

Multi-Destination Tourism to be discussed at the 23rd Meeting of the Special Committee on Sustainable Tourism



Port of Spain (June 26, 2012) – The issue of Multi-Destination Tourism (MDT) is one of Regional importance that will be addressed at the up-coming 23rd Meeting of the Special Committee on Sustainable Tourism of the Association of Caribbean States (ACS).

The ACS acknowledges that the transport sector in the form of the cruise lines and airlift carriers are critical in ensuring access to the various destinations. With its proposed project, the ACS has sought to tap into existing and potential synergies between the tourism and air transport sectors by increasing collaboration among economic operators in both sectors through a process of alliances and partnerships,

The ACS through its Directorate of Sustainable Tourism has been engaged in the development of an MDT Programme which seeks to facilitate dialogue and cooperation among the regional stakeholders in the tourism and transport sectors resulting in a multi-sectoral partnership approach necessary for the sustainable development of Tourism in the region. The objective in this regard, is to utilise MDT as a tool to preserve the “Caribbean” destination market share in extra-regional markets and increase intra-regional tourist flows.

On Thursday 28th June in Managua, Nicaragua the Directorate will present a proposal for the convening of the 2nd Forum of Airlines and Tourism Executives for the promotion of Multi-destination Tourism in the Greater Caribbean. The forum is proposed as the first phase in a multi-layered and integrated approach which includes as follow-up activities; the commissioning of a study on the diverse regional and sub-regional approaches to MDT, with recommendations for a Greater Caribbean MDT Strategy, and development of a series of special interest MDT packages amongst the

destinations in the Greater Caribbean. This initiative responds to various calls in recent high-level fora, to explore incentives and strategies to strengthen regional carriers, enhance intra-regional travel and joint airlift agreements to increase linkages between regional and international based airlines as part of a broad-based strategy to boost tourist arrivals.

The advances and way forward on issues such as regional collaboration in the area of Cruise Tourism is another aspect of MDT that occupies equal importance on the agenda. Emphasis will be placed on achieving consensus on the way forward [for the conceptualisation of a mechanism for cooperation, knowledge-exchange and dialogue between governmental agencies and Regional and International Industry Stakeholders that operate in this important tourism sub-sector. Presentations on the current situation of Cruise Tourism in the Caribbean and Central America will also be made by the Caribbean Tourism Organisation (CTO) and the Central American Tourism Integration Secretariat (SITCA) respectively.

Delegations from ACS Member and Associate Member Countries as well as representatives from regional organisations in attendance are expected to pursue a collaborative approach in this regard