



that many hoteliers and other tourism industry players were yet to implement online marketing strategies. He challenged conference delegates to find creative ways to share the knowledge gained to inspire others in the industry to embrace the benefits of these new digital technologies.

“We have to satisfy the discerning visitor who wishes to experience all the simple pleasures, all the natural ambience, all the scenic beauty and the hospitality of our people that we advertise in our brochures but at the same time is not prepared to be inconvenience by communication and other challenges,” he said.

CTO Secretary General Hugh Riley suggested that unlocking creative capacity would create new employment opportunities within the tourism sector and increase loyalty among visitors.

Caribbean Tourism Organization

CARIBBEAN



“Tourism is the business of creating and delivering memorable experiences to people who have left their own environment and have gone to great lengths to share our space and break bread with us. How we manage that is entirely within our control. There is no limit to the ideas involved in turning those strangers and their friends into our friends forever,” he said.

The CTO's secretary general also underscored the