



2018 ANNUAL TOURISM CONFERENCE

PEOPLE, PURPOSE & PASSION: The Pathway to Success



DESTINATION OVERVIEW

VISION

Responsibly lead the tourism industry and position the Cayman Islands as the warm weather destination of choice.

MISSION

Attract and retain visitation to the Cayman Islands by developing and implementing sustainable policies and initiatives in collaboration with all stakeholders for the benefit of our people.



TOURISM PERFORMANCE DATA

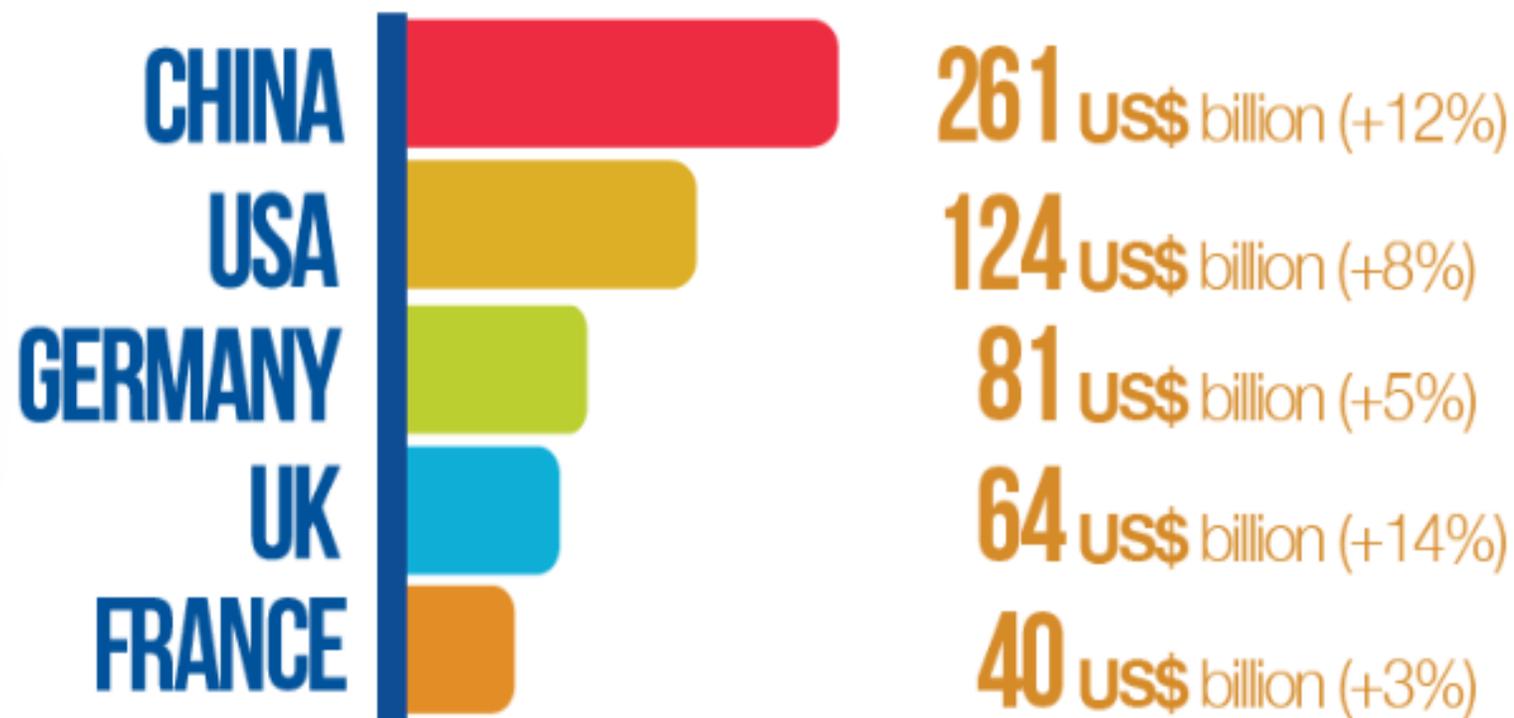
WHY TOURISM MATTERS



TOURISM IS MUCH MORE THAN YOU IMAGINE

WORLD'S TOP TOURISM SPENDERS

INTERNATIONAL TOURISM EXPENDITURE 2016



2018 Caribbean Outlook

Projected stayover arrivals
performance for 2018 is
2% to 3% GROWTH.

CAYMAN ISLANDS PERFORMANCE JANUARY – AUGUST 2018

1,657,123

Total Arrivals, 20.5%



333,975

Stayover Arrivals, 13.1% ▲



1,323,148

Cruise Passengers, 22.5% ▲



January - August 2018

333975

Stayover Arrivals, 13.1%

Top performing countries in 2018



USA



Canada



Jamaica



Argentina



Bermuda



Ireland



KEY TOURISM UPDATES

National Tourism Plan



- Consolidating Public feedback
- Undergoing feedback mapping for inclusion in overall plan
- Next Step is to update and post the final NTP this fall.

Current Room Stock

Category	GCM	CYB	LYB	Total
Condos	2841	70	40	2951
Villas	802	120	39	961
Hotels	2482	52	78	2612
Total	6125	242	157	6524

TOURISM REVENUE

YTD (AUG18) BUDGET vs YTD (AUG18) ACTUALS

	Budget	Actuals	Variance
Tourist Accommodation Charges (TAC)	19,871,894	24,778,269	\$4.9M 
Timeshare Ownership Charges (TOC)	497,917	514,267	\$16K 
Hotel Licenses	185,471	177,262	(8,209)
	20,555,282	25,469,798	\$4,914,516

TRAVEL RESEARCH



IPSOS AFFLUENT INTELLIGENCE CAYMAN ISLANDS

03.29.18

IPSOS AFFLUENT INTELLIGENCE

“ The Experts
on America’s
Most Influential
Consumers ”

THE AUTHORITY ON AFFLUENTS FOR FORTY-ONE YEARS

Ipsos Affluent Intelligence is the preeminent authority on affluent consumers, and our continuous Affluent Survey has given us an unparalleled view into their attitudes, preferences and behaviors.

