

CAYMAN  ISLANDS

GRAND CAYMAN | CAYMAN BRAC | LITTLE CAYMAN



STATE OF THE CAYMAN ISLANDS TOURISM INDUSTRY

AGENDA

1. Strategic Overview
2. Tourism Performance
3. Beyond the Beach Opportunities
4. Dream in Cayman



DEPARTMENT OF TOURISM STRATEGIC 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.

2019 MACRO TOURISM PRIORITIES

Global Brand Transition and Comms

Deeper Industry Partnerships

National Tourism Plan Execution

Aviation Strategy

Business Intelligence and Reporting

Europe & China

Governance & Compliance



HOW IS TOURISM DOING?

CAYMAN ISLANDS TOURISM PERFORMANCE 2018



TOTAL VISITOR SPEND 2018

US\$880.1M **▲ 12.5%**

AVERAGE SPEND

STAYOVER US\$236.9 / CRUISE US\$115.6

(PER PERSON / PER NIGHT)

(PER PERSON)

IN TOURISM TAX COLLECTED

KY\$33.6M **▲ KY\$8M**

TOTAL VISITATION



2.4m

GROWTH

11% ↑

BEST YEAR IN RECORDED HISTORY

STAYOVER GROWTH



10.7%



50K+

STAYOVER VISITORS
IN A SINGLE MONTH FOR THE
FIRST TIME: MARCH & DECEMBER

CRUISE GROWTH



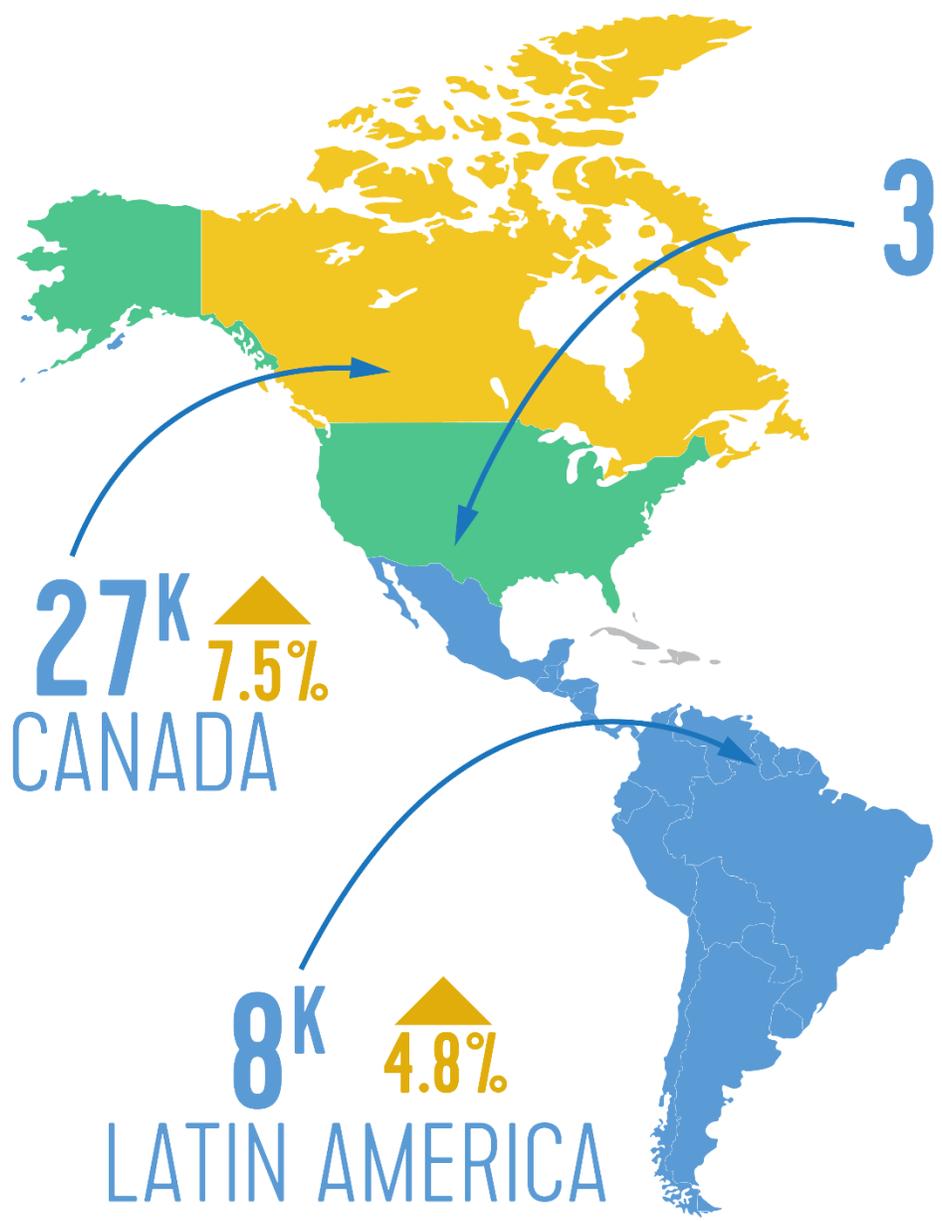
11.1%

4 OF THE 10 BEST MONTHS IN
HISTORY WERE IN 2018



MARCH
DECEMBER
JULY **JUNE**

RECORD BREAKING ARRIVALS



385^k **13.0%** ↑
USA

27^k **7.5%** ↑
CANADA

8^k **4.8%** ↑
LATIN AMERICA

SOURCE : CAYMAN ISLANDS CUSTOMS & BORDER CONTROL

CAYMAN ISLANDS TOURISM PERFORMANCE

MAY 2019



MAY 2019

STAYOVER

BEST MAY
IN RECORDED
HISTORY

40K+

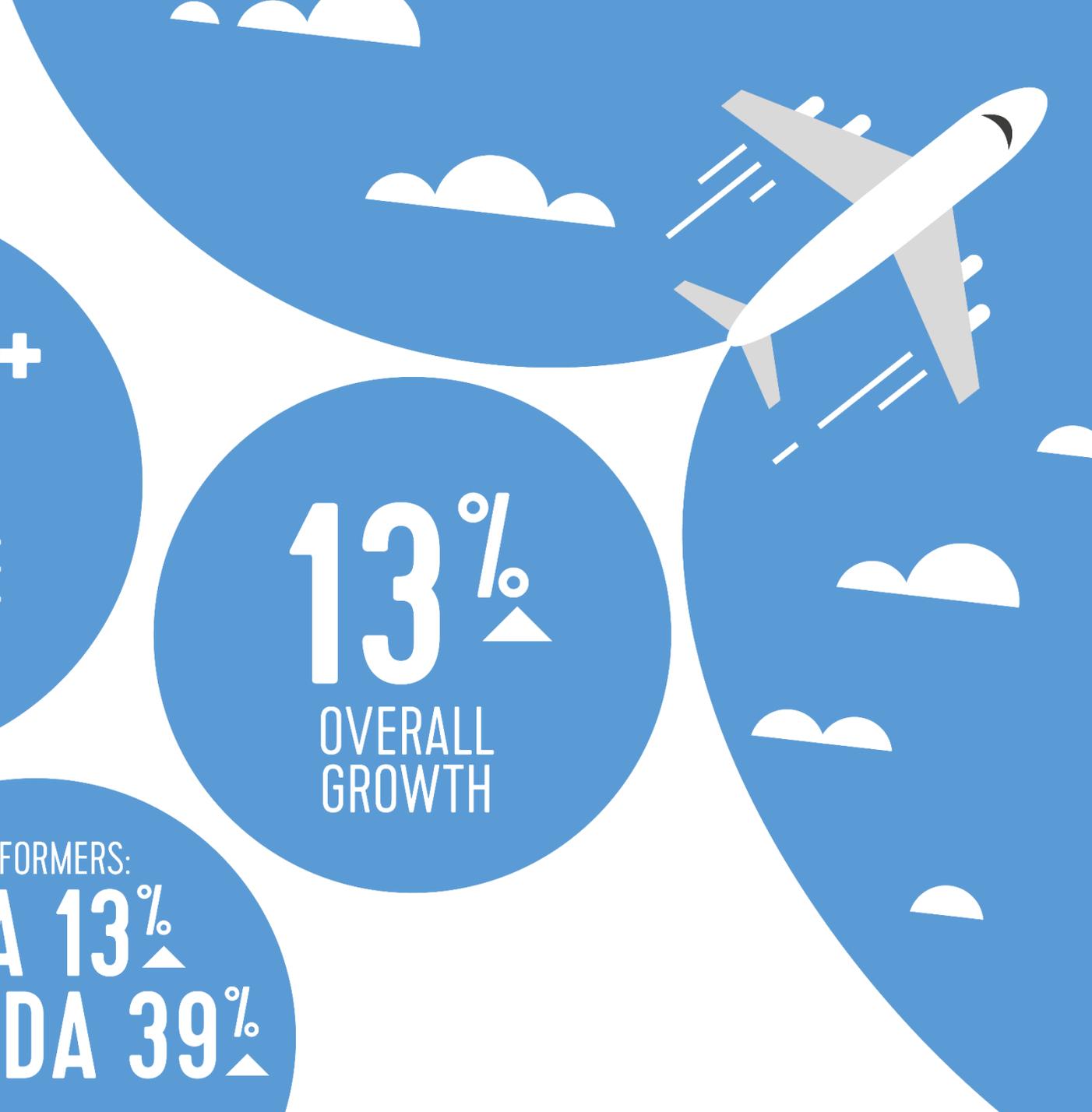
