIAT in the Region

- The majority of the CTO member territories are served by LIAT.
- More than 75% of our traffic is from persons domiciled in the region.
- Persons travel for a myriad of reasons: business, cultural and sporting activity, medical and educational to name a few.
- LIAT is a major contributor to intra regional travel and indeed Caribbean tourism.
Passenger Traffic by Month (2008-2013)
Sustainable Tourism needs Sustainable Air Carriers

- The sustainability of Intra-Caribbean Tourism is dependent on sustainable Regional Air Carriers.
- Intra regional sustainable air service has been identified as a public good.
- Viability has been a major challenge for Caribbean regional air carriers.
- LIAT has stayed the course for 57 years and is now being re-energized.
Re-Fleeting

• In December 2012, LIAT’s four main Government Shareholders approved a fleet modernization project.

• The project involves the replacement of LIAT’s aging DH8 fleet with new ATR 600 series aircraft.

• The plan is to acquire 12 aircraft through a combination of lease and purchase.
Re-Fleeting

- The CDB is providing a loan of USD65mn. to the four Shareholder Governments which is to be on-lent to the airline.
- Co-financing is provided by shareholder equity contributions and from LIAT’s sale of existing aircraft.
- To date there are four new ATR’s (3 ATR-72’s and 1 ATR-42) in the fleet and by year end we hope to have six ATR aircraft.
Re-Branding

- Our new logo is displayed on the new aircraft.

- Through a series of brand camps we are sensitizing all staff about the ‘new’ LIAT.

- Training programs are on-going to ensure improvements in customer service.
Our New ATR72
The Realities of Intra-Caribbean Tourism

Air Travel, the main mode of travel in the Caribbean, is considered to be:

- **Costly** – total air fare inclusive of Government taxes.
- **Inconvenient** – Unable to move between some territories in a day.
- **A hassle** – The completion of E/D cards for each territory visited and the security procedures employed.
The Realities of Intra-Caribbean Tourism

• In recent times, many Caribbean territories have begun to recognize the importance of Intra-Caribbean tourism to their economies.

• Sustainable intra-Caribbean tourism may necessitate air service on a risk sharing basis.
Who Gets it.

Territories that are:

• Building an attractive product.
• Effectively marketing their product.
• Introducing innovative “pulling” programs.
• Allowing easier access – less entry requirement (visa)
Thank you!