



Sustainable Tourism Roundup - December 12th, 2019 -

Dear Tourism Colleague,

Welcome to the Caribbean Tourism Organization's 6th and final Sustainable Tourism Roundup for 2019. You are encouraged to take action where appropriate and to disseminate this information widely, for the benefit of all tourism stakeholders. We take this opportunity to extend best wishes for the Holiday Season and a Prosperous and Productive New Year.

CTO INITIATIVES:

Over the last two years, the CTO has been working in concert with its regional and international partners towards the fulfillment of its mandate of helping to “**position the Caribbean as the most desirable, year round, warm weather destination.**” As such, we are pleased to share with you two very important studies that were recently concluded.

1. Presentation by Essa Technologies Ltd. on the outcomes of the Tourism-Climate Feasibility Study



International consulting firm, **Essa Technologies Ltd** was contracted to conduct a feasibility study on the development of a **Tourism-Climate Productivity Index**, that explains the effect of intra- and extra- regional climate on Caribbean tourism arrivals, and options for tourism-climate modelling for the Caribbean. The presentation on outcomes was delivered November 26, 2019, on the margins of the recently held Caribbean Climate Outlook Forum, hosted by the Caribbean Institute for Meteorology and Hydrology (CIMH). This study was a component of the **Supporting a Climate Smart and Sustainable Caribbean Tourism Industry Project**, funded by the **Caribbean Development Bank (CDB)** through the **African Caribbean Pacific, European Union, Natural Disaster Risk Management (ACP-EU NDRM)** in the CARIFORUM Countries Programme, in seeking to reduce the vulnerability and increase the resilience of CTO and CDB's mutual member countries, to the impacts of climate change. Click the following link to view the study: <https://drive.google.com/file/d/1beRg8u2ob4RiXvQK7kfaSDFJvNvyCjWb/view>

2. Market Study by Euromonitor Consulting

DIVERSIFICATION OF CARIBBEAN TOURISM EXPERIENCES



The second study is market research conducted in the US Market, the primary source market for the Caribbean, to assess the demand for innovative tourism products and services and that can be offered by regional destinations. The study also provided cost inferences based on visitor willingness to pay for these experiences. This study was done by **Euromonitor International**, a global strategic consulting firm and provides insights on market drivers, consumer demand and trends and opportunities for tourism product development. The study aims to assist CTO member countries to diversify the tourism product offerings by identifying potential experiences that can be offered to tourists, while also spreading the economic benefits of tourism to rural and indigenous communities and vulnerable groups more strategically.

This study forms part of an ongoing collaboration between the Caribbean Tourism Organization and the Compete Caribbean Partnership Facility (CCPF). Click the following link to access the study: https://drive.google.com/open?id=12yqITQXcLrYOal03FBCGoKpOzX7_n0bb.

CBT Toolkit and Call for proposals



The CTO is also pleased to announce the **Call for Community-based Tourism and Agro-Tourism Cluster projects** by the **Compete Caribbean Partnership Facility**. This call will provide technical assistance to tourism cluster projects to enhance and add value to community-based experiences and sustainable food chains. The grant awards will be a competitive process, and successful projects will receive assistance ranging from USD \$100,000 to USD \$400,000. Project concept notes must be submitted **by deadline January 26th, 2020 at 11:59pm**. For documentation and guidelines on the Call for Proposals, see the following link:

<https://www.dropbox.com/home/CBT%20Toolkit/Community-Based%20Tourism%20Toolkit>

We also encourage you to review the CBT Toolkit documents on our website: <http://ourtourism.onecaribbean.org/cbt-toolkit>.

REGIONAL AND INTERNATIONAL PARTNER INITIATIVES:

1. Stay in the Know with the Caribbean Climate Outlook Newsletter (December 2019- February 2020)

The Caribbean Institute for Metrology and Hydrology is pleased to present you with the latest climate outlook products. Click on the link below to access briefings on Temperature, Precipitation, Drought and much more. Download the Newsletter via the following link: <https://rcc.cimh.edu.bb/files/2019/12/caricofdjfmam.pdf>.

Additional climate information products can be found online on the **Caribbean Regional Climate Centre's** website: <http://rcc.cimh.edu.bb/>.

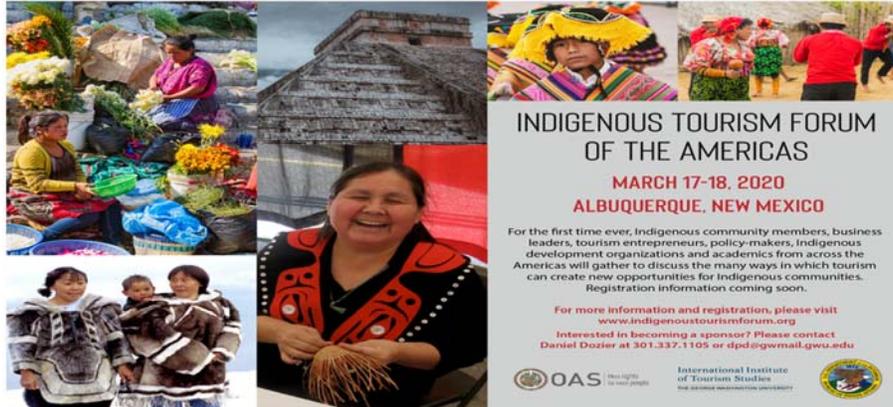


2. Tourism Climatic Bulletin, with the Caribbean Institute for Meteorology and Hydrology (CIMH) and the Caribbean Hotel and Tourism Association (CHTA).

We are pleased to share Volume 3 Issue 4, of the Tourism Climatic Bulletin 2019. This issue highlights the climate outlook for the period **December 2019 to February 2020**, with information and tips for tourism practitioners to be prepared for upcoming weather conditions in the region's destinations, also providing insights on weather conditions expected in key source markets to inform marketing and promotional activities. We encourage you to take the appropriate actions as necessary. Happy Reading and click the following link to access the TCB: <https://www.flipsnack.com/CTOSUSTAINABLETOURISMDIVISION/dec-2019-jan-2020-caribbean-tourism-climatic-bulletin.html>



3. OAS Indigenous Tourism Forum



Check out the **Indigenous Tourism Forum of the Americas** being held from **March 17-18, 2020** through the partnership of **Organization of American States** and the **International Institute of Tourism Studies** at the **George Washington University**.

This forum is for policy makers, practitioners and community leaders who are interested in discussing experiences including opportunities and challenges of tourism in indigenous settings and how to use tourism as a tool while preserving traditional values. Details on the conference and how to register available via the conference website: <http://indigenoustourismforum.org>.

4. Caribbean Travel Marketplace 2020



Join the **Caribbean Hotel and Tourism Association** at **Marketplace 2020** from January 21-23, 2020 in the Bahamas as regional stakeholders gather to showcase the tourism products of the Caribbean. It is also an opportunity for the regional tourism market to connect to investors outside of the region and attract new investment to the regional tourism sector. For further information please see the event website: <https://chtamarketplace.com>.

Warm Regards,

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