FIRST TIME
IN MAY

13%

OVERALL
GROWTH

MAY HAS GROWN
BY **38%** OVER THE
LAST 2 YEARS

TOP PERFORMERS:
USA 13%
CANADA 39%



2019 YEAR TO DATE STAYOVER

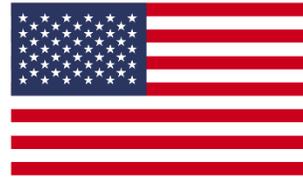


232,474

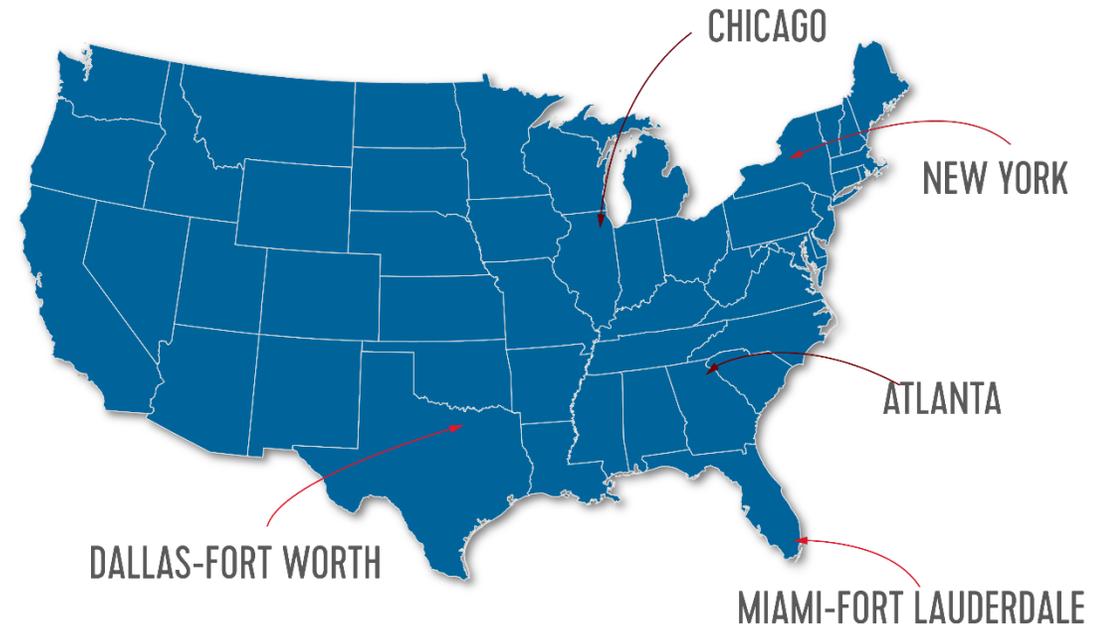
STAYOVER VISITORS IN THE FIRST FIVE MONTHS OF 2019

THIS IS THE HIGHEST NUMBER OF STAYOVER VISITS FOR THE FIRST FIVE MONTHS IN RECORDED HISTORY (SURPASSING JAN-MAY 2018 BY 11%).

TOP PERFORMERS:



TOP PERFORMING DMA'S WITHIN THE USA



THE DESTINATION HAS WELCOMED OVER **40,000 STAYOVER VISITORS** FOR EACH OF THE LAST SIX MONTHS

Before the last six months, the destination has never welcomed over 40,000 visitors for more than two consecutive months.

