



# Rebuilding Intra-Caribbean Travel

Restoring and Building Your Destination and  
Business Through Intra-Caribbean Travel

**Session Two:** Thursday, April 7, 2022 10 a.m. to 11 a.m. ET

REGISTER TODAY

60  
Years



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## Understanding the obstacles and opportunities for stimulating Intra-Caribbean travel recovery



- High taxes and fees
- Entry requirements
- Lack of marketing support to promote Intra-Caribbean travel
- Limited collaboration between destinations within the region
- COVID impact on festivals and entertainment activities



- Raise awareness of the Caribbean product within the region
- Diversity of our product = variety of experiences to be offered to the traveler
- Intra-Caribbean travel is not only for our citizens; we must also expand and develop this segment within global visitors
- Domestic travel helps address seasonality; using culture and heritage as catalysts

# Understanding the obstacles and opportunities for stimulating Intra-Caribbean travel recovery



## Recommendations from Session 1 Panelists:

- Continued collaboration
- Consistency in entry requirements
- Investing in advertising in the region
- Reduction of taxes and fees does not mean reduction of revenue
- One Caribbean – think and act like one destination; multi-destination tourism works



# Panelists:



**Alicia Cabrera**  
Executive Manager,  
Marketing &  
Loyalty  
Caribbean Airlines



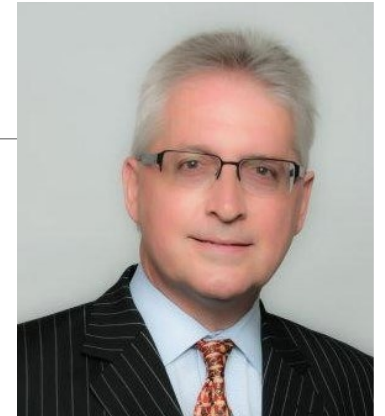
**Sanovnik Destang**  
Executive Director  
Bay Gardens  
Resorts



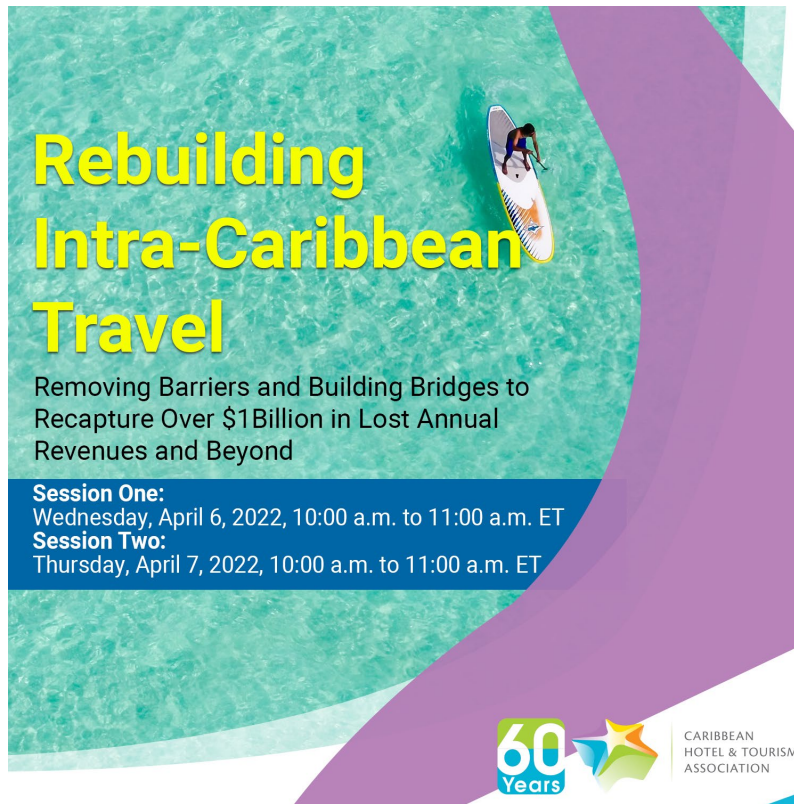
**Christopher Gustave**  
Marketing Manager  
Caribbean, Sports &  
Events  
St. Lucia Tourism  
Authority



