Dear Tourism Colleague,

Welcome to the May edition of the Sustainable Tourism Roundup for 2022. This edition features information and updates from CTO and its tourism development partners relevant to sustainable tourism product development. You are encouraged to take action where appropriate and to disseminate this information widely, for the benefit of all tourism stakeholders.

CTO INITIATIVES

Professional Certificate in Sustainable Tourism Destination Management

The early bird discount on registration for the June courses in the George Washington University Professional Certificate in Sustainable Tourism Destination Management has been extended until Friday, May 13, 2022.

Don’t miss the opportunity for extra savings on registration.
The 2022 Programme

- The June 2022 courses will run from **June 6 to 26**. An introductory/orientation course will be held on May 31. The courses that will be offered during this summer session are listed below (click the links for descriptions.):
  - [Destination Management](#) (June 6 – 12)
  - [Introduction to Sustainable Tourism & Regenerative Travel](#) (June 13 – 19)
  - [Destination Marketing](#) (June 20 – 26)

- The following courses will be offered in October 2022:
  - Product Development (October 10 – 16)
  - Destination Investment & Finance (October 17 – 23)
  - Destination Policy & Planning (October 24 – 30)

- The fees that will apply to CTO members are as follows:

<table>
<thead>
<tr>
<th>Number of courses per person</th>
<th>Standard rate (US$)</th>
<th>CTO Member rate (US$)</th>
<th>CTO Member rate, with the Early Bird discount (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>One course</td>
<td>$495</td>
<td>$445</td>
<td>$430</td>
</tr>
<tr>
<td>Two Courses</td>
<td>$990</td>
<td>$940</td>
<td>$910</td>
</tr>
<tr>
<td>Three Courses</td>
<td>$1350</td>
<td>$1300</td>
<td>$1250</td>
</tr>
</tbody>
</table>

Please note the following:

1. To access the discounts outlined above, the code **CTO-50** must be when completing the registration.
2. The **Early Bird discount** ends on **May 13, 2022**.
3. The multi-course discounts are applied to an individual registering, or being registered for two or three course at the same time.
4. The courses are **offered over one-week periods** and each one should take students about ten (10) to twelve (12) hours to complete.
5. A minimum number of registrants is required for the courses to be offered.

Additional details about the Professional Certificate in Sustainable Destination Management, please visit the programme website [here](#). To register for the June courses, please click [here](#).
VIRTUAL SEMINAR

Beyond Crossroads: Issues, Solutions & Actions

As we approach the end of the June conclusion of the Caribbean Development Bank (CDB) funded Regional Human Resources Development (HRD) Knowledge & Skills Audit for the Tourism Industry project, the Caribbean Tourism Organization will be hosting a virtual seminar entitled ‘Beyond the Crossroads: Issues, Solutions & Actions’ on Tuesday, 17 May 2022 from 10:00 a.m. – 12:30 p.m. AST.

This virtual seminar, which forms an important part of the consultative and participatory process of the project, will present some of the main issues/key findings unearthed by the project consultants, A-Z Information Jamaica Ltd., and will also put forward solutions/recommendations as well as actions that can help to inform national tourism human capital development policies, strategies and plans.

Register using this link: https://us02web.zoom.us/meeting/register/tZUudeCvrT8iG92vZkyXxr8JVU39P2NGDcAr or by clicking on the flyer below.
REGIONAL & INTERNATIONAL PARTNER INITIATIVES

CARPHA Situation Report No. 228
Report by the Caribbean Public Health Agency (CARPHA)

Situation Report No. 228 on the Coronavirus Pandemic in the Caribbean as at May 9, published by the Caribbean Public Health Agency (CARPHA) can be downloaded using this link: Situation Report No. 228 – May 9, 2022.

CARPHA in its role as the regional public health agency for the Caribbean has produced various information resources and tools. Please visit the CARPHA website for updates and toolkits including Technical Guidance Documents, Prevention Measures and Travel Advisories, via the following website: https://carpha.org/What-We-Do/Public-Health/Novel-Coronavirus

Caribbean Climate Outlook Newsletter

The CariCOF Climate Outlook for May to July 2022 is now available online on the Caribbean Regional Climate Centre’s website and can be accessed here.

The latest climate outlook products include the Temperature and Precipitation Outlook Maps, the Drought Outlook, the Wet Days & Wet Spells Outlook, the Experimental Dry Spell Outlook, and The Caribbean Climate Outlook Newsletter (PDF download of the Newsletter here).

