



MONDAY OCTOBER 9		STATE OF THE INDUSTRY CONFERENCE									
		TUESDAY, OCTOBER 10		WEDNESDAY, OCTOBER 11		THURSDAY, OCTOBER 12		FRIDAY, OCTOBER 13		SATURDAY OCTOBER 14	
Members of the Executive Committee, Ministers, Commissioners and Directors of Tourism and arrive	9:00am – 3:00pm Destination Press Briefings St. Andrew	9:00am–4pm Destination Tour for Members of the Media	10:00am– Noon CTO Strategic Planning Session Coffee Break available for sponsorship Trinidad	8:20am–8:25am Security Briefing Crown Ballroom		8:00am – Noon REBUILD & RECOVER – THE FUTURE OF CARIBBEAN TOURISM Crown Ballroom 8:00am–8:20am The Impact – Observations: Mitigation & Preparedness in Caribbean Tourism Disaster mitigation and preparedness are key components of any sustainable tourism plan for a destination. The readiness of the Caribbean in this respect came into sharp focus with Irma and Maria. In this presentation, observations from an expert in this area give insight into what needs to be done to improve resilience in the sector ♦ Presenter – Elizabeth Riley, Deputy Executive Director, Caribbean Disaster Emergency Management Agency		8:00am–8:45am CTO Press Conference St. Andrew		MEDIA TRIP TO CARRIACOU POST CONFERENCE TOURS	
				8:30am–9:15am Keynote Address for All Delegates Dorsey Levens, Founder and President, Levens Communications Crown Ballroom		8:30am–8:50am The Cost – The Real Economic Cost of Disaster One of the elements in planning for recovery is assessing the real costs of any disaster. The impact of this season’s hurricanes not only significantly affects the economy of the countries that were directly hit, but the economy of the entire region. This presentation will outline and contextualize what this means at the national and regional level for the sector. ♦ Presenter – Dr. Justin Ram, Director, Economics, Caribbean Development Bank		9:00am–10:15am General Session VI for All Delegates Active Engagement: Riding the Technological Wave The rapid rise of technology is pushing the travel industry to be ever more creative in the way they engage visitors and enhance the experience. And, increasingly, artificial intelligence is becoming part of travel experience. Whether it’s Edwardian Hotels’ virtual concierge, Edward; Kayak’s Lola AI, or AI powered chatbots that help fast food businesses improve customer service efficiency and provide roadmaps for travel brands, or the virtual flight-assistant, Tensator, travel and hospitality companies using AI are more and more to add value for customers and improve the experience. This session will delve into ways to use technology creatively to successfully sell destinations and enhance the visitor experience. ♦ Amrita Chandra Gurney, Head of Marketing, Crowdriff ♦ J. Greg Land, Global Industry Leader, Hospitality & Travel Related Services, IBM ♦ Oliver Gale, Founder, Bitt		OTHER DELEGATES DEPART FOR HOME OR POST CONFERENCE TOURS	
				9:30am–10:45am General Session I for All Delegates Infusing Dynamism in Caribbean Tourism For the third straight year, Caribbean tourism arrivals outpaced the global average, yet our share of the global market is not growing, remaining steady at 2.4 per cent. Meanwhile, new destinations are entering the race for the global tourism dollar, while established ones are adding new, exciting products to attract an ever changing traveller. This session will examine where the Caribbean stands in this global context, how the region is perceived and how we supercharge the brand to improve its competitiveness, grow demand and increase value. ♦ Caroline Gallichan-Hurley, Virgin Holidays ♦ Jennifer Hendry, Senior Research Associate, Canadian Tourism Research Institute ♦ TBD ♦ Moderator: Marla Dukharan, Chief Economist, Bitt Crown Ballroom		9:00am–9:20am Blueprint - Recovery from Crisis: Building a Path to Sustainability The presentation will provide a comprehensive set of proven guidelines and considerations that should be included in the recovery planning process. This section of the programme will be led by an expert in the area of crisis management in the tourism industry. ♦ Presenter – Jean-Marc Flambert, VP, Marketing & Sales, UK & Europe, Antigua & Barbuda Tourism Authority		♦ Moderator: Graham McKenzie, Publisher, TravelMole Crown Ballroom		MEDIA DINNER SANDALS LA SOURCE GRENADA	