**Jesse Lee Lum**  
Regional Manager  
SunTours Caribbean



**Trevor Sadler**  
CEO  
interCaribbean  
Airways



# CARIBCATION SAINT LUCIA

## Caribbean Market Overview

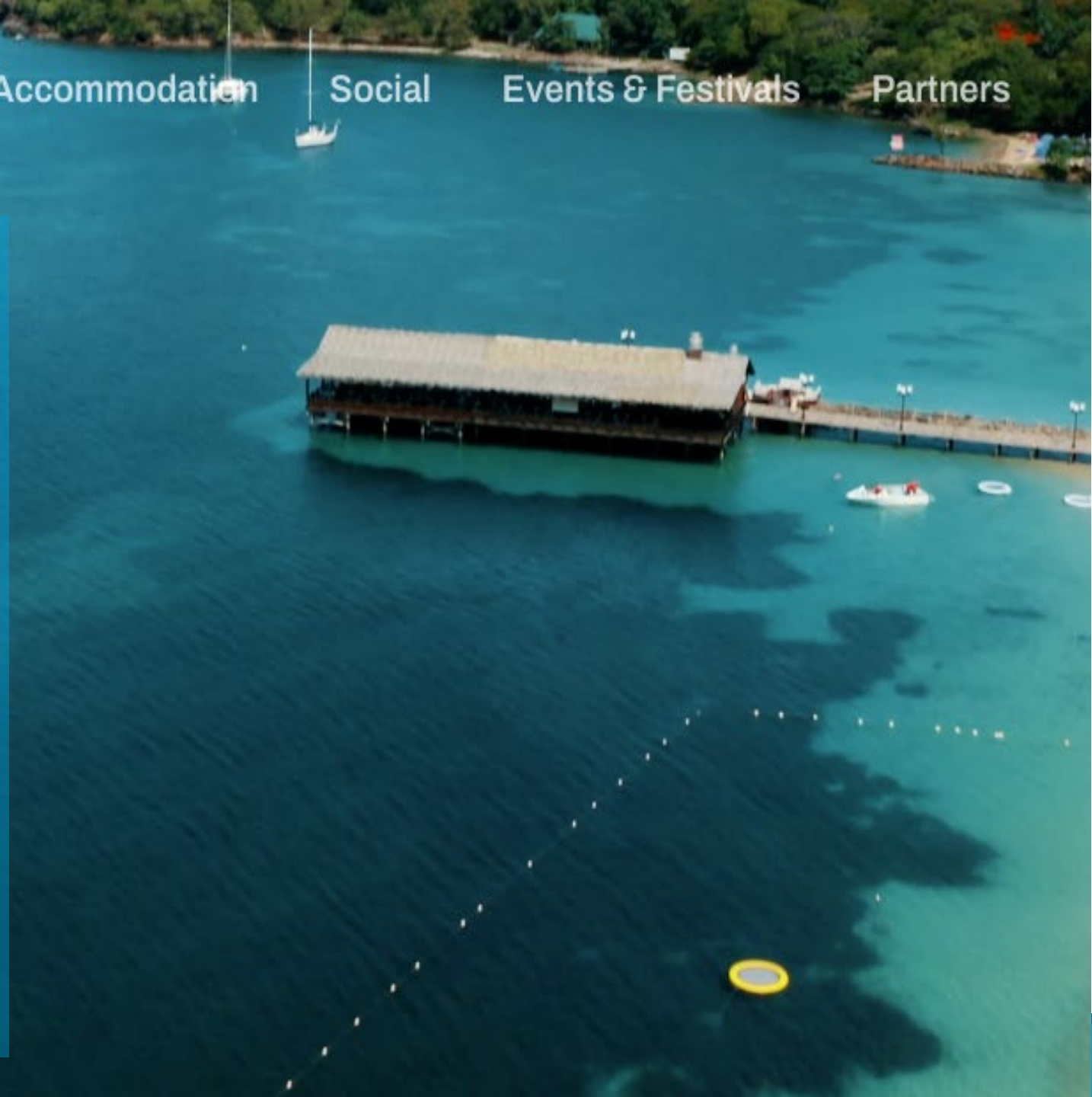
CHRISTOPHER GUSTAVE CARIBBEAN & EVENTS MARKETING MANAGER

EMAIL: [CGUSTAVE@STLUCIA.ORG](mailto:CGUSTAVE@STLUCIA.ORG)