Summary for the period January to July 2022: January to March 2022: Slight to moderately dry conditions were reported across parts of the eastern Caribbean resulting in lingering seasonal dryness. On the other hand, seasonal rainfall in Guyana, Suriname, and French Guiana produced moderate to extremely wet conditions. Temperatures were warmer than usual across most of the region, but were generally cooler in areas where conditions were moderately wet. May to July 2022: Drier than normal seasonal rainfall and fewer than normal wet days and wet spells is expected across most of the region, which could delay the onset of the rain season. However, wetter than normal seasonal rainfall and an increase in wet spells is expected along The Guianas, Cayman Is., and The Bahamas, where marginal flash flood and soil erosion potential may develop. Extreme wet spells are not expected to feature more than usual for the region. In general, temperatures are expected to be close to normal across the region with an expected reduction in dry spells. Incursions of Saharan dust typically peak in frequency at this time.

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Caribbean Drought Bulletin

Please see the latest drought outlook from the Caribbean Institute for Metrology and Hydrology (CIMH) covering the 3-month period, January 2022 – March 2022. We encourage you to pay keen attention/ take the appropriate actions if and where necessary. Click HERE to access the latest drought bulletin.

Sargassum Outlook – April 2022

Attached is the Sargassum Outlook for April 2022. 2022 will be another major Sargassum year with a lot of beaching events around the Caribbean and southeast coast of Florida. Furthermore, total amount of Sargassum in April 2022 sets a new record for the month of April.
2022 United Nations SIDS Partnership Awards

Established by the General Assembly through resolution 76/203, the United Nations SIDS Partnerships Award is created in line with the objectives of the SAMOA Pathway, which also provided the guidance for the establishment of the SIDS Partnership Framework, designed to monitor progress of existing, and stimulate the launch of new, genuine and durable partnerships for the sustainable development of SIDS.

The UN-SIDS Partnerships Awards was launched on March 14th 2022 and will be presented at the annual global multi-stakeholder SIDS partnership dialogue.

The closing date for receipt of nominations is 6:00pm (ET) May 20th.

Further information, including application details and submission guidance, can be found on the United Nations website https://sdgs.un.org/topics/small-island-developing-states/united-nations-sids-partnerships-awards-2022#:~:text=The%20United%20Nations%20Small%20Island,and%20durable%20partnerships%20for%20the.

Background information and documents can be accessed here.

To be considered for the 2022 UN SIDS Partnerships Awards please complete the following application form: SIDS Partnerships Database

*Note it is a prerequisite for Partnerships to be registered on the SIDS Partnerships Database to be considered for the UN SIDS Partnerships Awards*
Sustainable Travel Report

To download this report, please use the following link:

Executive Summary

Summary of the Seven Policy and Development Framework Areas

A FRAMEWORK FOR DESTINATION MARKETING, PUBLIC RELATIONS AND PRODUCT DEVELOPMENT

The Destination Marketing, Public Relations (PR) and Product Development Framework places focus on continually improving the sustainability of the marketing mix, the utilisation of PR, and the diversity and quality of sustainable tourism products.

This framework area is aligned to six (6) of the UNSDGs and integrates several regional priorities including the development of Cultural Heritage as a sustainable tourism product. Cultural heritage, a key pillar of the Caribbean tourism product and experience, is included among the following as a priority area for policy action within this framework by countries in the Caribbean region:

- Tourism Market Intelligence;
- Tourism Product Development, Enhancement, Rejuvenation, and Diversification;
- Social Media and Digital Tourism Marketing & PR;
- Cultural Heritage Development as a Tourism Product; and
- Aligning Marketing Efforts;
- Product Quality Standards.

Successful marketing is one of the keys to the long-term sustainability of tourism in the Caribbean. A range of stakeholders are involved in this activity with government constituting a significant player in the development of the marketing mix. To effectively leverage ideas and stakeholder inclusion, this framework supports the development and implementation of collaborative tourism marketing and PR strategies with the private sector.

The framework area further supports evidence-based decision making in marketing. In this regard, policy actions on market intelligence emphasise the importance of collecting and managing tourism data at the national level, and the need for this information to be analysed and fed into the marketing process.

This feature was taken from:
Executive Summary of the CTO's Caribbean Sustainable Tourism Policy and Development Framework
http://ourtourism.onecaribbean.org/resources
Getting Ready for the Family Vacation Season
By Tourism & More, Inc.