					9:30am – 11:00am Panel Discussion: Key Recommendations for Moving Forward – The Stakeholder Perspective This panel brings together representatives from the major entities that help to position and sell the Caribbean in the source markets. These stakeholders will offer recommendations on what they would like to see and what they will need implemented to successfully reposition the Caribbean. Panelists: ♦ Shawn Sullivan, Policy Lead, Latin America & the Caribbean, Airbnb ♦ Fernando Fernandez, VP Development, Apple Leisure Group ♦ Frank Comito, CEO, Caribbean Hotel & Tourism Association ♦ Marie McKenzie, VP Global Ports and Caribbean Government Relations, Carnival Corporation ♦ Marty St. George, EVP, Commercial and Planning, JetBlue ♦ Julie Reifer-Jones, CEO, LIAT (1974) Ltd. ♦ Juan Bailey, Regional Sales Director, C&W Business ♦ Moderator – Hugh Riley, Secretary General, Caribbean Tourism Organization		10:15am–10:30am Coffee Break for All Delegates Foyer				
						11:00am – 11:35am The Members’ Experience – Lessons learned The experience, the knowledge gained, the next steps. This section of the programme gives a voice to the CTO member countries that were directly impacted by natural disaster.		10:30am–11:45am General Session VII for All Delegates Spicing Up the Caribbean Brand The Caribbean is known globally as a melting pot of cultures, traditions, peoples and heritage. While there are unmistakably common threads			

					<p>Presenters:</p> <ul style="list-style-type: none"> ◆ Hon. Clarice Modeste-Curwen – Minister of Tourism and Civil Aviation, Grenada ◆ Dionisio D’Aguilar, Minister of Tourism, Aviation and BahamasAir 	<p>among our regional tourism products, every Caribbean destination strives to offer a unique flavour that increases both market share and share of customer spend, while strengthening the region’s brand recognition. As with all good business models, product regeneration is critical to creating and maintaining a competitive advantage and Caribbean tourism is no different. This session will explore tangible examples of distinctive destination offerings in the areas of gastronomic experiences, multi-destination tourism initiatives, and immersive frontiers through Cosplay, Comic-Cons and AnimeKons</p> <p>Presenters</p> <ul style="list-style-type: none"> ◆ Andrea de Caires, President, Tourism and Hospitality Association of Guyana ◆ Yvette La Crette, Personal Chef, Caterer ◆ Omar Kennedy, Executive Director, AnimeKon ◆ Moderator - Alexandra Otway Noel, Member of Parliament, Former Minister of Tourism & Civil Aviation, Grenada <p>Crown Ballroom</p>	
				<p>11:00am–11:30am Coffee Break for All Delegates Foyer</p>	<p>11:40am – 11:55am Global Partners Perspective</p> <p>The challenges that now face Caribbean tourism have not escaped the notice of the region’s global partners, namely the UNWTO and the WTTC. During this segment, these partners will provide an update on how they will be supporting the Caribbean recovery</p> <p>Presenters:</p> <ul style="list-style-type: none"> ◆ Hon. Edmund Bartlett Minister of Tourism, Jamaica/Coordinator, UNWTO Disaster “Recovery Working Group ◆ Helen Murano, Senior Vice President, Government and Industry Affairs, World Travel and Tourism Council 		
