State of the Tourism Industry Conference 2016

Honouring Our Legacy: Defining Our Future

Rapporteur’s Report
KEY-NOTE ADDRESS

- Exploitation and Exploration
- Need to embrace visionaries
- Beyond the sea, sun and sand
- Key Recommendations
GS1: DELIVERING THE LUXURY EXPERIENCE

- Caribbean region main advantages
- Re-crafting the value proposition of Caribbean destinations
- The luxury travel experience
GS2: CAPTURING THE MULTICULTURAL & EMERGING MARKETS

- Hispanic- American Market
- Being Kosher Friendly (Jewish Market)
- African American Traveler
- Halal Friendly Travel:
GENERAL SESSION 3: IS TOURISM ENTERING A NEW AND DIFFICULT AGE?

- Perception of crime
- Waste management practices
- Perceived risk of travelling to the Caribbean
- Greater collaboration between Tourism and Security entities
WORKSHOP A: BUCKLE UP. THIS COULD BE BUMPY
- Greater level of intra-connectivity within the Caribbean Block
- The vicious taxation circle
- One Caribbean - No Borders - Permit Open Sky agreement across the board.
- Mitigate risk and offer attractive incentives
WORKSHOP B: WILL YOU BE IN BUSINESS IN FIVE YEARS?

- Paradigm Shift in balance of power
- The need to start valuing ourselves

FROM
Servitude
Silent Service
Same-Old Training

TO
Professional service
Dynamic & Vibrant
Authentic Empowerment
One Caribbean Community.
We must be ladies and gentlemen serving ladies and gentlemen.
Common Visa System for the region
Tourism-a force for goodness.
The removal of the Cuba/US Block creates opportunities for the Caribbean
GENERAL SESSION 5: THE SHARING ECONOMY: OPPORTUNITY OR THREAT?

- Going digital
- The Airbnb phenomenon
- Managing standard through Word of Mouth
GENERAL SESSION 6: CREATING VALUE THROUGH OUTSTANDING VISITOR EXPERIENCES

- New segments of travelers
- Different niche focus areas
- The importance of first impressions
- Destination marketing is also a key growth to the sustainability of our tourism industry.