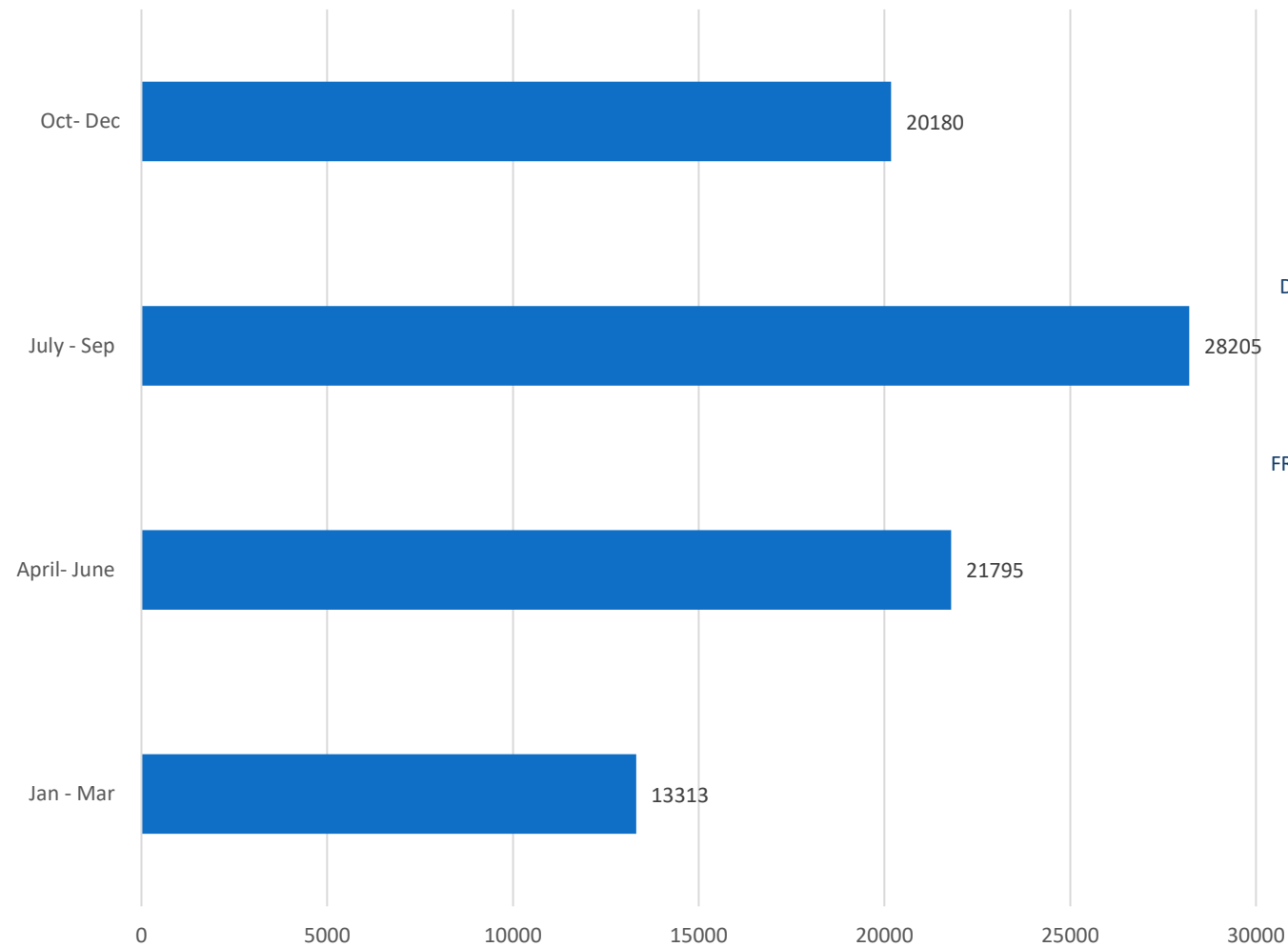


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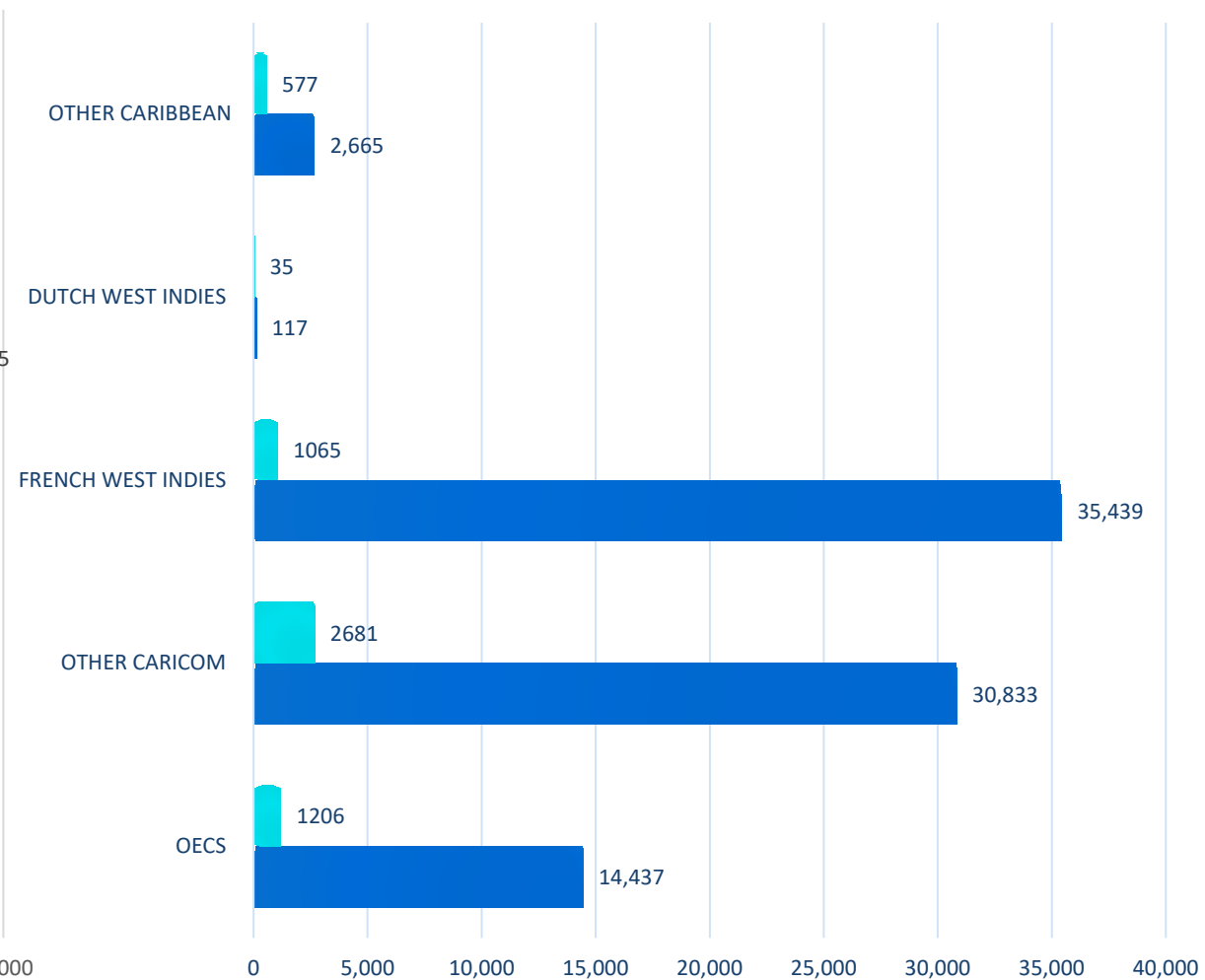
- Caribcation brand launched in 2018
- Laser focused on the Caribbean consumer market
- Active digital marketing presence (@caribcation) as well as traditional media
- Platform is bilingual; French and English
- Caribbean nationals and residents benefit directly by receiving Caribcation rates from both small and large accommodation providers via caribcation.org



### 2019 Caribbean Arrivals



### Source Countries Arrivals 2019 Vs 2021



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## ***Caribbean Flight Performance - December 2019***

<b>Airline</b>	<b>No. of Flights</b>	<b>Monthly Capacity</b>
LIAT	152	7,600
Air Caribbes	10	700
Air Antilles	14	760
Caribbean Airlines	29	1,972
InterCaribbean Airways	19	610
Air Sunshine (3018)	2	38
<b>Total</b>	<b>226</b>	<b>11,680</b>

## ***Caribbean Flight Performance - February 2022***

<b>Airline</b>	<b>No. of Flights</b>	<b>Monthly Capacity</b>
LIAT	13	650
Air Antilles	16	800
Caribbean Airlines	8	544
InterCaribbean	47	1,410
Air Sunshine	2	60
One Caribbean	2	60
<b>TOTAL</b>	<b>88</b>	<b>3,524</b>