				<p>11:30am–1:00pm General Session II for All Delegates Who Are The New Explorers?</p> <p>The ever changing travel demographic means tourism practitioners must forever adapt to the evolving needs of travellers. Be it Generation Z, the Fifties, New Female Traveller or Hipsters, tomorrow’s travellers are demanding unique experiences that appeal to their individual tastes. This session will help you identify the new explorers, what they want, how they spend and how to attract them.</p> <p>Presenters:</p> <ul style="list-style-type: none"> ◆ Mathew Probasco, Freelance Journalist, NYC ◆ Stephanie Oswald, Editor-in-Chief and Founder, TravelGirl Magazine Emmy-Award winning Journalist at CNN) ◆ Chris Spring – Co-founder & Principal, China Ni Hao, LLC ◆ Moderator – Barry Collymore, Director. Port Louis Marina Development and Mount Cinnamon Beach Resort <p>Crown Ballroom</p>	<p>11:56pm– Noon WRAP UP & THANK YOU</p>		
					<p>Noon–5pm Destination Tour for Members of the Media Continued (optional)</p>	<p>Noon–5pm Destination Tour for General Delegates</p>	<p>Noon–5pm Luncheon and Destination Tour for Caribbean Youth Congress participants</p>
		<p>12:30pm–2:00pm Luncheon for Ministers and Commissioners of Tourism, and Board of Directors Sponsored by Cable & Wireless Business Greenery</p>					<p>Noon -1:15pm Presentation by Silversands Grenada in Crown Ballroom FOLLOWED BY Buffet Luncheon for All Delegates Tradewinds Restaurant</p>
		<p>2:00pm–5:00pm Joint Meeting of the Council of Tourism Ministers and Commissioners and the CTO Board of Directors Trinidad</p>					<p>1:15pm–3:15pm General Session VIII for All Delegates CARIBBEAN TOURISM YOUTH CONGRESS</p> <p>The Caribbean Tourism Youth Congress is an integral part of CTO’s annual tourism conference and is a regional activity involving students between the ages of 14 and 17 from CTO member countries. Its main aim is to stimulate greater awareness and excitement about tourism among young people in our Caribbean communities, by allowing them to research various facets of the tourism sector and share their ideas and vision with respect to future directions for Caribbean Tourism. Delegates should expect a thought-provoking and spirited exchange of views among our future leaders of the Region, as these young national “Junior Ministers of Tourism” compete for important prizes and the chance to be a youth ambassador for their destination and the region for a full year. Chairman: Gabriel Josephs, 2016 Caribbean Youth Congress Winner, Bahamas Sponsored by CHTA and Grenlec Crown Ballroom</p>
	<p>3:30pm–5:30pm CTO Executive Committee Meeting Greenery</p>			<p>1:00pm – 2:30pm Sponsor’s Presentation in Crown Ballroom FOLLOWED BY Buffet Luncheon for All Delegates Tradewinds Restaurant</p>			
				<p>2:30pm–3:45pm General Session III for All Delegates Business Models that Rock!</p> <p>As travel destinations and service operators seek to increase tourism intake, it is imperative that businesses design and deliver unique and authentic experiences that help them stand out from the crowd and succeed. They must have unique value propositions, diverse revenue streams and loads of creativity. This session will present proven business models that create compelling value for visitors and help vacation providers rethink how we generate revenue, explore how to develop models that are highly scalable, unique, loved by customers, disrupt the industry and are profitable.</p> <p>Presenters:</p> <ul style="list-style-type: none"> ◆ Francine Howard, Marketing & Service Development, Sprint ◆ Helen Beck, Vice President, International Marketing and Sales Crystal Cruises ◆ Jason Nichols, Lead Brand Partner, Linqia ◆ Moderator: Shadel Nyack, Managing Director, Belmont Estate <p>Crown Ballroom</p>			
							<p>3:15pm – 3:30pm Coffee for All Delegates Ballroom Foyer</p>