2



**TRAVEL AFFLUENCERS
AND THE CURRENT
CAYMAN ISLANDS VISITOR**

The IAI survey has identified the most influential consumers in America. A group of affluent influencers we call **“Affluencers.”**

Survey available from Cayman Islands Department of Tourism – Research Team - research@caymanislands.ky

Eric Ripert
Le Bernardin



CIDOT USA ACTIVITY REPORT

Cayman and Cayman Airways had a major presence in the Big Apple: June 3-9, 2018

- **Tuesday**

- Cooking Demonstration at Bloomingdales' 59th Street (Flagship location) presenting the flavours with Cayman with Chef Maureen Cubbon of BestLife Culinary

- **Wednesday**

- Director of Tourism moderated the Caribbean Marketing Conference “New Markets. New Products. New Opportunities.”
- Sponsored CTO Council of Tourism Ministers and Commissioners Meeting
 - Presentation by Honorable Deputy Premier Moses Kirkconnell and Paul Tibbetts (Cayman Airways, Executive Vice President and Chief Financial Officer)
- Caribbean Students Colloquium “Students Taking Center Stage”
- CIDOT Annual Partner Appreciation Reception

- **Thursday**

- Media Marketplace

- **Friday**

- Rum and Rhythm Benefit “The Ultimate Caribbean Food and Rum Experience in NYC”



OPEN FOR BUSINESS

- Due to the widespread damage incurred throughout the Caribbean due to Hurricanes Harvey & Irma, DOT took a proactive and deliberate approach to engage the trade.
- The goal was to be tactful, yet acknowledge there was a void in the leisure and MICE market due to the devastation. Consumers still wanted to go on vacation and meeting planners had displaced groups.
- DOT used its existing print and digital plan to launch an awareness and it used funds from the incremental budget to buy a webinar on Travel Agent Central to tactfully advise that Cayman is open for business.



BUSINESS IS AS BEAUTIFUL AS EVER
IN THE CAYMAN ISLANDS.

TAKE ADVANTAGE OF OUR SPECIAL GROUP INCENTIVES THIS FALL.

In the Cayman Islands, it's business as usual. Through panoramas of paradise and a diverse assortment of personalised services, your vision for inspired meeting spaces is realised. Whether you're planning a last-minute meeting or event—or looking ahead—your clients will find a level of luxury, dedication and enjoyment known only to our shores. For information, call our New York sales office at 212-889-9009 or email us at mice@caymanislands.ky

MARCAVILLE Beach Resort
MARRIOTT RESORT GRAND CAYMAN
THE RITZ-CARLTON GRAND CAYMAN
seafire
THE WESTIN GRAND CAYMAN SEVEN MILE BEACH RESORT & SPA

GRAND CAYMAN
LITTLE CAYMAN
CAYMAN BRAC
ONLY 1 HOUR FROM MIAMI

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CAYMAN ISLANDS
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GRACE & TRAI BYERS CAMPAIGN



Fall in love with Cayman's flavours.



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"For me, being home for the holidays means being able to enjoy my favourite Cayman seasonal treat: Cassava Cake."



CASSAVA CAKE

- 2 lbs. cassava, grated
- 2 lbs. dark brown sugar
- 2 cans coconut milk (plus additional 3-4 cups of water)
- 2 tbsp. vanilla essence
- 4 tbsp. salted sweet cream butter
- 1/2 tsp. nutmeg, grated
- 1 tsp. allspice
- 1 tsp. cinnamon

Directions:
 Boil coconut milk and sugar for 45 minutes, save 3/4 cup of coconut milk mixture for later. Mix remaining ingredients in bowl, stirring until blended. Heat up the 3/4 cup of coconut milk mixture and stir it in for a thick, liquid texture. Pour batter into 9" baking pan and bake at 350°F for 2.5 - 3 hours. Use any leftover coconut milk mixture as icing.



Visit caymanislands.com for more holiday recipes.

Fall in love with our history.



Pedro St. James, Grand Cayman

From the Cayman Islands' rich culture to its historical landmarks such as the Pedro St. James, introduce your clients to that special somewhere to take their special someone. Introduce your clients to the Cayman Islands.

For more information, contact caymansalesrep@caymanislands.com



FIND YOUR CAYMANK&ND

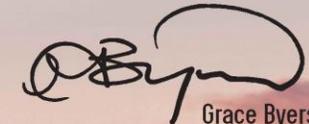


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Photo credit: Rebecca Davidson



Fall in love with Cayman's epic sunsets.


Grace Byers

 GRAND CAYMAN

 LITTLE CAYMAN

 CAYMAN BRAC

ONLY 1 HOUR FROM MIAMI

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CAYMAN ISLANDS 
GRAND CAYMAN / CAYMAN BRAC / LITTLE CAYMAN

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Fall in love with Cayman's stunning shades of blue.

Grace Byers
Grace Byers

GRAND CAYMAN
LITTLE CAYMAN
CAYMAN BRAC
ONLY 1 HOUR FROM MIAMI

FIND YOUR CAYMANKIND

CAYMAN ISLANDS
GRAND CAYMAN / CAYMAN BRAC / LITTLE CAYMAN

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Photo credit: Rebecca Davidson

Fall in love with our tranquil beaches.

Grace Byers
Grace Byers



GRAND CAYMAN
LITTLE CAYMAN CAYMAN BRAC
ONLY 1 HOUR FROM MIAMI

FIND YOUR CAYMANKIND

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Photo credit: Rebecca Davidson





CAYMAN ISLANDS
FALL IN LOVE WITH CAYMAN'S STUNNING SHADES OF BLUE.

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NYC

- INDUCTION LOOP
- METERED FARE
- FLAT FARE TO JFK

Seventh Ave

MS NETWORKS

curb



Travel + Leisure Travel Advisory Board in Cayman

TRAVEL+LEISURE
TAB
TRAVEL ADVISORY BOARD
CAYMAN ISLANDS
CARIBBEAN SUMMIT // 2018

KIMPTON SEAFIRE RESORT + SPA HIGHLIGHTS



KIMPTON
seafire
RESORT + SPA
SEAFIRE HILLS BEACH
GRAND CAYMAN

CAYMAN ISLANDS

TRAVEL+LEISURE
CARIBBEAN
SUMMIT
2018
CAYMAN ISLANDS

THE RITZ-CARLTON GRAND CAYMAN HOSPITALITY



THE RITZ-CARLTON
GRAND CAYMAN

CAYMAN ISLANDS



AGENCY:

BRIGHT RED/TBWA

CLIENT:

CAYMAN ISLANDS DEPARTMENT OF TOURISM

PRODUCT:

SOIC 2018

TITLE:

FOOD CRITIC (CHICAGO/GENERIC)

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DATE:

