

A vibrant tropical beach scene with a large palm tree on the left, turquoise water, and people sitting on the sand. The sky is clear blue.

# What does **Build Back Better** actually mean for the Caribbean?

Jeremy Sampson, CEO, **the Travel Foundation**



# The economic impact of less/no tourism has been deep and devastating



A security agent walks on the beach in Varadero, Cuba.  
Image: Reuters/Alexandre Meneghini



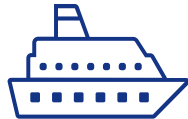
# The challenges of managing growth are sure to return







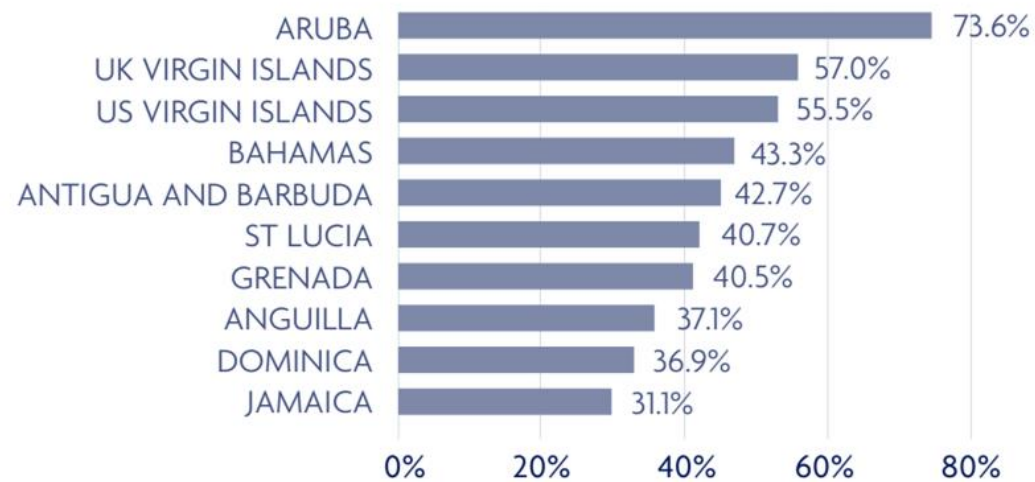
Stayover arrivals: 31.5 million



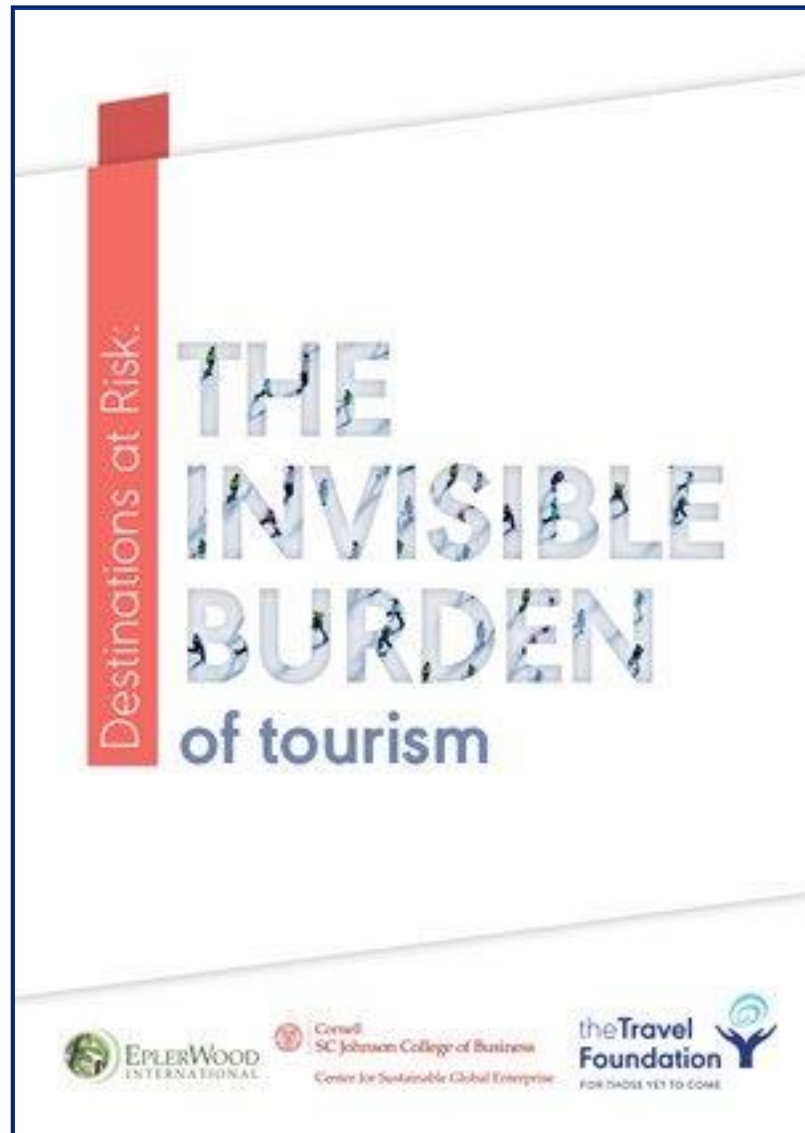
Cruise visits: 30.2 million



Contribution to GDP (total \$59bn):