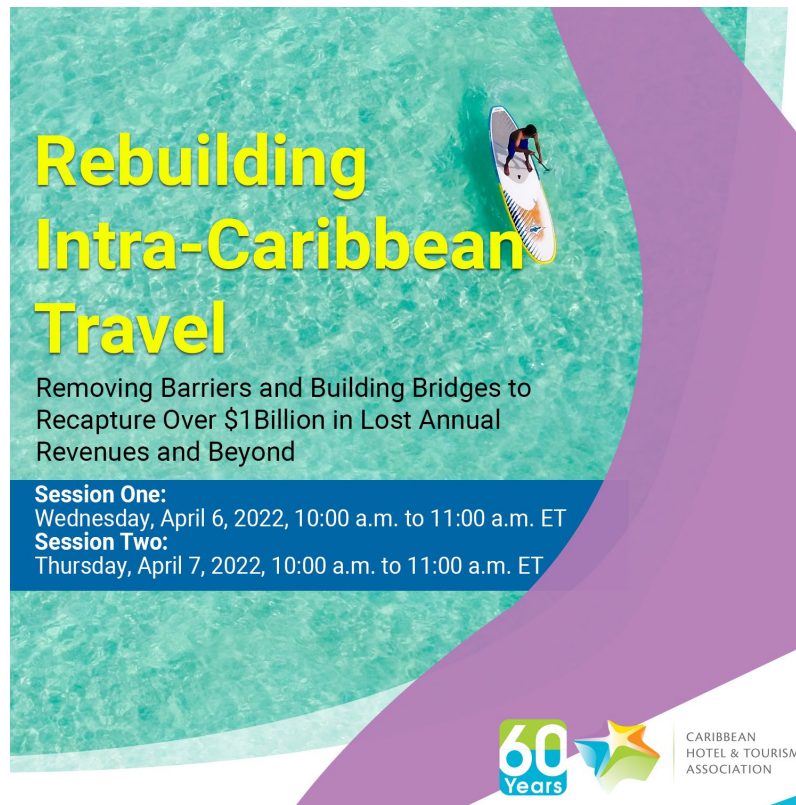
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# Inspiring Recovery

- Focus on the wedding and honeymoon segment
- Promote family vacations
- Develop and promote more regional sporting events
- Promote Carnival and other major events
- Airlift must recover to pre Covid levels





## Strategies for Tapping Into Intra-Caribbean Traveler Markets

SANOVNIK DESTANG, BAY GARDENS RESORTS

# Setting the Stage – Pre Covid

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- Bay Gardens has traditionally had dominant market share among Caribbean travelers who opted to stay in hotels with our 4 properties traditionally all being in the top 5.
- This market pre covid made about 35% of our travelers at BG (over 50% if one includes Caribbean diaspora)
- Also makes up about 40% of our 500+ Vacation Club/Timeshare owners
- Some of the reasons why Caribbean travelers tend to choose Bay Gardens Resorts
  - Location – in the heart of the entertainment capital near bars, restaurants, shopping.
  - Locally owned and operated - Authentically and Unapologetically Caribbean
  - They feel at home - not treated differently!
  - Near major sporting venues and near major event venues (Carnival, Jazz Festival etc)
  - Value for Money
  - Conference Facilities and proximity to major business centers in Gros Islet and Castries
  - Language – vast majority of staff/managers and all GMs speak French Creole
  - Marketing and images/videos used - Caribbean people, food & culture prominently featured in marketing



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# Importance of Imagery



# Key Marketing Strategies Used

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- Some specific marketing strategies that have helped us to target Caribbean market
  - Special “Caribcation” rates available year-round
  - Heavy use of online marketing (especially social media).
  - Marketing focused on showcasing the unique selling points
  - Caribbean traveler is not homogeneous
  - Being sure to develop ad copy in French where applicable!

