

Caribbean Tourism Organization

www.OneCaribbean.org | www.CaribbeanTravel.com

Leading Sustainable Tourism - One Sea, One Voice, One Caribbean



Leading sustainable tourism. One sea, one voice, one Caribbean.



CTO Member Countries



Diverse Membership

- English, French, Spanish and Dutch speaking
- Independent sovereign countries
- Membership in political groupings
 - US Associated Territories
 - British Overseas Territories
 - Overseas Departments of France
 - The Kingdom of the Netherlands



Regional and International Partners

- Caribbean Development Bank (**CDB**)
- Inter-American Institute for Cooperation on Agriculture (**IICA**)
- Organization of American States (**OAS**)
- Caribbean Public Health Agency (**CARPHA**)
- International Air Transport Association (**IATA**)
- Latin American & Caribbean Air Transport Association (**ALTA**)
- Florida-Caribbean Cruise Association (**F-CCA**)
- Caribbean Community Climate Change Centre (**CCCCC**)



Regional and International Partners

- Caribbean Hotel & Tourism Association (**CHTA**)
- UN World Tourism Organization (**UNWTO**)
- World Travel & Tourism Council (**WTTC**)
- Association of Caribbean States (**ACS**)
- Organization of Eastern Caribbean States (**OECS**)
- Caribbean Community (**CARICOM**)
- Caribbean Central American Action (**CCAA**)
- Caribbean Disaster Emergency Management Agency (**CDEMA**)
- A comprehensive range of development multi-laterals



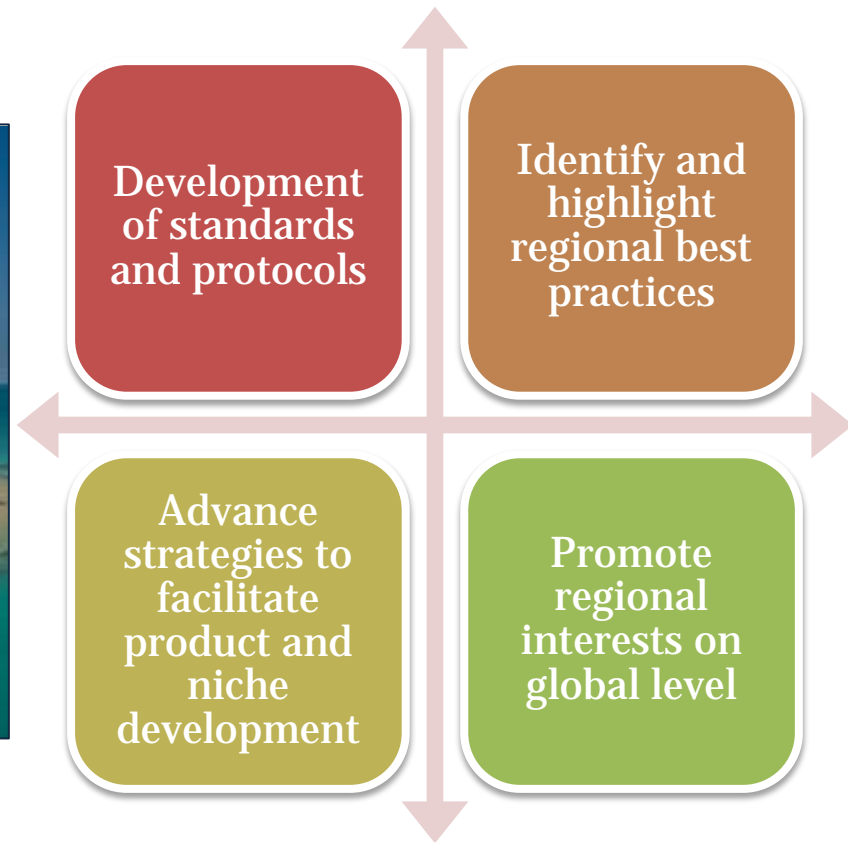
Sustainable Development

The foundation on which good business stands

- Establishing energy policies and observing protocols that improve the region's climate resilience
- Effective disaster risk management and risk reduction; \$1.00 spent; \$3.00 - \$5.00 saved
- Enforcing and maintaining proper building codes
- Instituting policies to allow current populations as well as future generations to enjoy the benefits of nature's gifts to the Caribbean



Sustainable Tourism Development



Resource Mobilization

- Available resources to sustain, develop, improve, *as well as to* rebuild
- Tourism - rapid recovery, debt reducing, employment generating, poverty alleviating, foreign exchange earning tool, but expensive
- Convert pledges to cash
- Implement, implement, implement
- Deliver results; exceed the funders' expectations



Brand Leadership

- Drawing down on an established marketing fund
- Reinforcing the value and attributes of the Caribbean brand
- Educating the public and the travel industry on the geography of the Caribbean
- Generating demand in old and new markets
- Every 1% decline in arrivals could mean the loss of \$130 million



Research & Market Intelligence

- Use Tourism Satellite Account (TSA) for accurate information on tourism's contribution to the economy
- A TSA is neither simple nor inexpensive to institute, but it is essential.
- Document lessons learned regionally and internationally
- Review and improve systems and procedures



Human Capital Development

- Train, re-train, certify and equip
- Utilize internships, other markets and partnerships
- Create a nexus between traditional HCD and citizen host development
- Being good hosts is not the responsibility of a select few. As long as the region continues to boast that its people are its most sought-after tourism asset, every citizen has a role.



Advocacy

- **Champion the cause on an international scale**
- **Tourism destinations in the Caribbean and around the world have the public's attention**
- **Effective advocacy speaks powerfully to the issues that facilitate the development of travel and tourism globally**
- **Enlist champions; effective championship among celebs, public-sector and private-sector leaders helps immensely to generate support at home and abroad**



For more information on the Caribbean Tourism
Organization visit

www.OneCaribbean.org



Thank you!