FEBRUARY 28, 2018

**STEREO
MASTER**

© Cayman Islands Department of Tourism

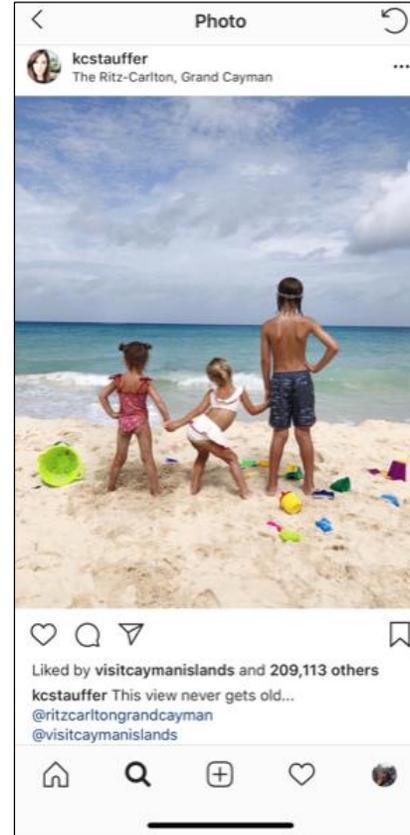
STAUFFER FAMILY – INFLUENCER STRATEGY



Kids Culinary Capital Post Highlights



Destination Post Highlights



Results Overview

With a passion for the destination, the family greatly exceeded their content deliverables by sharing **1 blog post** and **115 social media posts** to their **8.2 Million followers** throughout the week!



Post Engagements: 1,082,013



Stories Views: 12,977,000



Post Engagements: 60,505



Video Views: 416,000



Post Engagements: 441



As a result of the content shared by the family, there were up to **16X more daily views** of the @VisitCaymanIslands Instagram profile.

CANADA ACHIEVEMENTS 2018



AVIATION

- Winter 2018/19
- Air Canada Increased capacity 5 flights a week
- WestJet Increased frequency 3 flights a week





CULINARY GUIDE LAUNCH

CULINARY GUIDE LAUNCH

- Launch event held at LCBO Summerhill test kitchen
- Toronto's largest liquor store in a landmark building – former railway station
- Used event as a platform to drive home Culinary Capital of the Caribbean messaging
- Held a CI themed cooking class and mixology demo led by a Caymanian chef/mixologist with a strong presence in the destination



CULINARY GUIDE LAUNCH



From left to right: Ruth Myles, PR Manager, Cayman Islands Department of Tourism; Oneisha Richards, Deputy Director International Marketing and Promotion, Cayman Islands Department of Tourism; Executive Chef Massimo De Francesca of Kimpton Seafire Resort + Spa; Raymond Mathias, BDM – Canada, Cayman Islands Department of Tourism; Master Mixologist Charles Joly

Cayman Islands launches 'Official Guide to the Culinary Capital of the Caribbean'

Friday, May 18, 2018
Posted by Travelweek Group

TORONTO — The Cayman Islands Department of Tourism debuted its brand new Culinary Guide with an intimate cooking and mixology demonstration at the LCBO Summerhill this week in Toronto.

In celebration of the launch, Cayman culinary all-stars Chef Massimo De Francesca of Kimpton Seafire Resort + Spa, and James Beard Award-winning Master Mixologist Charles Joly prepared a menu of Caymanian dishes and cocktails representing the destination's world-class epicurean offerings.

"Foodies flock to the Cayman Islands and we wanted to give visitors a resource to help navigate the Culinary Capital of the Caribbean with ease," said Oneisha Richards, Deputy Director International Marketing & Promotions for the Cayman Islands Department of Tourism.

"Canadian travel to the Cayman Islands continues to increase steadily and we hope that the Cayman Culinary Guide will help visitors discover the plethora of offerings and help create an even better vacation experience."

Home > Destinations > A Taste of Cayman Comes to Toronto

A Taste of Cayman Comes to Toronto

Posted on May 18, 2018 — No Comments ↓



From quaint fish shacks to champagne brunches and the Caribbean's only AAA Five Diamond restaurant, the Cayman Islands – Grand Cayman, Cayman Brac and Little Cayman – has earned the moniker as "The Culinary Capital of the Caribbean" and this week shared the experience with travel trade personnel at the LCBO Summerhill Event Theatre in Toronto.

Hosted by the Cayman Islands Department of Tourism, the event featured Executive Chef Massimo De Francesca of the Seafire Resort + Spa and Master Mixologist Charles Joly for an exclusive culinary demonstration and tasting. Dishes included Seven Mile Ahi, Blossom Snapper and Coconut Delight, paired with matching cocktails such as the Done Right Daiquiri, Protagonist, Sunset Smash #2 and Smoked Island Old Fashioned.

Tourism officials also tied the experience around the launch of a new Cayman Islands Food Guide, dedicated to Cayman cuisine and the destination's 200-plus restaurants.

Speaking with PressToday, Oneisha Richards, deputy director, International Marketing & Promotions for the Cayman Islands Department of Tourism, said the Caymans offer a multitude of "quality" culinary experiences from easy, casual to popular food trucks to AAA dining. And with 130 nationalities living in the Cayman Islands, she noted the influences are plentiful.

Last updated: 06:22 AM ET, Thu May 17 2018

Cayman Islands Culinary Event Dazzles Canadian Media

DESTINATION & TOURISM | CAYMAN ISLANDS DEPARTMENT OF TOURISM | JIM BYERS | MAY 16, 2018



Raymond Mathias, Business Development Manager – Canada for Cayman Islands Tourism, and Oneisha Richards, Deputy Director, International Marketing and Promotions, Cayman Islands Tourism

We here at TravelPulse Canada try not to choose sides. I mean, there are a lot of great destinations around the world, and they're all entitled to brag a bit. It's awfully difficult to say for certain that country X is better than country Y or that this beach kicks sand in that beach's face.

That's kind of the dilemma I found myself in last night at a Cayman Islands Tourism event in Toronto. I sat down at my beautifully set table at the test kitchen at the LCBO store at Yonge and Summerhill and spotted a small sign that suggested that, for any photos or social media posts I put up, I use the hashtag "CulinaryCapitalOfTheCaribbean."

And that's where I swallowed hard.