## **The Way Forward - New strategies coming out of the pandemic**

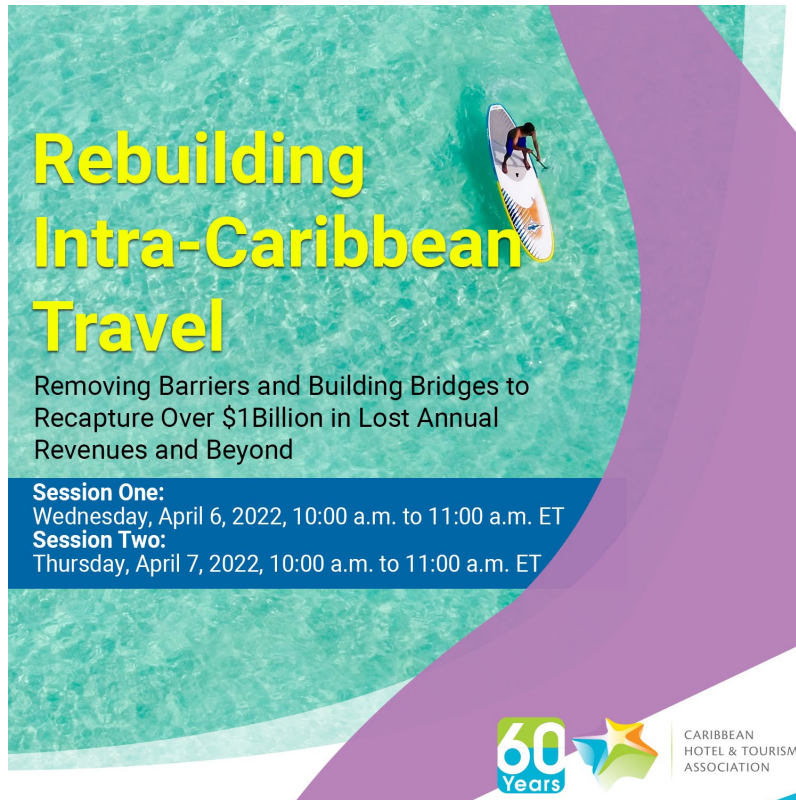
- Stay engaged despite border closures, restrictions etc
- Being adaptable – recognizing opportunities as restrictions change (specials w free return antigen testing)
- Being active participants in the resurrection of certain key niche markets (sports tourism, events tourism)
- Influencers and collaboration with other hotels, attractions and DMO are key! Team effort!
- Ultimately this market like all others will come back as the demand is there.
- Airlift is key – collaboration with airlines and ferry services



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# Contact Information

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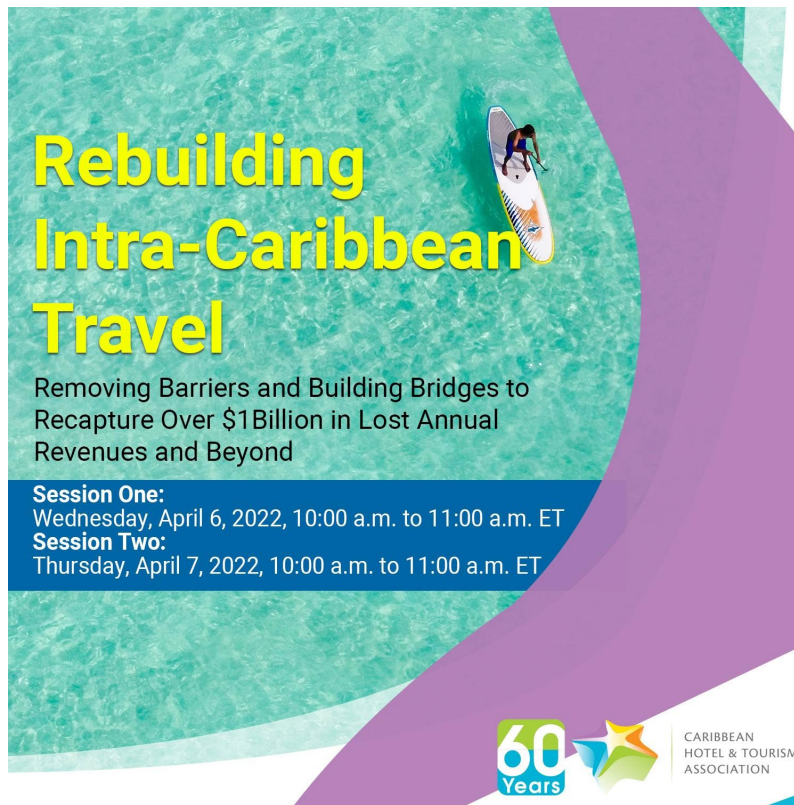
Mobile - 758-720-3521

[sdestang@baygardensresorts.com](mailto:sdestang@baygardensresorts.com)