							<p>3:30pm–5:00pm General Session IX for All Delegates Stakeholders Speak Out</p> <p>While the State of the Industry Conference features a wide range of leading experts who share examples of successful practices from which</p>
				<p>3:45pm – 4:00pm Coffee for All Delegates Ballroom Foyer</p>			

					<p>4:00pm – 5:15pm General Session IV For All Delegates Turning Our Waters Into Goldmines - Investing in the Blue Economy</p> <p>The contribution of the region's marine resources to Caribbean economies is critically important, especially for small island developing states (SIDS) like those in the Caribbean, which have a narrow resource base. However, the 'blue economy' or the 'ocean economy' is now being seen as providing wider and more diverse opportunities to fuel new industries, stimulate different kinds of jobs and put countries on a more innovative and competitive path, while restoring ocean health. From a tourism and tourism-related perspective the session will be looking at areas such as shipping and port facilities, tourism's use of the marine and costal environments.</p> <p>Presenters</p> <ul style="list-style-type: none"> ◆ Robert Hathaway, Manager, Glossy Bay Marina ◆ Dr. Eric Deans, Chief Executive Officer, Jamaica Special Economic Zone Authority (JSEZA) ◆ Phil Saye, Manager, Dive Grenada ◆ Moderator: Merina Jessamy, Permanent Secretary, Ministry of Agriculture, Lands, Forestry, Fisheries and the Environment Crown Ballroom 			<p>we can learn, the people who have a direct stake in tourism – the hotel worker, the taxi driver, the farmer, the banker, the school teacher, the general public, etc. – also have a say. These are the people who are in direct contact with the visitor, who hear their concerns, who share in their joy and who leave the most lasting impression of the Caribbean. They hear the stories we don't hear, see visitors from a perspective we do not, and view the destination from a perspective we often miss. This session gives stakeholders a voice, allows them to share their own unique experiences and offer their own critical recommendations on how we can supercharge the brand to meet the needs of the new explorers</p> <p>Presenters:</p> <ul style="list-style-type: none"> ◆ Travis Robinson, Parliamentary Secretary, Bahamas Ministry of Tourism ◆ Patricia Maher, CEO, Grenada Tourism Authority ◆ Hugh Riley, Secretary General and CEO, Caribbean Tourism Organization ◆ Jerry Rappaport, Owner/Manager, La Sagesse Nature Centre ◆ Sarah Greaves-Gabbadon, Travel Journalist <p>◆ Moderator: Tony Fraser, Freelance Journalist Crown Ballroom</p>
5:30pm–6:30pm CTO Foundation Board of Directors Meeting St. Lucia			<p>5:30pm–7:00pm Welcome, Orientation and Presentation Preview for Caribbean Youth Congress Participants Greenery</p>		<p>Free Evening for all Delegates or Film Screening (Popcorn and a Movie) Camerhogne Park</p> <p>Delegates may purchase snacks or dinner from local vendors invited on site to facilitate and enhance the experience. Enjoy!</p>	<p>5:05pm–5:20pm Wrap Up Session - Conference Anchor Crown Ballroom</p>		
7:00pm–9:00pm Reception for Ministers, Commissioners, Board and Committee Members and Spice Island Beach Resort	<p>Media Reception and Dinner La Phare Blue – Lightship Restaurant</p>	<p>7:00pm–8:30pm Opening Ceremony for All Delegates Crown Ballroom</p> <p>8:30pm–10:00pm Welcome Reception For All Delegates Oasis Pavillion</p>	<p>7:00pm–9:00pm Dinner for Members of the Media Coyaba</p> <p>Free Evening for All Other Delegates</p>	<p>7:00PM – 9:00PM “Mix and Mingle” Reception for Government, Allied, Carrier and Affiliate Members and Speakers The Cabana, Mount Cinnamon</p>		<p>7:30pm Farewell Function for All Delegates St. George's University Club, Lance Aux Epines, St. George's</p>		
MEDIA: St. Andrew		Secretariat: St. Vincent		Meeting Room: St. Lucia	Exhibit Tables: Ballroom Corridor			