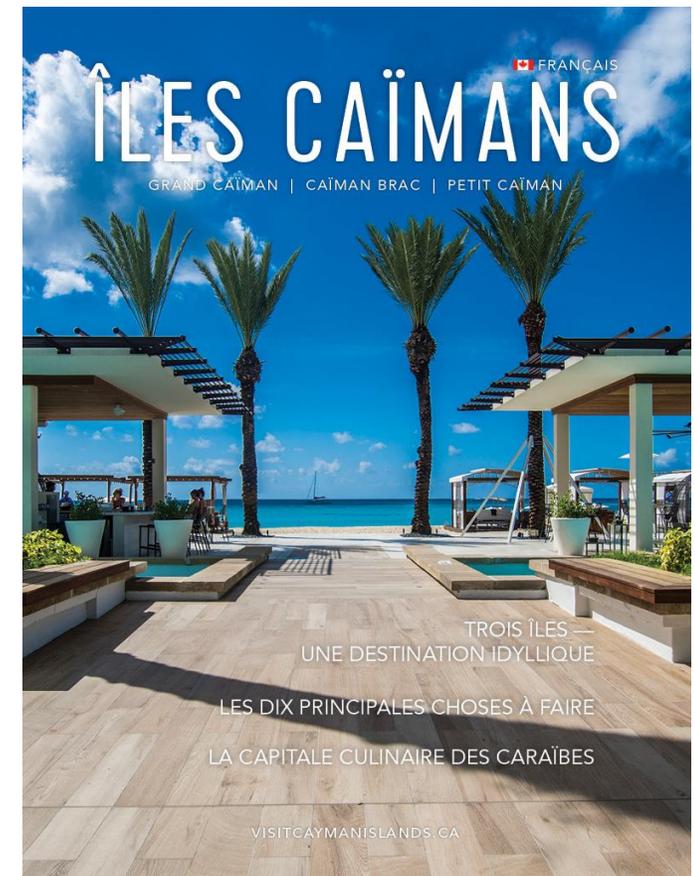


SALES & MARKETING ACTIVITY

New Consumer Shows

QUEBEC

- Increased marketing in Quebec
 - Distributed new 4-page French guide to both consumers and trade
 - Shows
 - Travel & Vacation, Ottawa
 - WestJet Vacations Travel Expos, Ottawa
 - Air Canada Vacations Roadshow, Montreal
 - Exhibit at Montreal International Travel Show
 - Partner in AC Winter Sun campaign (including Quebec)
 - French advertisement in WestJet Vacations 2018 brochure
 - Hosted French media from Quebec in Grand Cayman



ENTERTAINING

ISLAND INSPIRED

The Cayman Cookout brings star chefs, TV food personalities and foodies to Grand Cayman every year. We bring you recipes from the beachfront food fest that are perfect for a springtime lunch.



Chef Alfred Portale of Gotham Bar and Grill in New York City made the tuna tartare and baby beet salad at the Cayman Cookout.



TUNA TARTARE with Shiso and Ginger Lime Vinaigrette

Serves 6

INGREDIENTS

- 1 lb sushi-grade yellowfin tuna
- 6 shiso leaves, cut into very fine chiffonade
- 1/2 cup thinly sliced scallions, white part only
- 1/2 cup Ginger-Lime Vinaigrette (recipe to follow)
- Coarse salt and ground white pepper, to taste
- 1 large seedless cucumber, unpeeled and elongated ends trimmed off
- 18 crostons made from baguette slices, cut on an extreme bias

1. Using a thin-bladed knife, slice the tuna into 1/4-inch dice. Cover and refrigerate until ready to use.
2. Just before serving, mix the tuna, shiso leaves, scallions and Ginger-Lime Vinaigrette. Season to taste.
3. Place a ring mold in the centre of a large chilled dinner plate. Using a channel tool, remove strips of peel (about 1/2 inch apart) down the entire length of the cucumber (working around the circumference). Using a mandolin, then cut the cucumber into paper thin slices. With the outside edge of the mold

- as a guide, make a ring of overlapping cucumber slices.
4. Spoon the tuna tartare into the mold, pressing it down lightly. Stand 3 crostons into the top of the tartare. Pile the dressed salad into the centre of the crostons. Carefully lift the ring mold up and off the plate.
5. Repeat to make 6 servings in all.

Ginger-Lime Vinaigrette

- 1/2 cup fresh lime juice
- 3 tsp fresh ginger juice
- 1/4 tsp hot red pepper sauce (such as Tabasco)

- 1/2 cup plus 2 tbsp of gresspeed or canola oil
 - 1 tbsp shallots, finely minced
 - 1 garlic clove, minced and mashed to a paste with a sprinkle of salt
 - Coarse salt and freshly ground white pepper, to taste
- In a medium bowl, whisk together the lime juice, ginger juice and hot pepper sauce. Gradually whisk in the oil until the vinaigrette has emulsified. Whisk in the shallots and garlic. Season with salt and pepper. Add additional lime juice or oil to balance the dressing, if needed.



Chef Britta Bush of Sauter's Conscious Living in Grand Cayman specializes in vegan cuisine.

SOURDOUGH BRUSCHETTA with a variety of locally grown + vegan toppings

Makes 1

- INGREDIENTS**
- 1 slice artisan sourdough bread
 - 2 tbsp garlic-infused extra virgin olive oil
 - 1 tbsp vegan pesto with organic pine nuts and basil
 - 1 1/2 tsp crumbled almond feta
 - 2 to 3 quartered grape tomatoes
 - 2 to 3 pieces pickled onions
 - Sprinkle of farog

1. Spread olive oil on both sides of bread slice and grill, just to the point of warming and grill marks become visible. Avoid crisping.
2. Spread pesto on top, followed by the feta, tomatoes, onions, olives and other topping choices.

- sea purslane (use green oil as a substitute)
- red chili flakes (optional)

SAMBAL PRAWNS Serves 6 to 8



INGREDIENTS

- 2 cups sambal oelek (ground fresh chili paste)
- 1/2 cup each sugar, freshly squeezed lime juice and olive oil
- 1/4 cup each, minced garlic, fresh ginger and mint
- 2 tbsp each Vietnamese fish sauce (nuoc nam) and dark Asian sesame oil
- 3 lbs large prawns, peeled and deveined, head and tail intact
- 2 tsp each roughly chopped fresh cilantro and fresh mint

1. Soak long bamboo skewers in warm water while you prepare the prawns.
2. In a medium bowl, combine all the ingredients except the shrimp, cilantro and mint. Whisk well to combine. Allow the marinade to sit at room temperature for at least 1 hour and up to 4 hours.
3. Place the shrimp in a 1-gallon resealable plastic bag, and add oil but 1/2 cup of the marinade to the bag. Allow the shrimp to marinate at room temperature for 1 hour.
4. Preheat a grill to medium-high and oil the grill. Remove the prawns from the marinade and skewer them onto the prepared skewers. Place them on the grill and cook until they are just cooked through, turning as necessary. Transfer the prawns to a large bowl.
5. Add the reserved 1/2 cup marinade, the cilantro and mint, and toss well to combine. Transfer the prawns to a large bowl or platter and serve immediately.



