



MONDAY OCTOBER 9		STATE OF THE INDUSTRY CONFERENCE						SATURDAY OCTOBER 14			
		TUESDAY, OCTOBER 10	WEDNESDAY, OCTOBER 11		THURSDAY, OCTOBER 12		FRIDAY, OCTOBER 13				
Members of the Executive Committee, Ministers, Commissioners and Directors of Tourism and arrive	9:00am–3:00pm Destination Press Briefings	9:00am–4pm Destination Tour for Members of the Media 9:00am–Noon CTO Board of Directors Meeting Coffee Break available for sponsorship 12:30pm–2:00pm Luncheon for Ministers and Commissioners of Tourism, and Board of Directors Available for Sponsorship 2:00pm–5:00pm Meeting of the Council of Tourism Ministers and Commissioners Coffee Break available for Sponsorship 5:15pm–6:30pm Welcome, Orientation and Business Development Networking for Travel Agents	8:20am–8:25am Security Briefing		8:00am – 9:00am Breakfast for CTO Government and Private Sector Members		8:00am–8:45am CTO Press Conference	MEDIA AND POST CONFERENCE TOURS DELEGATES DEPART FOR HOME OF POST CONFERENCE TOURS			
	DELEGATES ARRIVE ALL DAY		8:30am–9:15am Keynote Address for All Delegates		9:00am–9:40am Feature Address for All Delegates		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.				
			9:30am–11:00am 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 traveler. 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		10:00am–11:30am General Session V for All Delegates Energizing the Brand: A Tourism Leadership Exchange In this session ministers of tourism and other tourism leaders will share how they are infusing new and exciting experiences into their product offerings to captivate the new explorers		10:15am–10:30am Coffee Break for All Delegates Available for sponsorship				
			11:00am–11:25am Coffee Break for All Delegates Available for Sponsorship		10:30am–Noon 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 among our regional tourism products, every Caribbean destination strives to offer a unique flavour that increases both market share and share of customer's 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, space tourism initiatives, and immersive frontiers through Cosplay, Comic-Cons, Anime-Cons, and more.						
			11:30am–1:00pm General Session II for All Delegates Who Are The New Explorers? 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		Noon–5pm Destination Tour for Members of the Media Continued (Optional)		Noon–5pm Destination Tour for General Delegates		12:00 Noon–1:45pm Luncheon for All Delegates for All Delegates		
			1:00pm–1:15pm Luncheon for All Delegates Available for Sponsorship		Noon–5pm Luncheon and Destination Tour for Youth Congress participants		Noon–5pm Hotel Site Inspections and Luncheon for Travel Agents		1:45pm–3:45pm General Session VIII for All Delegates CARIBBEAN TOURISM YOUTH CONGRESS Chairman: Gabriel Joseph, Bahamas Prizes available for sponsorship		
			2:30pm–4:00pm General Session III for All Delegates Business Models that Rock! 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 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.		2:30pm–4:00pm General Session III for All Delegates Business Models that Rock!		4:00pm–5:15pm General Session IX for All Delegates Stakeholder's Speak Out While the State of the Industry Conference features a wide range of leading experts who share examples of successful practices from which 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 and meet the needs of the new explorers.				
			4:15pm–5:30pm General Session IV For All Delegates Turning Our Waters Into Goldmines - Investing in the Blue Economy 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 coastal environments, energy production/renewable energy, aquaculture and fisheries.		5:00pm–7:00pm CTDC Board Meeting		5:00pm–7:00pm Welcome, Orientation and Presentation Preview for Caribbean Youth Congress Participants		5:15pm–5:30pm Wrap Up Session		
			5:00pm–6:30pm CTO Foundation Board of Directors Meeting		7:00pm–9:00pm Dinner for Members of the Media and Travel Agents Free Evening for All Other Delegates		7:00pm–9:00pm "Mix and Mingle" Reception for Government, Allied, Carrier and Affiliate Members Available for Sponsorship		7:30pm Farewell Function for All Delegates		
	7:00pm–9:00pm Reception for Ministers, Commissioners, Board and Committee Members and (Members of the Media)		7:00pm–8:30pm Opening Ceremony for All Delegates 8:30pm–10:00pm Welcome Reception For All Delegates			Free Evening for all Delegates or Film Screening (Popcorn and a Movie)					