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 - 2010-2016 and 2018-2021
- President, Caribbean Hotel and Tourism Association
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2016 - 2018



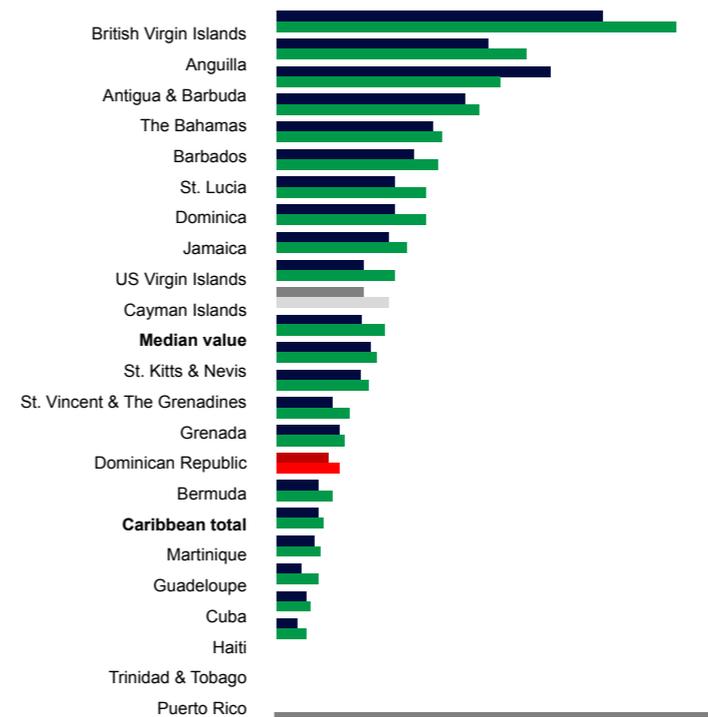
SLHTA MEMBERSHIP

- ✦ High End Boutique Hotels
- ✦ Large Hotels
- ✦ Luxury Villas and Vacation Rental
- ✦ Small properties
- ✦ Independent Restaurants and F&B Suppliers
- ✦ Airlines, Travel Consultants
- ✦ DMC's
- ✦ Cruise Handlers
- ✦ Wedding Service Providers
- ✦ Ground Transportation
- ✦ Cruise sub-sectors
- ✦ Tour Service Providers
- ✦ Duty Free Shops, Car rentals

