Innovation and the Future of Caribbean Tourism
About Tourism Intelligence International

Tourism Intelligence International is a highly respected travel and tourism consultancy, serving government and private sector partners in both established and emerging tourism destinations world-wide.
Our Reputation

At Tourism Intelligence International, we have earned a reputation for research, analysis and consultation that is often exhaustive.
How We Work

However, we are results-oriented, not merely task-oriented.

We insist that good intelligence must lead to practical advice, clever competitive strategies, innovative solutions to well-defined problems, and guidelines to put them in place.
Our Publications

- The Paradigm Shift in Travel and Tourism
- How the British Will Travel 2015
- How the Americans Will Travel 2015
- How Germans Will Travel 2015

Tourism Intelligence International

THE WORLD BANK

UNWTO

www.tourism-intelligence.com
Our Experience

Tourism Development & Investment Strategy

EUR 6 Million – Eco-Tourism Development Project

Chinese Market Development
Our Experience

National Export Strategy (2016-2020)

Emerging Market Development – How to target the BRICs

Invented Responsible Tourism Post-Mandela (1994-1996)
Our Experience

National Export Strategy 2016-2020

Training of Tourism Professionals

Caribbean Tourism Strategic Plan 2017-2020
The Global Travel and Tourism Industry is Shifting Rapidly and Radically
There is a Paradigm Shift taking Place in Travel and Tourism

Old "Mass" Tourism

New “Customised” Tourism
What is a Paradigm Shift?

• A radical change in thinking
The Paradigm Shift in Travel and Tourism
Some Players are Winning.

Others are Dying.
Today’s Challenges

• Political Uncertainties, e.g. USA, Russia, North Korea
• BREXIT
• BRICs Economic slowdown
• Disruptive Technology (AirBnB)
• Natural Disasters, Climate Change
• Terrorism
The Only Constant is Change
Tomorrow there will be other challenges.
Change = Opportunity
The key is to realise that this is no ordinary change, but a fundamental and radical shift in the way we do business.
There is a Paradigm Shift taking place Globally.
Unrest and slump push Club Med into the red
Sex, Surf and Sunburn
My Life Inside Club Med
by V.J. “Padre” Mochel
WHERE HAPPINESS MEANS THE WORLD
Das werden wir nicht lassen.
Das werden wir tun.
Here Comes Tesla

Electrical Vs

Combustion Engines
Hydrogen-Powered Cars
Self-Drive Cars
This is NOT ‘Business as Usual’
Unless we **Change** our thinking, unless we **Adapt** and **Innovate**, we will die.
Remember the good old days of Mosquito Coils to repel mosquitoes?
Today, you can repel mosquitoes from sound waves that you can download on your mobile devices.
Mass Production

- Set Products
- Fixed Price
- Economies of Scale
- Suppliers in Control
- Consumers are price takers

Mass Tourism

- Rigidly Packaged Holidays and Hotels
- Inflexible Price Options
- Economies of Scale
- Suppliers in Control
- Consumers are price takers
Old Tourism

- Mass
- Standardised
- Rigidly-Packaged

AFFORDABLE
Key Drivers

There are fundamental shifts taking place in each of the elements that created mass tourism.
Change Agents of the New Tourism Paradigm

Travellers → Driving
Technology → Facilitating
Environment → Limiting
Locals → Demanding
Destinations → Caring
The Balance of Power is Shifting

Travellers have the power
Travellers are Changing

- Demographic Shifts
- Psychographic Shifts
- Geographic Shifts
Tourists make the right moves at the Atlantic Hotel, Banjul, the Gambia
Touristen sammeln Mühl

Guilt-free Holidays
Travellers are Getting Older
People are living longer
Gen Zeds are Digital Natives
To Stay alive in the New Paradigm you must ADAPT to Change
Chicken Maharaja Mac™
The Caribbean Cannot Compete on Sun, Sand and Sea alone.
Tourism must be Beyond the Beach
To: "Innovative and Authentic Experiences"
La Tomatina, Spain
Body Painting - Belize
Carnival – Trinidad
Swimming with Pigs, Bahamas
Further Product Differentiation Needed
Antigua & Barbuda

“The Beach is just the beginning”
What are the Implications for the Tourism Sector
We need to Focus on the ‘I’ in Tourism
innovation
Intelligence
Imagination
Inclusiveness
All of these I’s Require 1 Important Ingredient
PEOPLE
The People Challenge

FROM:
- Servitude
- Silent Service
- ‘Same-old’
- Training
- Clerical / Clinical

TO:
- Professional Service
- Dynamic & Vibrant
- Authentic
- Empowerment
- Creative
What does this mean for Caribbean Tourism?

1. This is not business as usual – Change and disruption are the norm. It is not about Trump or Brexit or Airbnb or Uber. Tomorrow there will be more “fast balls” and “googlies” coming our way. We need to be tomorrow-ready; future-ready.
What does this mean for Caribbean Tourism?

2. We cannot continue to compete with Sun, Sand and Sea alone – We need to compete with Information, Intelligence, IT and Innovation!
What does this mean for Caribbean Tourism?

3. We need to diversify our Products AND our Markets: How many of our products are truly gay-friendly?; Halal-ready? how many of us can say “Thank You” in Chinese?
What does this mean for Caribbean Tourism?

4. We need to invest in Plant, Planet AND People.
What does this mean for Caribbean Tourism?

5. We need to engage our local communities; locals need to benefit from tourism – not just through careers and jobs, but through entrepreneurship. Our products and experiences need to be truly Caribbean!
What does this mean for Caribbean Tourism?

6. Our products and experiences need to be truly Caribbean! Our Caribbean Aesthetic, Culture, Cuisine, Lifestyle need to infuse our Products and Experiences – they make us unique.
Thank YOU!

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