

**Presentation by the Director of Sustainable Tourism on the Programme Multi –Destination Tourism”**

**MDT OBJECTIVE**

To facilitate and enhance cooperation and Dialogue among the regional tourism sector and transport industry in order to improve connectivity in the Greater Caribbean.

**Content**

**MARITIME CONNECTIVITY**

- ASSOCIATION OF CARIBBEAN CRUISE DESTINATIONS (ACCD )
- CRUISE TOURISM AND MSME'S : OPPORTUNITIES FOR WOMEN (WITH THE DIRECTORATE OF TRADE)

**AIR CONNECTIVITY**

- FORUM OF TOURISM AND AIRLINE EXECUTIVES FOR THE PROMOTION OF MULTI-DESTINATION TOURISM IN THE GREATER CARIBBEAN: EXPLORING CLOSER TIES & OPPORTUNITIES FOR CONNECTIVITY

**Establishment of the ACCD**

Objective:

To establish The Association of Caribbean Cruise Ship Destinations (ACCD) 'as a mechanism for cooperation through Regional Dialogue among governmental and non-governmental agencies in keeping with Member States of the Association of Caribbean States, who operate in this important tourism sector.'

Ad-Hoc Working Group for the Establishment of the ACCD

To date the Ad Hoc WG has held 3 meetings which:

- Analyzed the Objectives, Composition, Functions and other Institutional Aspects of the ACCD.
- **Directed the Consultancy initiated to produce the Statues and Internal Regulations of the ACCD as well as its Strategic Operational Plan, Marketing and Funding Plan.**
- Reviewed and provided feedback to the deliverables generated by the Consultancy.
- Prioritised outreach activities to include engagement of the Cruise Industry and identified topics for discussion / intervention.
- **Agreed that the ACCD would not be a new regional organisation but established as an initiative within the parameters of the ACS.**

- Agreed to facilitate subsequent meetings to finalise discussions on the legal and operational framework of the ACCD, in order to expedite the formal establishment of the Association.

### **ACCD: Next Steps**

The Ad Hoc Working Group together with the Secretariat prepare a report of the current situation, the progress to date and agree on modalities and the path to follow in the establishment of the ACCD.

## **2. REGIONAL SYMPOSIUM ON CRUISE TOURISM AND ENTREPRENEURIAL STRENGTHENING IN THE GREATER CARIBBEAN: OPPORTUNITIES FOR WOMEN**

- DIRECTORATE OF SUSTAINABLE TOURISM
- DIRECTORATE OF TRADE, DEVELOPMENT AND EXTERNAL ECONOMIC RELATIONS

### Regional Context

**Cruise Tourism** generates an estimated \$18 billion a year in passenger expenditure and has been the fastest growing sector of the travel industry for the past twenty years with an average annual growth rate of passengers of 7.4%. (UNWTO)

**Micro, Small and medium-sized Enterprises (MSMEs)** are seen as the engine of economic growth and employment creation throughout the world. “90% of Employment and 70% GDP in most Caribbean Countries” OECD.

**Women:** “In the Caribbean for example, 84% of contributing family work — unpaid — to tourism activities is provided by women. Gladys Acosta, UN Women Director for Latin America and the Caribbean.

### Primary Purpose

Increase awareness of the potentialities and provide information, tools and strategies to improve the competitiveness and maximise the entrepreneurial opportunities for women, generated by tourism in general and cruise tourism in particular.

### Summary of Objectives

- Highlight the importance of tourism more specifically cruise tourism as an engine for increased trade and the socio-economic development of women;
- Transfer knowledge and resources to contribute to the promotion, adoption and implementation of strategies for capacity-building

- Showcase women-owned MSMEs to generate interest, exposure and opportunities for increased business.

**The Symposium structure is proposed as follows:**

- Thematic Plenary Sessions featuring Regional and International experts to facilitate discussion of case studies, best practises and on-going projects.
- Capacity-Building Workshops
- Tourism Fair/ Destination Market Place complemented by a Match-Making Exercise.

**Future Initiatives**

- The formulation of a policy guidelines and indicators for strengthening women owned and operated MSMEs in the tourism industry in the countries of the Greater Caribbean
- Development of subsequent capacity-building national and/or regional interventions.

**3. FORUM OF AIRLINE AND TOURISM EXECUTIVES FOR THE PROMOTION OF MULTI-DESTINATION TOURISM IN THE GREATER CARIBBEAN: Exploring Closer Ties & Opportunities for Connectivity**

**Objective**

To promote multi-destination tourism through developing a series of special interest multi-destination packages amongst the destinations in the Greater Caribbean.

**SUMMARY OF PROPOSED APPROACH**

ALTA (Latin American and Caribbean Air Transport Association) Airline Leaders Forum will be held from the 14th-16th November 2012, Panama City, Panama.

- Designed to stimulate an international dialogue that promotes a safer, more efficient and environmentally friendly aviation industry in the region
- The conference features an agenda of leading CEOs and top-level industry speakers who discuss issues of importance to the region's airline industry

- Over five hundred Industry Leaders attended last year's ALTA Airline Leaders Forum

### BENEFITS

- Accommodate visitors who want 'to experience' a single-destination vacation, as well as visitors who want a value-added vacation,
- Diversification and enhancing of the region's tourism product will contribute to enhancing the competitiveness and growth potential of the industry
- The Greater Caribbean will have the opportunity to offer a wider range of tourism products to the unique destination markets.
- Multi-destination tourism package will afford those who wish to maximize their vacations and gain several experiences in one trip

### RECOMMENDATIONS FOR FUTURE ACTION

#### **PHASE 1**

- Informal meeting of Airline Executives and Tourism Officials within the margins of the ALTA Airline Leaders Forum 2012
- 2nd Forum of Airline and Tourism Executives for the Promotion of Multi-destination Tourism in the Greater Caribbean

#### **PHASE 2**

- Study to collate the diverse regional and sub-regional approaches to MDT, with recommendations for a **Greater Caribbean MDT Strategy with Policy Implications.**

#### **PHASE 3**

- The institutionalising of MDT and its support mechanisms is recommended.

**Thanks for your attention  
Gracias por su atención  
Merci de votre attention**