Tourism dependence varies across the region but has been increasing

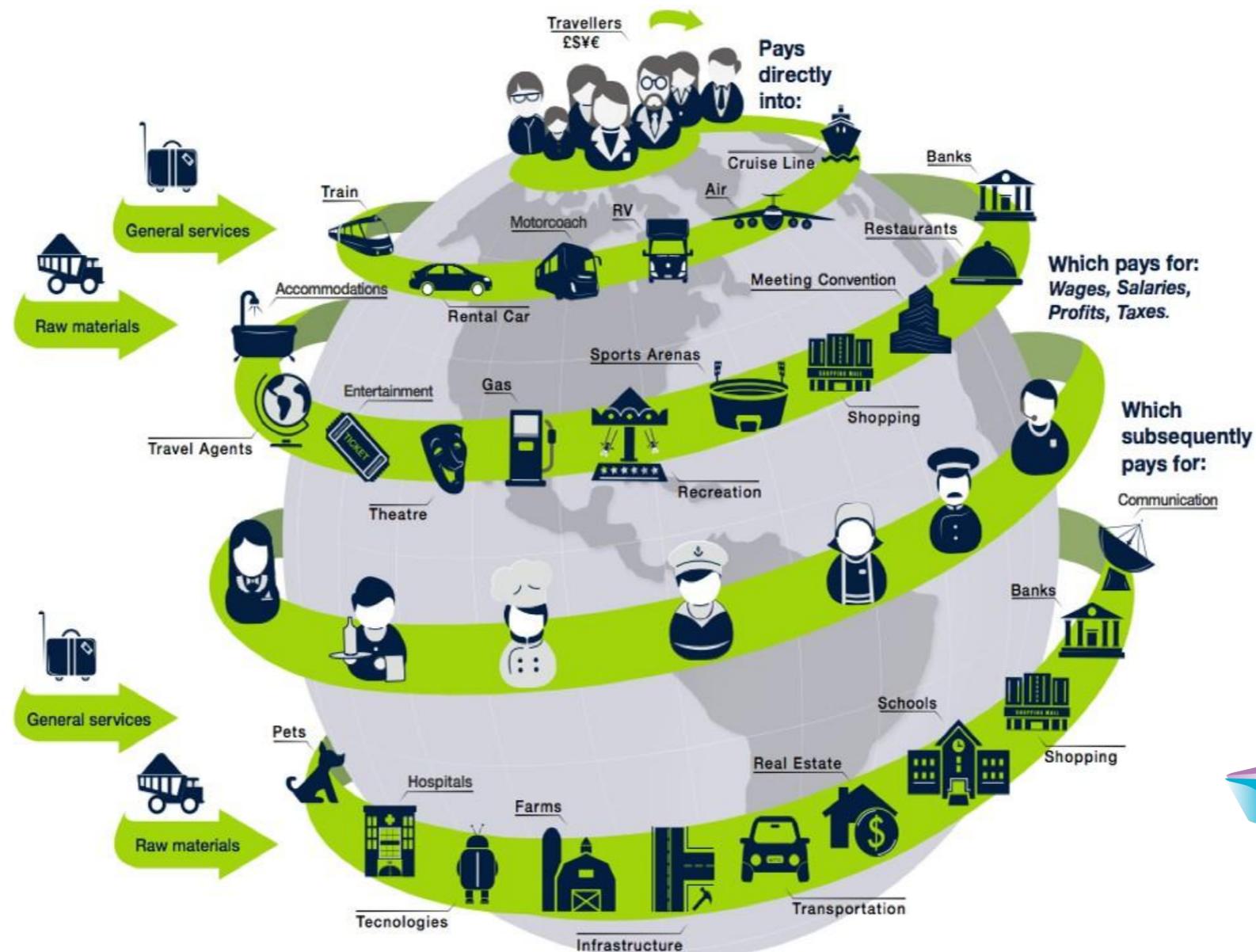
- In a majority of countries, tourism supports more than **25% of the economy**, and tourism dependence is on the rise.

Tourism's total contribution to GDP in the Caribbean



Tourism Impacts All Sectors of the Economy and Government

Indirect and Induced Impact of Direct Tourism Expenditures



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION



Major Nature/Environment Related Events Affecting Tourism

Pre-COVID: Dengue, Sargassum, Zika, Floods, Hurricanes

Effects of COVID on Tourism

The Caribbean in 2019

- 31 Million Stay-over Visitors
- Cruise Visitors totaled 30.2 million
- Collectively visitors spent an estimated 40.6 Billion

The Caribbean in 2020

- UNWTO: International tourist arrivals (overnight visitors) **plunged by 74% in 2020. Caribbean destinations experienced a 67% fall in international tourist arrivals in 2020 compared to the previous year.**

SAINT LUCIA

Here in Saint Lucia, tourism activity directly employed and supported approximately 14,000 workers and their families, but the trickle-down effect and financial benefits of tourism activity reached far beyond. In fact, as a collective, tourism related industries account for 37.7% of persons employed in Saint Lucia and the direct contribution of travel and tourism to the country's GDP stood at 42% in 2018 according to WTTC.

SAINT LUCIA NUMBER OF VISITORS:

Pre COVID:

2019:	2020:
423,736 stay over visitors	Jan- March : 91,399 stay over
786, 743 cruise visitors	

Since COVID:

2020: 39,300 stay over visitors
2021: Jan: 6,357 stay over visitors (was 33,675 in 2020)

Forecasts

International Monetary Fund (IMF)

Growth in 2021 is projected to be weak. **The 2020-21 tourism season will continue to be depressed due to travel restrictions and the renewed surge in COVID-19 cases in the**



World Tourism Organization (UNWTO)

The overall prospects of a rebound in 2021 seem to have worsened. 50% of respondents now expect a rebound to occur only in 2022 as compared to 21% in October 2020. The remaining half of respondents still see a potential rebound in 2021, though below the expectations shown in the October 2020 survey (79% expected recovery in 2021). As and when tourism does restart, the UNWTO Panel of Experts foresee growing demand for open-air and nature-based tourism activities, with domestic tourism and 'slow travel' experiences gaining increasing interest.