**BUT AT  
WHAT  
COST?**



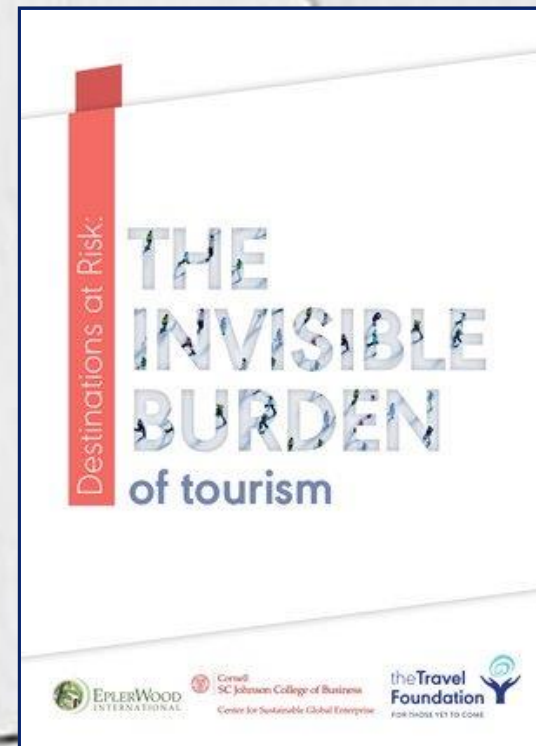
The **unaccounted costs** associated with the additional demand of visitors. E.g.

- additional infrastructure required to transport, feed, accommodate, provide energy and water, and manage the waste of tourists and those employed in the sector.
- protecting/maintaining shared environmental & cultural assets

[www.invisibleburden.org](http://www.invisibleburden.org)

# Building resilience – what makes tourism vulnerable? Root causes...

- Low margins
- Overcrowding
- Overconsumption
- Overdependence
- Fragile environments
- Economic leakage
- Seasonality
- Exclusion and inequity



**Lack of shared  
accountability and  
common goals**

**Fragmented  
industry**

**Insufficient  
financial and  
human  
resources**

**Poor  
understanding  
of holistic  
impacts**



# Putting community needs at the centre of recovery is good for governance AND business

Resources and biodiversity are protected

Local livelihoods are optimised

Quality of life for residents and workers

Protecting destination-level investments & jobs

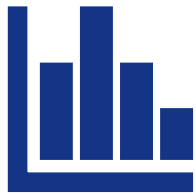
Building resilient, inclusive local supply chains

Creating innovative and much sought-after products and services



# A new model for tourism

Better data on costs,  
impacts and risks



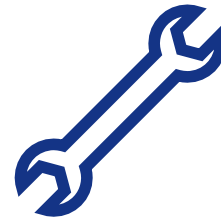
Community  
engagement &  
mandate



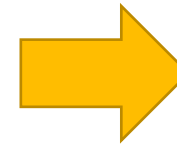
A shared public/  
private agenda and  
success indicators



Skills building across  
the tourism value  
chain



Finance and  
investment for  
sustainable outcomes



Sustainable products,  
strong local supply  
chain, diverse  
livelihoods





# How to create our new normal

- Greater willingness for public-private cooperation
- DMOs are engaging more with their communities
- Controls on demand are accepted (even desirable)
- Economic recovery and investment packages



**CHOOSING  
A BETTER**

# **FUTURE OF TOURISM**

THE COALITION



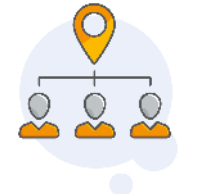




**1. See the whole picture**



**2. Use sustainability standards**



**3. Collaborate in destination management**



**4. Choose quality over quantity**



**5. Demand fair income distribution**



**6. Reduce tourism's burden**



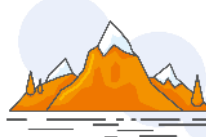
**7. Redefine economic success**



**8. Mitigate climate impacts**



**9. Close the loop on resources**



**10. Contain tourism's land use**



**11. Diversify source markets**



**12. Protect sense of place**



**13. Operate business responsibly**

# ROOTS TO RECOVERY

 City / Nation / Place

theTravel  
Foundation 





# Recovery themes

- Reduced capacity
- Online booking
- Social distancing
- Adapting to new audiences