BABY BEET SALAD with Shaved Fennel, Orange and French Feta Cheese, Orange Balsamic Dressing

Serves 8

INGREDIENTS

- 1/2 head fennel
- 2 medium red beets
- 2 medium yellow beets
- 8 baby candy cane beets
- 1 watermelon radish
- 1/4 red onion, sliced into slivers
- 2 oranges, peeled and cut into segments
- Salt and ground black pepper
- Red Beet Purée (recipe to follow)
- 8 oz French feta, cut into 1/2-inch dice

Orange Balsamic Dressing (recipe to follow)

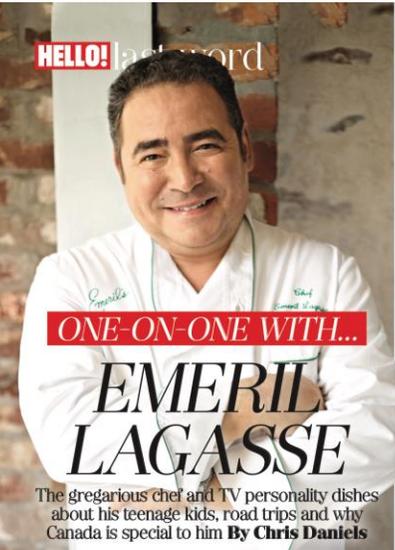
1. Cook all the beets separately in salted water until tender. Peel, then cut into large dice and set aside. (Baby beets are halved).
2. Using a mandolin, thinly shave the fennel and place in a bowl of ice water to crisp. Using the same mandolin, thinly slice the radish. Keeping the beets separate so the colour doesn't bleed, dress with a little Orange Balsamic Dressing and season with salt and pepper.
3. Spread a spoonful of Red Beet Purée on a plate. Arrange beets, then fennel, orange, onions and radish slices. Garnish with micro greens and feta cheese. Spoon some of the balsamic dressing over the salad.

Red Beet Purée (1 1/2 cup • 1 large beet, cooked, and diced)

- 1 1/2 tsp red wine vinegar
 - 1/2 cup extra virgin olive oil
 - Salt and pepper
- Place the diced beet into blender, then add the vinegar and oil. Blend mixture until smooth. Season with salt and pepper to taste.

Orange Balsamic Dressing (1 cup)

- 1/4 cup orange juice
 - 1/2 cup balsamic vinegar
 - 1/2 cup extra virgin olive oil
 - Salt and ground black pepper
- Combine the juice, balsamic, salt and pepper. Stir in olive oil.



HELLO! backword

ONE-ON-ONE WITH...

EMERIL LAGASSE

The gregarious chef and TV personality dishes about his teenage kids, road trips and why Canada is special to him **By Chris Daniels**

Emeril Lagasse, 57, is a chef, a TV personality, a restaurateur and a foodie. He's the man behind the opening of his 12th restaurant, Emeril's Coastal Italian, outside Destin, Fla. He's also a popular author and a frequent guest on Canadian TV. He's a busy man, but he's also a dad. He has three teenage boys. He's a gregarious man, but he's also a private man. He's a man who's always been a fan of Canada. He's a man who's always been a fan of the outdoors. He's a man who's always been a fan of the beach. He's a man who's always been a fan of the sun. He's a man who's always been a fan of the sand. He's a man who's always been a fan of the surf. He's a man who's always been a fan of the waves. He's a man who's always been a fan of the breeze. He's a man who's always been a fan of the birds. He's a man who's always been a fan of the fish. He's a man who's always been a fan of the sea. He's a man who's always been a fan of the sky. He's a man who's always been a fan of the earth. He's a man who's always been a fan of the universe. He's a man who's always been a fan of everything.



LIKE FATHER, LIKE SON
This is the first time my son, E.J., has done an event like the Cayman Cookout. He is 14. He has been working in the kitchen, doing a great job. I've never said anything to him; cooking's just something he wants to do. So he asked me if he could come to Grand Cayman. I said OK. His school was OK with it, too, and made the trip into a project for him.

HOSTESS WITH CHEER
My youngest daughter is 13. She is at the restaurant all the time, but she doesn't have much interest in cooking, just to play and eat. But when she is at Meril - my fourth restaurant in New Orleans, which we named after her - she will work the front door and talk to all the guests. Her thing is competitive cheerleading. It is huge in the U.S. I never realized.

GUILTY PLEASURE
Potato chips. I love this New Orleans brand called Zapp's. I actually like to eat them after they've been frozen!

WHAT A PAIRING!
If you're looking for a great option on the wine list at one of Emeril's restaurants, consider the Pinot Noir, Aldenali, from the Sonoma coast in California. With notes of red apple skin, maraschino cherry and cranberry, the wine pairs well with salmon and poultry. It also comes highly recommended by Emeril, as his wife of 17 years, Alden Lovelace, started the vintage with her friend and former business partner, Sonoma vintner Sonoma Kosta. "I am really proud of my wife; it's a great wine," says Emeril. "Our family has always been very serious about their wine!"

CANADIAN ROOTS
My mother was Portuguese and my father is French-Canadian. He grew up in Ontario, and spent a lot of time in Toronto as a young boy. Then he moved to Fall River, Mass., and met my mom. She passed a little over a year ago. My dad is 89 and still going strong. He still opens our restaurant every morning.

SOCCER TRIP
I love Canada. My son is a big soccer player, and so David Slater, [the Canadian chef who leads culinary development for Emeril's Restaurants], E.J. and I followed the FIFA Women's World Cup 2015 from Montreal all the way to Vancouver. It was awesome. We were on our own, had a blast and great food, too.

A CATCHPHRASE, NO MORE
I don't use [my once signature catchphrase, "Bam!"] as much anymore, but I don't mind if other people say it.

FATHER KNOWS BEST
We opened Emeril's Coastal Italian four months ago. The food is really authentic Italian. But doesn't take itself too seriously. That's where E.J. has been working. He has been trying some modern stuff in the kitchen, but not at the restaurant. Well, now and then I'll allow something on the menu, but when it makes sense. I am the classic Dad. [Laughs]

EMERIL'S COASTAL ITALIAN
Emeril's Coastal Italian is a new restaurant in Destin, Fla. It's a 12th restaurant for Emeril. It's a restaurant that's always been a fan of the outdoors. It's a restaurant that's always been a fan of the beach. It's a restaurant that's always been a fan of the sun. It's a restaurant that's always been a fan of the sand. It's a restaurant that's always been a fan of the surf. It's a restaurant that's always been a fan of the waves. It's a restaurant that's always been a fan of the breeze. It's a restaurant that's always been a fan of the birds. It's a restaurant that's always been a fan of the fish. It's a restaurant that's always been a fan of the sea. It's a restaurant that's always been a fan of the sky. It's a restaurant that's always been a fan of the earth. It's a restaurant that's always been a fan of the universe. It's a restaurant that's always been a fan of everything.

