

A tropical sunset over the ocean. The sun is low on the horizon, creating a bright orange and yellow glow that reflects on the water. A palm frond is visible in the upper right corner, partially obscuring the sky. The overall scene is serene and picturesque.

*Caribbean tourism – what
the future holds*

From sea to shining sea

A suspension bridge made of metal mesh and cables, stretching across a dense tropical jungle. The bridge is surrounded by lush green foliage and trees. The sun is visible through the canopy, creating a dappled light effect. The bridge appears to be a walkway or a viewing platform, providing a unique perspective of the forest.

(and jungle)



U.S.A

Bermuda

Atlantic Ocean

The Bahamas

Turks & Caicos Islands

Cuba

St Maarten,
St. Martin

British Virgin
Islands

Cayman
Islands

Jamaica

Haiti

Dom.
Rep.

Puerto
Rico

Anguilla

Antigua & Barbuda

Belize

U.S. Virgin Islands

St. Kitts & Nevis

Guadeloupe

Dominica

Caribbean Sea

Curacao

Bonaire

St. Lucia

Martinique

Barbados

St. Vincent &
The Grenadines

Central America

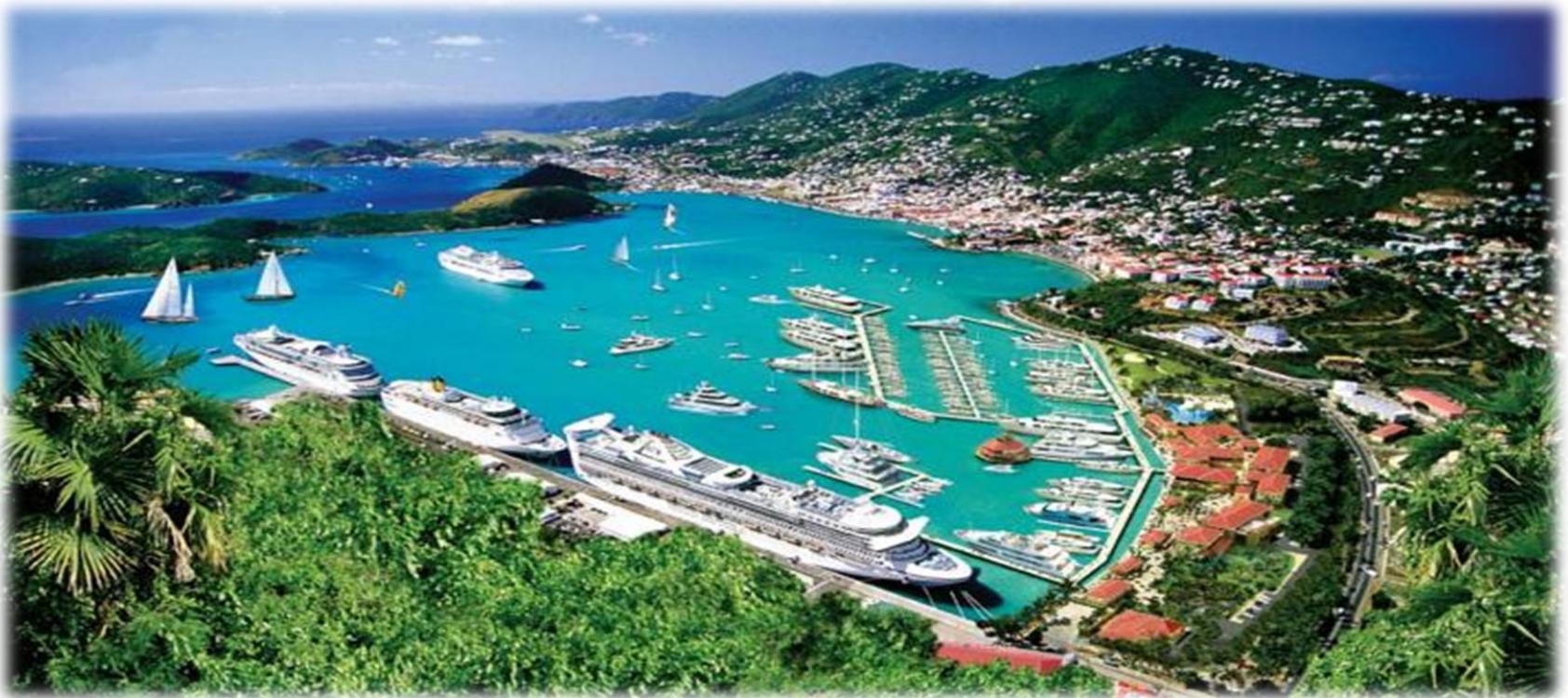
Aruba

Grenada

Trinidad &
Tobago

South America

Guyana





Caribbean Tourism Product Offers

■ Sun and Sand

- Destination Resorts & Hotels

■ Nature-based

- Soft adventure
- Ecotourism
- Marine activities

■ Cultural/heritage

- Music and other events
- Plantation tours

■ Honeymoons & Weddings

■ Cruise ports & yachting

The Tourism product now goes well beyond the beach

The Caribbean vacation

- **Emerged in the 1950s**
- **Warm weather destination**
- **Close to source markets**
- **Revenue earner**
- **Employment provider**
- **Viable option for otherwise resource-poor states**



2016

- **Tourist arrivals to the Caribbean increased by 4.2 per cent in 2016, better than the 3.9 per cent overall, internationally.**
- **We welcomed over one million more visitors last year than in 2015, to reach 29.3 million**



**And now to the
future (shock?)**

SWOT analysis

CURRENT	<p><u>Strengths</u></p>  <ul style="list-style-type: none">• Unique value proposition and diversity of the tourism offering• Proximity to major markets	<p><u>Weaknesses</u></p>  <ul style="list-style-type: none">• Seasonality of tourism industry• Weak linkages to the local economies• Transportation links• Human resources and training
EMERGING	<p><u>Opportunities</u></p>  <ul style="list-style-type: none">• Increased regional collaboration• Growth of the shared economy• Cruise conversion• Medical and education tourism• Yachting industry	<p><u>Threats</u></p>  <ul style="list-style-type: none">• Climate change• Environmental damage• Health risks• US-Cuba relations• BREXIT
	SUPPORTING	LIMITING

**Source:
CDB, 2017**

2 additional opportunities



**Climate sensitive
sustainable tourism**



St. Kitts
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SAVE THE DATE
SEPTEMBER 6-8 2017


CLIMATE SMART
Sustainable Tourism Forum
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**Tourism – saving the
Caribbean and
enabling Accountancy
to save the world**

Thank you

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