Looking further ahead, most experts do not to see a return to pre-pandemic levels happening before 2023. In fact, 43% of respondents point to 2023, while 41% expect a return to 2019 levels will only happen in 2024 or later. **UNWTO's extended scenarios for 2021-2024 indicate that it could take two-and-a-half to four years for international tourism to return to 2019 levels.**

The image is a collage of three nature and travel scenes. The top half features a scuba diver in clear blue water with a sea turtle. The bottom left shows a hiker with a backpack on a rocky trail. The bottom right shows a tropical beach with a boat and palm trees.

Tourism and Sustainability

The journey from
GREEN & ECOLOGICAL
to **SUSTAINABILITY** and **RESILIENCE**
and **RESPONSIBLE TRAVEL & TOURISM**



"Around the world, in countries at all development levels, many millions of jobs and businesses are dependent on a strong and thriving tourism sector. Tourism has also been a driving force in protecting natural and cultural heritage, preserving them for future generations to enjoy"

Mr. Zurab Pololikashvili

SECRETARY-GENERAL OF THE UNWTO →

TOURISM – THE VISION



Tourism can be a force for good in our world, playing a part in protecting our planet and its biodiversity, and celebrating what makes us human: from discovering new places and cultures to connecting with new people and experiences

UN SECRETARY-GENERAL ANTÓNIO GUTERRES
Executive Council – 112th session

Users But Not Abusers

THE 30/30 VISION

30x30 is a call to action to safeguard at least 30% of the world's ocean by 2030

Saint Lucia: Importance of SMMA and other

Th marine managed areas- requires strong PPS

collaboration

a) Supportive policies derived from the sustainable use of natural resources,

areas where no

b) Reduce the adverse impacts of climate change through ecosystem-based and innovative approaches,

activities like fishing or

c) Promote a resilient and dynamic ecosystems that support a thriving blue economy for the Caribbean,

d) Is aligned and supports the implementation of national priorities

highly protected marine areas where no destructive or extractive activities like fishing or mining can take place.

Is aligned and supports the implementation of national priorities



The “Big Ticket” Items – require private – public sector collaboration

- Renewable Energy- Energy Efficiency
- Waste Water Management
- Fresh Water Management
- Recreational Water Management
- Plastic Reduction
- Waste Recycling – Food Waste Reduction
- Carbon Offsets– reduce our contribution to greenhouse gases



TOURISM – Community Participation

- Buy Local
(Agriculture, Manufacturing)
- Promote Local
(Small and Medium Enterprises)
- Celebrate Local
(Culture, Arts, Music)

SLOW LIFE : Sustainable-Local-Organic-Wellness Learning-Inspiring-Fun-Experiences- Pioneered by Malevides

SLOW LIFE stands for Sustainable, Local, Organic, Wellness, Learning, Inspiring, Fun, Experiences philosophy, which is to create unforgettable, enlightening experiences that illuminate life on the earth.