Janette Ewen

- One of Canada’s leading influencers, media personalities and lifestyle experts
- Visited the Cayman Islands in February 2018
- Produced vast social media coverage for her combined following of **233,600**
- Placed a Cayman themed design spread in *Vitalize Magazine*, Circulation: **50,000**
- Touted the Cayman Islands across Canada’s highest rated morning shows including:
 - *Breakfast Television*
 - *CP24*
 - *CHCH*
 - *CTV News*
 - *Global Morning Show*
 - Combined broadcast viewership: **12,656,300**
- **Total combined media reach: 12,939,900**

EMBRACE THE ISLAND ETHOS AND BRING A BIT OF TROPICAL ELEGANCE INTO YOUR HOME *By Kelley Merril*

TREND: TROPICAL

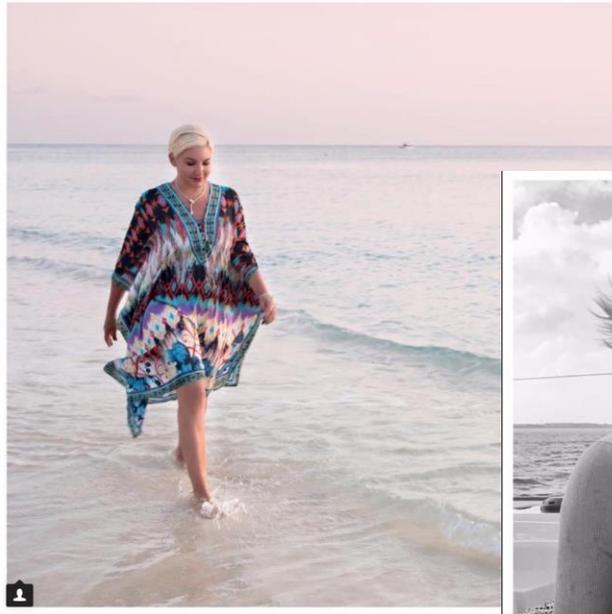
INSPIRATION: THE CAYMAN ISLANDS

White sand, crystal clear water and an amazing culinary scene—The Cayman Islands have it all! These three stunning islands just south of Cuba are also home to some of the most beautiful beaches in the world, including the illustrious Seven Mile Beach. Safe to say, you'll never want to leave. But when reality sets in, why not bring back a slice of Cayman to your home? Take design cues from the Caribbean Club, The Cayman's most exclusive boutique hotel. Caribbean Club manages to marry the whimsy of tropical design with the glamour and luxury of the 80s. Achieve this in your home by incorporating interesting shapes; over-scale upholstery, hints of turquoise and millennial pink with elements of lush greenery. A tropical aesthetic never really goes out of style.

[7 2] summer 2018

1. Rattan Bar Cart, HomeSense, \$99.99, homesense.ca
2. PC Decal Glasses (Coral, Pineapple, Palm), President's Choice, \$4 each, presidentschoice.ca
3. Chindi Fringed Maxi Indoor/Outdoor Pillow, Pier 1 Imports, \$49.95, pier1.ca
4. Saffie Fabric Accent Chair, Mobilia, \$1,297, mobilia.ca
5. Jungle Palm Wallpaper by Kingdom Home, Milton and King, \$314, miltonandking.com
6. Shay Cloud Chandelier, The Cross Décor & Design, \$2,395, thecrossdesign.com
7. Delta Single-Setting Raincan Shower Head in Champagne Bronze, Delta Faucet, \$385.20, deltafaucet.com
8. Octopus and Seashells Vintage Wall Art Prints, Urban Walls, \$22.63 each, urbandecor.com
9. Large Pineapple Tumbler in Gold, W&B \$74, wandesign.com
10. "Paradise" Scented Organic Candles, Driftwood Décor, \$25, driftwood-decor.com
11. Seashells Melamine Salad Plates—set of four, Pier 1 Imports, \$45.95, pier1.ca
12. Solid Wood Frame Bench in Pink, Linen Home Décor Products, \$285, homedepot.ca

vitalizemagazine.com [7 3]



janetteewen • Following

janetteewen Next week I'll be heading to @visitcaymanislands for some R&R! I can't wait to check out the @seafireresort & stay at the breathtaking @caribbeanclub 🌴 I know a good number of you ladies also



janetteewen • Following
Grand Cayman

janetteewen Lost at sea... and not looking to come home 😭❤️... Yesterday was a dream, a private sunset sail for two. Today I'm taking my first ever sailing lesson. Rumour has it my instructor is pretty handsome. 🌴🌊 #visitcaymanislands

Load more comments

janetteewen @koky_abbass you're so sweet ❤️❤️

janetteewen @yomanchic aww thank you my friend 🥰❤️

janetteewen @richinvestors 🥰

janetteewen @naander1 🥰❤️

janetteewen @lindsaymattick thank you so much!

janetteewen @elegantartista 🥰❤️

giusy_mazza_23 Wow beautiful 🥰🥰🥰

❤️ 💬 📌

5,634 likes

FEBRUARY 24

Add a comment...



janetteewen • Following
Kimpton Seafire Resort + Spa

janetteewen Current mood... @visitcaymanislands thank you for mellowing me out! @mellee_kerrell & I are loving the @seafireresort .. the sunshine, the beach, all the amazing restaurants! Next up? 🥰 arrives and we are heading to the @caribbeanclub one of my all time fave places to stay in the ENTIRE world... #pinchme #visitcaymanislands

Load more comments

fairbliss So beautiful ❤️

mayahoodblog That sun! That water... 🥰🥰

dentellefleurs Living the life

beccaostila How hot are you even!!!

janetteewen @mayahoodblog I knowww I don't ever want to leave!! 🥰🥰

janetteewen @mahhimakottary thank you

❤️ 💬 📌

5,888 likes

FEBRUARY 21

Add a comment...



404 NB HIGHWAY 407 AURORA ROAD

NBA HOUSTON 105 FINAL TORONTO 108

Rockets Harden: 40 points 2 rebounds Paul: 14 points 3 rebounds

MLB MILS CHIC LAD 9:05 PM

SAT 3 SUN 3 MON 1 TUE 0 WED 2

SUNRISE: 6:39 am

TORONTO'S ST. PATRICK'S DAY PARADE MAR 11 - BLOOR AND ST. GEORGE STREETS TRAVEL TIMES RIGHT NOW

ALL YOUR VACATION & STAYCATION MUST HAVES WITH LIFESTYLE EXPERT JANETTE EWAN

A man has been arrested after woman is shot and wounded on Weston Rd. near Eglinton.