Impact of changes in **Supply** (product adaptation)



- Shift to domestic/resident
- Changes in visitor flows & seasonality
- Demand for outdoor and nature-based

Impact of changes in **Demand** (market needs)



- Investing in positive impact businesses
- Stimulating innovation
- New success measures

**Reshaping** your visitor economy for future needs







# Recovery planning workshop

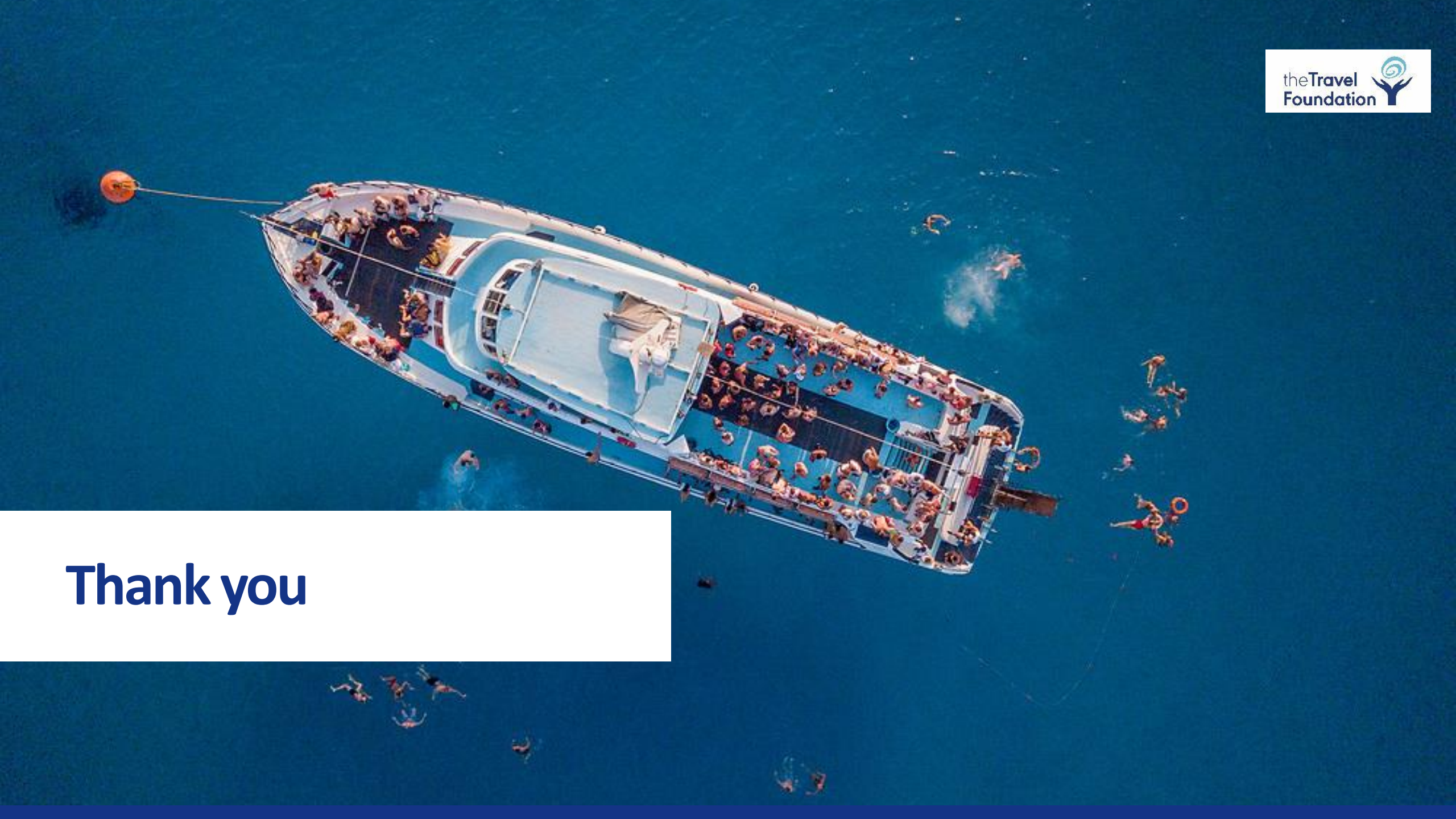
Assisting destinations with their tourism recovery planning



## About this programme







**Thank you**