Although most family vacations will not occur in the northern Hemisphere until June - August, May is the month when families plan their vacations. The family vacation market is a huge part of the travel industry and in this period when families seek to get away after multiple lockdowns, the tourism industry would be wise to offer multiple alternatives, especially in this year of high inflation and transportation problems especially in the world of air travel.

Prior to the Covid pandemic lockdowns tens of millions of families took family vacations and many of these people traveled with children under the age of 18. These trips tended to be fairly long, averaging some 6.9 nights per trip. The greatest number of these trips was by car, with, for example, only 25% of all US families traveling that summer by air. Interestingly enough, as a population ages the amount it is willing to spend per day and the length of these trips tend to increase. While the summer of 2022 is still somewhat a question mark due to irregular gas prices and the pandemic situation, smart tourism business should still be preparing for an important part of the tourism market. To help you prepare for the busy summer family months, here are several things to consider.

-Remember that today's families come in all sorts of sizes and age groupings. Often we have the idea that family vacations are mainly composed of two parents and two or three children aged 9-12. In reality that demographic is a thing of the past. Family vacations are now just as likely to be composed of a single parent, teenage children or very small children, grandparents and grandchildren without parents, or any other combination. The changing face of society in all industrialized and post-industrialized countries means that family vacation packages must offer greater variety to a greater number of people than ever before. In reality there is no one family-oriented vacation just as there is no one definition of the word family.

-Work at lowering family vacation stress. Families tend to judge a vacation on how well each person survived the other. All too often family vacations turn into a "stressful search for fun." To lower stress develop family-oriented activities in the early evening hours and brochures indicating rainy day activities. All too many destinations consider themselves to be family vacation material when in reality there is not much for an out-of-town family to do.

-Develop family-oriented package tours. Costs are always a stress producer. Communities that can develop one-priced or pre-priced vacations are bound to lower stress and attract those people who are on a budget. Hotels, attractions, and restaurants can by working together develop land-cruses where the client has an approximate idea of what the vacation will cost, before he/she arrives rather than fearing credit card shock after the vacation has been completed.

-Develop family vacations that take into account financial concerns. Communities that seek the family vacation market may well want to develop group-ticket prices, flexible restaurant costs, and free activities combined with paid activities. Due to an irregular world economy, family travelers will seek value for money. This value for money does not necessarily mean inexpensive, but it will mean that the traveler will not tolerate inaccurate information, misleading marketing, or price gauging.

-Offer a wide variety of family activities. The most popular family oriented activities have tended to be historic sites, water (lake/ocean) experiences, mountain/outdoors adventures, urban museum experiences, family reunions. Note that shopping, other than souvenir buying, is a popular couple vacation activity, but tends to be much less popular on family vacations.

-Get beyond brochures and when you do make brochures then make them female oriented. While men and women often have equal input in travel making decisions, it appears that women do the data collecting. Design brochures and packages with the woman customer in mind. For example, women tend to notice colors, seek knowledge about medical facilities and tend to worry more about food options than do men.

-Your website is your door to the world, make them easy to use and family friendly. All too often the travel web site is so complicated or takes so long to download that families seeking tourism information become frustrated. Information should be easy and personal. Hospitality is all about taking care of people, and family vacations are about building memories. Becoming more mechanical may make us more efficient, but we lose not only the personal touch but also the chance to create a memory. Never forget that the purpose of a family vacation is to strengthen relationships and develop memories. If your community replaces memories with efficiency, there is a good chance that your attraction/locale will be a single visit place.

-Develop both short- and long-term family vacation offerings. Many families will now split vacations between a longer vacation and an extended weekend vacation. These different lengths require different activities and pricing options. As baby-boomer's children grow up we should expect to see an increase in family vacations composed of couples or young grandparents traveling with grandchildren. These people will have specific demands. Among these demands will be good tourism surety, good risk management, high levels of service, and bonded child-care in the evenings. These same people will also seek hotels that offer free computer access, and flexible check-in and check-out times.

-Work to make your community or business family friendly. One of the key elements of a family vacation is the serendipitous moment. For example, a child having his/her photograph taken with a fireman or police officer, or getting to meet the mayor. Work with other city agencies to make the town memorable. Seek ways for serendipitous moments to occur. Those moments may be the best marketing device you develop.
Compliments,

Caribbean Tourism Organization (CTO)
Resource Mobilization and Development Department

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