9:25:05

Sat Mar 10 -1°

ESP TSK 60 921.44 2.52

A vibrant, colorful house with a porch, surrounded by lush tropical vegetation and flowers. The house has a red exterior with green trim and a white porch railing. A wooden rocking chair sits on the porch. The scene is set in a lush, green environment with various plants and flowers, including yellow and purple blooms in the foreground.

CIDOT EUROPE

NEW CREATIVE CAMPAIGN

**CAYMAN
ISLANDS**



**CAYMAN
ISLANDS**



GRAND CAYMAN / CAYMAN BRAC / LITTLE CAYMAN





CAYMAN ISLANDS 

CAYMAN ISLANDS 
GRAND CAYMAN / CAYMAN BRAC / LITTLE CAYMAN

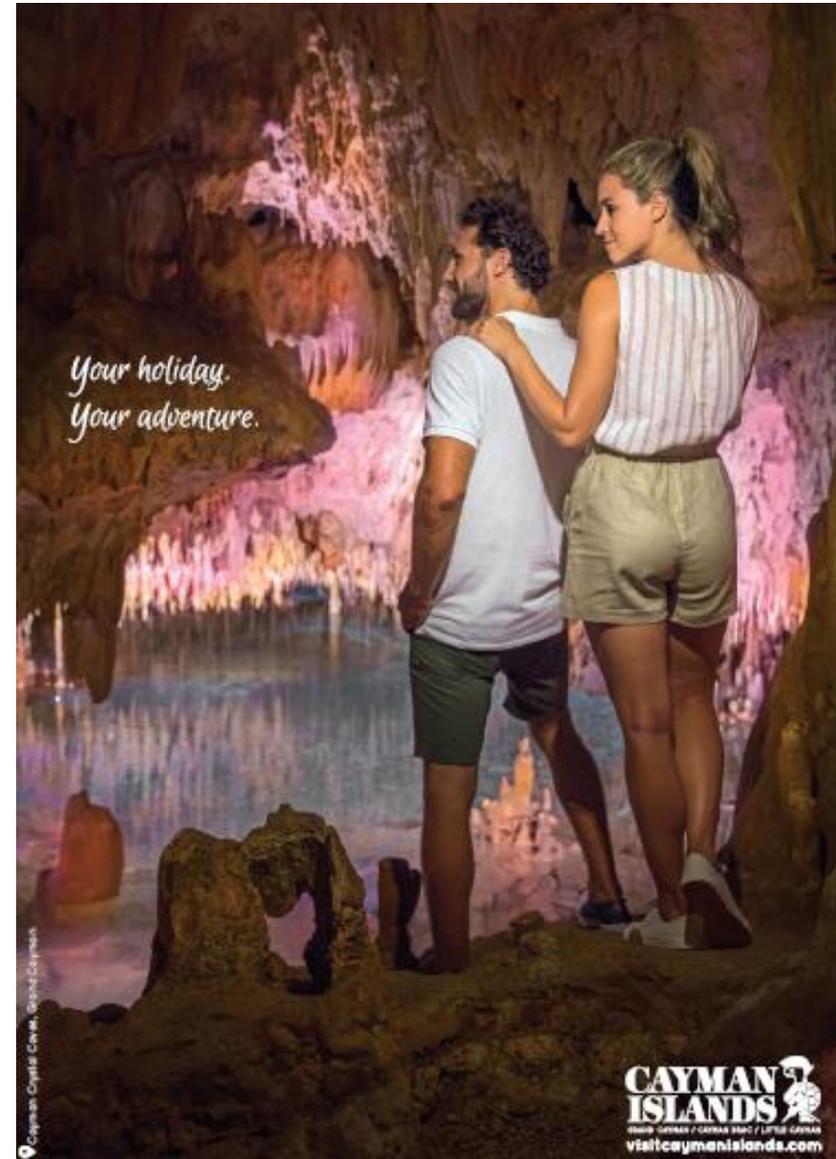


*Your holiday.
Your moment.*



CAYMAN ISLANDS
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visitcaymanislands.com

*Your holiday.
Your adventure.*



© Cayman Crystal Cave, Grand Cayman

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FALL ONLY IN CAYMAN



ACCOMMODATION

CRUISE ARRIVALS

ECONOMICS

Origin & General Evolution Analysis

Origin & General Evolution Analysis

Interactive Statistics Website

- Updated Monthly
- Monthly stayover visitor statistics
- Monthly cruise passenger arrival statistics
- Accommodation stock

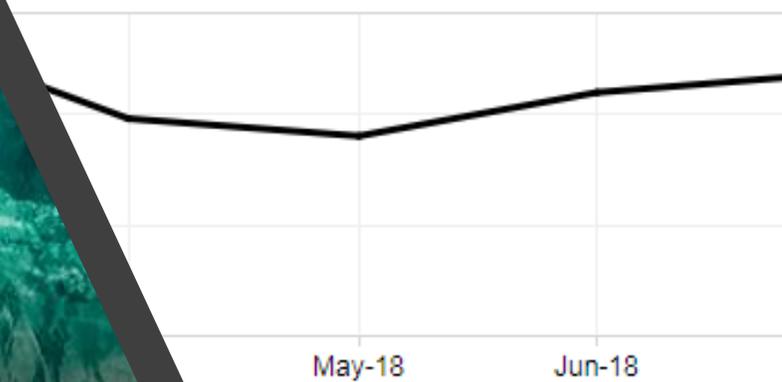
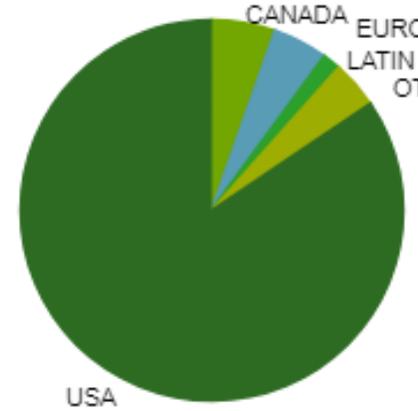
STATISTICS

Season (All) Country of Residence (All)