Farm-to-Table Experiences

Reduce Carbon Footprint www.wayaj.com – Earth Friendly Travel

Voluntourism

Village Tourism

Strengthening small and medium enterprises

Mentorship and entrepreneurship programs

Digitization and Ecommerce Platforms



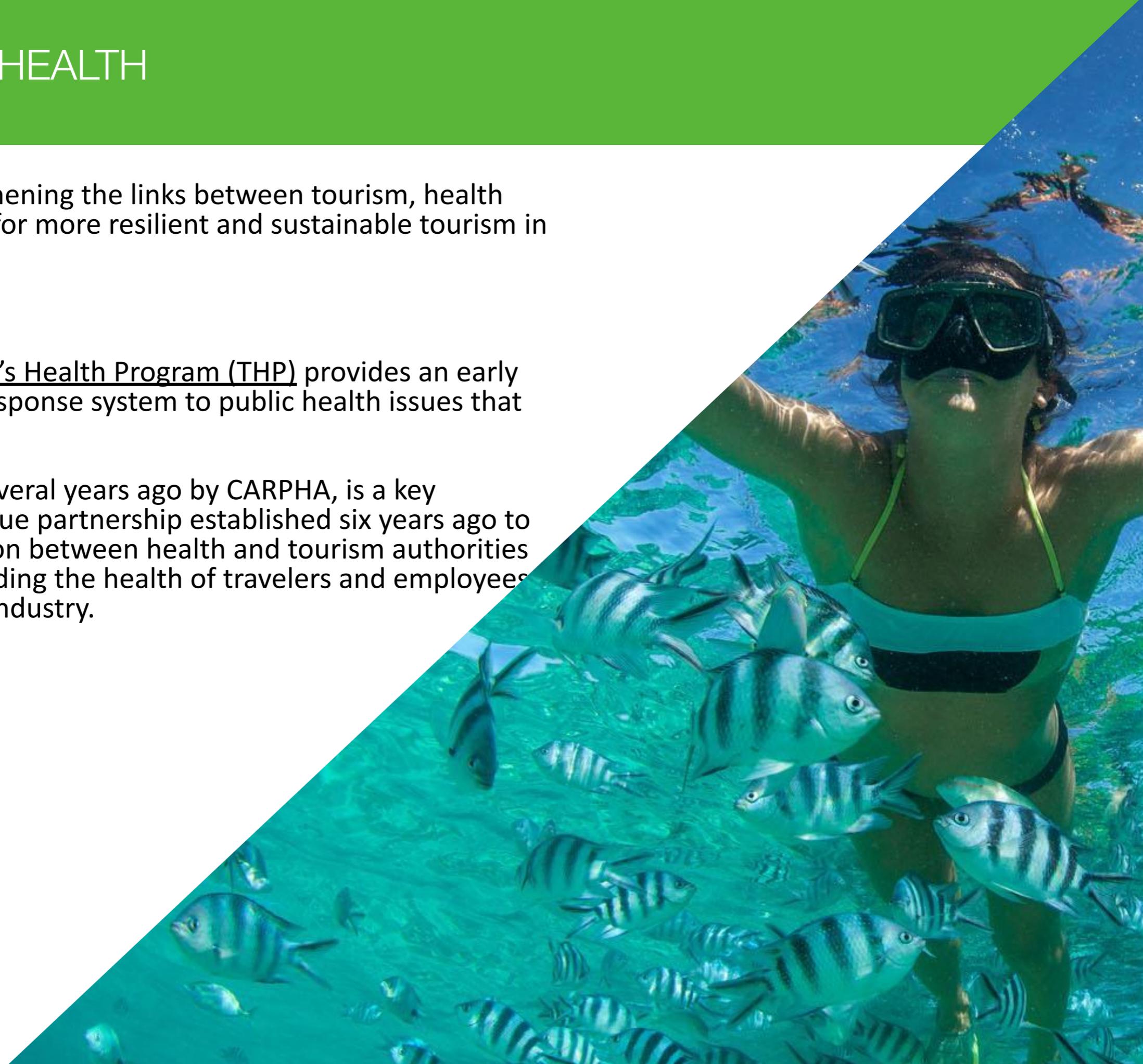
TOURISM & HEALTH

Required: Strengthening the links between tourism, health and environment for more resilient and sustainable tourism in the Caribbean.

For example:

CARPHA's Traveler's Health Program (THP) provides an early monitoring and response system to public health issues that impact tourism.

The THP, set up several years ago by CARPHA, is a key outcome of a unique partnership established six years ago to bridge collaboration between health and tourism authorities aimed at safeguarding the health of travelers and employees in the hospitality industry.