<https://www.baygardensresorts.com/caribcation>







# Local Tour Operator Strategies to Stimulate Intra-Regional Travel

JESSE LEE LUM  
REGIONAL MANAGER  
SUNTOURS CARIBBEAN



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# Obstacles to Intra-Caribbean Travel

- COVID
- Air lift between islands
- Pricing across the board
- Relationship between DMC's, Suppliers, Travel agents

# Strategies to encourage stimulation

- DMC participation - where do we stand?
- Improve and develop relationships
- Fresh ideas - new tour products
- Looking into the future



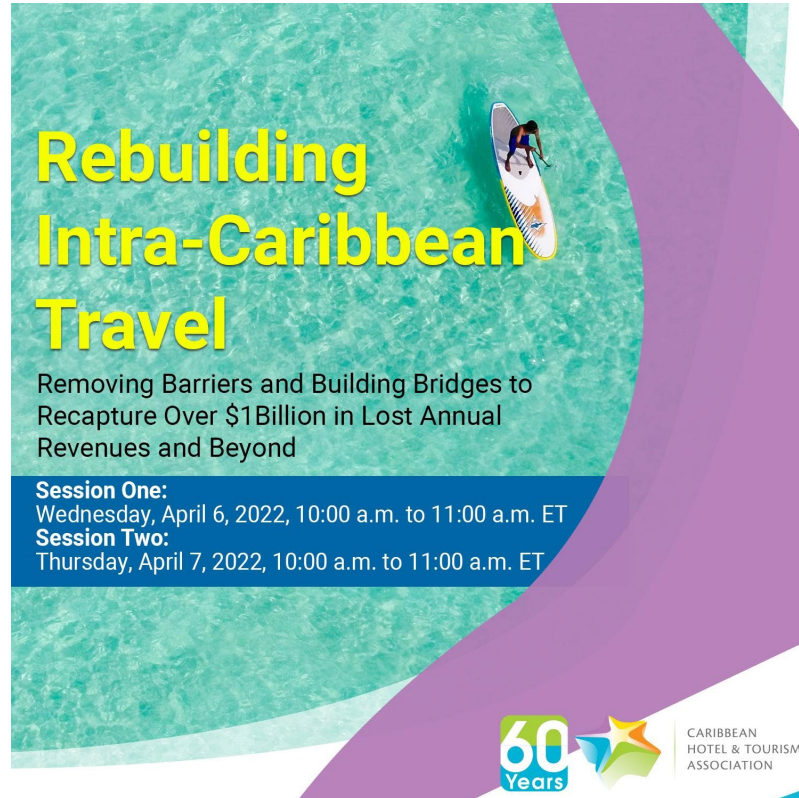
# Contact Information

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**Rebuilding  
Intra-Caribbean  
Travel**

Removing Barriers and Building Bridges to  
Recapture Over \$1Billion in Lost Annual  
Revenues and Beyond