Residence



Airline Arrivals by Region



2017 THE CAYMAN ISLANDS



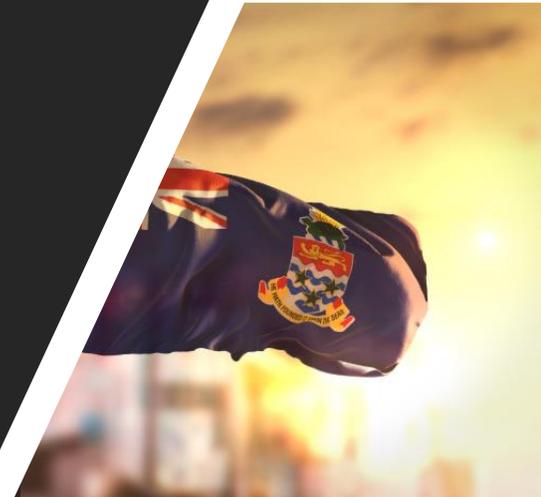
Destination Performance Report, 2017

Provides business intelligence to partners on:

- Contribution to the Economy
- Resources
- Global Overview
- Market Highlights (USA, Canada, UK and Ireland, Continental Europe and Latin America)
- Who are our Stayover Visitors
- Who are our Cruise Visitors
- What do they think about us

Destination Snapshots

- 2017 Annual Snapshot Infographic
- 2018 Bi-Annual Report
- 2018 9-Month Report (in production)



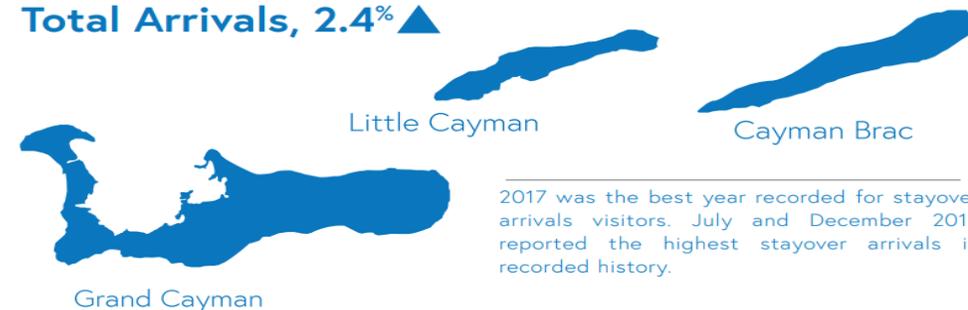
The Cayman Islands

2018

Bi-Annual Report

2,146,847

Total Arrivals, 2.4% ▲



2017 was the best year recorded for stayover arrivals visitors. July and December 2017 reported the highest stayover arrivals in recorded history.



418,403

Stayover Arrivals, 8.5% ▲



1,728,444

Cruise Passengers, 1.0% ▲

Other Research

- Affluent Intelligence Study
- Cayman Islands Brand Tracking Study (US Market)
- Canadians and the Cayman Islands Market Research

CIDOT Websites

CIDOT has a suite of websites and sitelets which main goals are to stop the loss of market share, attract new visitors and convince past visitors to return. All sites are built on the Kentico platform, with the main sites as the following:

- USA/ Worldwide: <http://www.visitcaymanislands.com>
- UK/ Europe: <http://www.caymanislands.co.uk>
- Canada: <http://www.visitcaymanislands.ca>
- Argentina: <http://www.caymanislas.com>
- Brazil: <http://www.visitecayman.com>
- Dive worldwide: www.divecayman.ky
- Local Corporate: www.ourcayman.ky

VisitCaymanIslands.com



81°F / 27.2°C

FIND YOUR CAYMANKIND

THREE ISLANDS, ONE DESTINATION, ENDLESS ENJOYMENT

LEARN MORE ▶



www.VisitCaymanislands.com

Redeveloped website soft launched 8 April 2018.

Stand Out Features

We have integrated all of the pieces that make other DMO sites interesting into one fluid, customer centric website!

- Responsive / Mobile friendly website
- Modern Design Navigation
- Hero Video
- Interactive Maps
- Third-Party Integration
 - Social media integration via CrowdRiff
 - Media integration for video via Youtube
 - Flight Global Integration
 - SimpleView (SV) integration
 - Business listings
 - Website Forms
 - Expedia Integration
 - AccuWeather



OurCayman.ky

Purpose

Interactive and informative site that will highlight the different areas of CIDOT functions, services and pertinent business information whilst creating memorable experiences for the local community.

This site will not be a promotional site selling the Cayman Islands however the site will celebrate Caymanian Culture, Our way of Life and the global work of #teamcidot.



Welcome to the Cayman
Islands Department of
Tourism



Website launched 23 July 2018

OurCayman.ky

Room for Optimism: 2018 Global Travel Market Outlook

There is room for optimism heading into 2018 for the global travel industry. Emerging and developing markets are showing healthy signs of growth, and global consumer and business confidence is high. Policy uncertainty and geopolitical tensions can't be ignored, but outside of any major shock, we expect travel to benefit from a solid year of macroeconomic growth in 2018.

Skift.

DEFINING THE FUTURE OF TRAVEL.

**CAYMAN
ISLANDS** 
GRAND CAYMAN / CAYMAN BRAC / LITTLE CAYMAN

A photograph showing the silhouettes of two people standing on a surfboard on the ocean. The scene is set during a sunset or sunrise, with a warm, orange and yellow sky and scattered clouds. The water in the foreground is dark with gentle ripples. The overall mood is serene and peaceful.

2019 MAJOR DEVELOPMENTS



Cayman Airways

VP-CNG

CNG



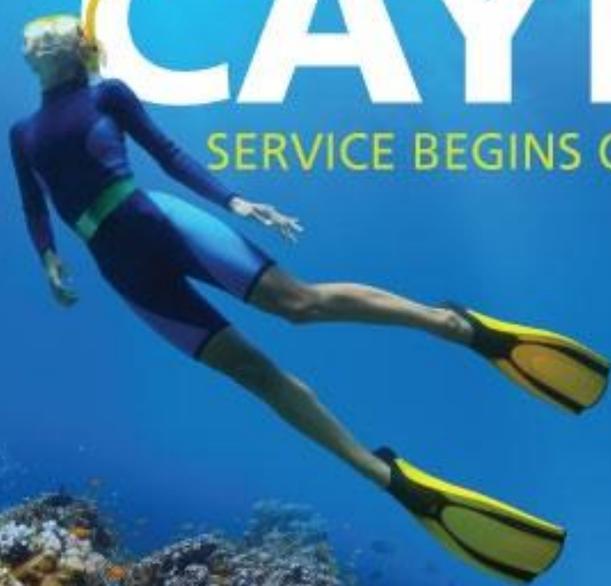
ENJOY TWICE-WEEKLY NONSTOP SERVICE BETWEEN

DENVER

AND

CAYMAN

SERVICE BEGINS ON MARCH 2, 2019





THANK YOU.