- Tourism development away from shorelines
- Type of Tourism Developments (eco-boutique versus large commercial developments)
- Type of Tourism Product (serene experiences versus mass events)
- Observance of Sustainable Development Goals
- Adaptation of Global Standards for Nature Based Solutions

<https://www.iucn.org>

Nature-based solutions refers to the sustainable management and use of nature for tackling socio-environmental challenges. The challenges include issues such as climate change, water security, water pollution, food security, human health, and disaster risk management



Innovative Financing



Resilience Bonds

- The ability of NbS to build resilience and offer co-benefits (e.g. carbon sequestration and biodiversity conservation) can make them eligible for cost-sharing, investment pooling, and innovative finance mechanisms such as resilience bonds. As a form of Catastrophe Bond, resilience bonds link insurance premiums to the resilience of projects and therefore provide a way to monetize avoided losses through a rebate structure. The resulting dividends can be used for other resilience activities, such as training infrastructure operators on NbS maintenance or other capacity building.
- The European Bank for Reconstruction and Development recently issued the first ever climate resilience bond, which raised US\$700 million.³³ These funds can be used towards developing climate-resilient infrastructure, and could therefore help support NbS projects.

Green Bonds

- Green bonds can mobilize resources from domestic and international capital markets for climate change adaptation, renewables, and other environment-friendly projects. They operate in the same way as conventional bonds but the proceeds can only be invested in projects that generate environmental benefits, which could include NbS.

Targeted actions to drive change and create an enabling environment for private sector uptake of NbS in LAC.\n<https://www.iucn.org>

Policy Makers

- Integrate NbS into policy commitments for multiple linked objectives (e.g. national development planning, climate and disaster risk reduction commitments, infrastructure plans).
- Translate policy commitments into laws and regulations that

Project Developers, Academia, and Non-Governmental Organizations

- Develop new technical skillsets and capacities for delivering NbS projects where they differ from those required for gray infrastructure projects.
- Support education opportunities through integrating NbS into continuing professional development and academic curricula (e.g. engineering) to equip future project developers and engineers with skills relevant to NbS.
- Prioritize the development of the business case as a means to create demand for the development of commercial products supportive of NbS finance.

Financial Institutions (Multilateral Development Banks, public financial institutions, and international lending facilities)

- Deploy financial instruments to de-risk projects (e.g. risk underwriting, provision of guarantees, and technical assistance).
- Provide support to local financial institutions while they build a track record and common understanding of NbS finance.

ONE PLANET VISION

WANTED....

RESPONSIBLE RECOVERY FOR PEOPLE

PUBLIC HEALTH INTEGRATE
EPIDEMIOLOGICAL INDICATORS IN TOURISM

CONNECT HYGEINE WITH
SUSTAINABILITY

RESTORE TRUST THROUGH
COMMUNICATION

SOCIAL INCLUSION

SOCIAL INCLUSION CHANNEL TARGETED
SUPPORT TOWARDS VULNERABLE GROUPS

CHANNEL LONG TERM SUPPORT TO



UNWTO
World Tourism Organization



One planet
travel with care

SLHTA
SAINT LUCIA HOSPITALITY & TOURISM ASSOCIATION



TOURISM – THE VISION

RESPONSIBLE TOURISM - RESPONSIBLE TRAVEL

Responsible tourism must – more than ever- embrace the full spectrum of operating sustainably beginning with the protection and preservation of the environment, allowing for maximum economic benefit to stay in the host country and facilitating the traveler's exposure to the host community and its history, art and culture.

The responsible traveler will make an effort to go deeper than the surface and thoroughly understand the places they will visit.

As a Caribbean hotelier, it is my hope that the visitors arriving at our destination and at our resort will turn out to be respectful and responsible travelers just as we will endeavor to be respectful and responsible hosts. With that sense of shared respect and responsibility, there is no reason why the sun, sand, sea and scenery, paired with our legendary great hospitality and culinary excellence should not be as memorable and enticing as they have always been.

THANK YOU