**Session One:**  
Wednesday, April 6, 2022, 10:00 a.m. to 11:00 a.m. ET

**Session Two:**  
Thursday, April 7, 2022, 10:00 a.m. to 11:00 a.m. ET

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# Wheels up-2022



Reset  
Expectations

## Promotional Collaborations and Partnership to Rebuild Intra-Caribbean Travel

ALICIA CABRERA – EXECUTIVE MANAGER MARKETING & LOYALTY



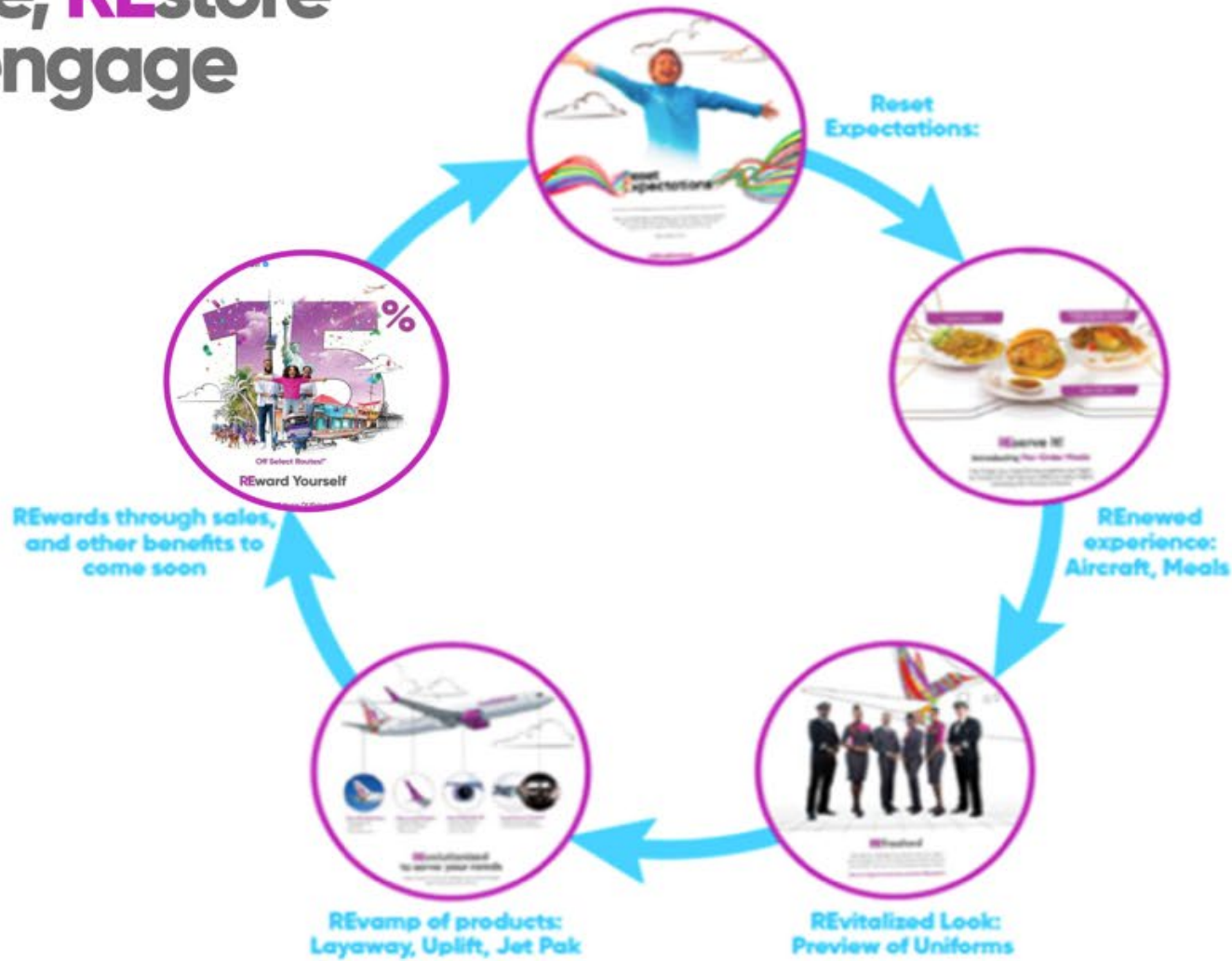
*The "Caribbean's Leading Airline Brand" by World Travel Awards  
2017 to 2021*



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# REinforce, REstore & REengage

## The Essence of RE





# RElaunch & REbuild – Partnerships



Vacations



Co-Marketing  
promotions  
Agencies  
and Hoteliers



Interline



Loyalty  
& Rewards



Caribbean  
Vacations & Tours



YOU DESERVE A  
GETAWAY  
Claim Your Dream Vacation Week Certificate Today



Home > Saint Lucia > Gros Islet > Search results

Search

Destination/property name:

Gros Islet

Check-in date

Wednesday 13 April 2022

Check-out date

Saturday 16 April 2022

3-night stay

1 adult · 0 children · 1 room

☐ Entire homes & apartments

☐ I'm travelling for work

Gros Islet: 30 properties found

Nearby beaches: Rduit Beach



Bay Gardens Beach Resort & Spa

Gros Islet · [Show on map](#) · 1.1 km from centre

Beachfront

Travel Sustainable property

Deluxe Garden View King

1 extra-large double bed

**Free cancellation**

You can cancel later, so lock in this great price today.

**Only 4 rooms left at this price on our site**

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## Thank You



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Your membership helps us continue our work to safeguard the industry and build towards a strong recovery.

Join the **#MyCHTA** community!

[Membership@CaribbeanHotelandTourism.com](mailto:Membership@CaribbeanHotelandTourism.com)

[www.caribbeanhotelandtourism.com](http://www.caribbeanhotelandtourism.com)

# Get in Touch!

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