BEDROOMS

| <u>2017</u> | <u>2018</u> | <u>2019</u> |
|-------------|-------------|-------------|
| 6,027 | 6,524 | 6,888 |

BEDS

| <u>2017</u> | <u>2018</u> | <u>2019</u> |
|-------------|-------------|-------------|
| 8,649 | 9,312 | 9,761 |

BED PLACES (CAPACITY)

| <u>2017</u> | <u>2018</u> | <u>2019</u> |
|-------------|-------------|-------------|
| 17,436 | 19,198 | 20,339 |

BEDROOM STOCK

APARTMENT

BETWEEN 2015 & 2019
664 BEDROOMS
+ 27%▲

GUEST HOUSE

BETWEEN 2015 & 2019
386 BEDROOMS
+ 61%▲

HOTEL

BETWEEN 2015 & 2019
574 BEDROOMS
+ 27%▲



PEOPLE

+



PLACES

+



LOVE

+



AIRBNB

+



MOMENTS

=



351
LISTINGS

306
45

GRAND CAYMAN

SISTER ISLANDS

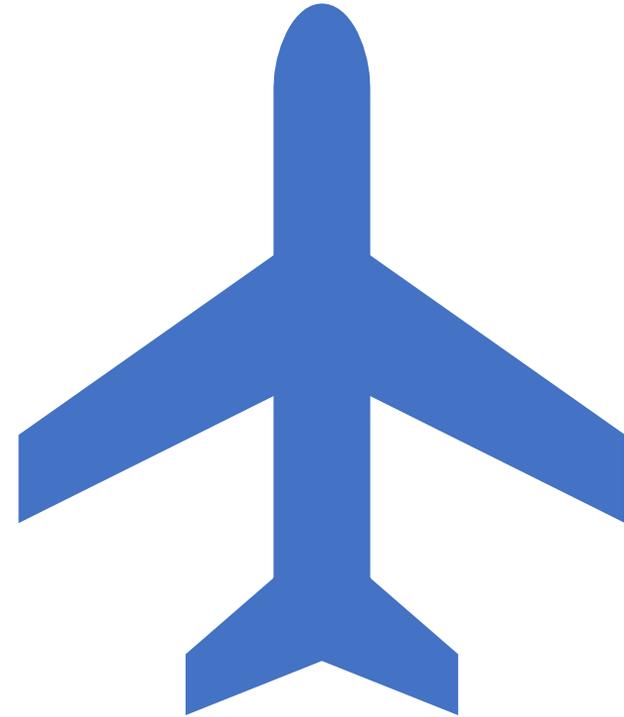
AS OF 17 JUNE 2019

Global Aviation



5 Year Global Inbound Capacity

- 2019 Seat Capacity to Destination – 920K
- Average Annual Growth – 3%
- Top Airlines
 - American
 - Cayman Airways
 - Delta Airlines
 - United Airlines
 - JetBlue



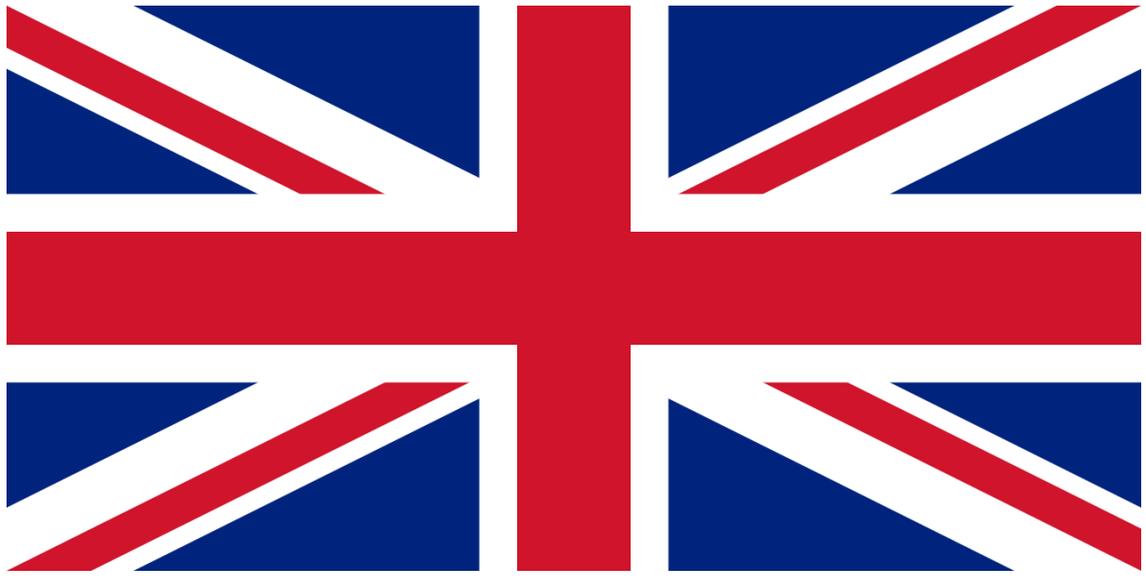
NEW MARKET EXPANSION

A photograph of a wooden pier extending into a vast, clear blue ocean. The water is a deep, vibrant blue, and the sky is a clear, light blue. The pier is made of weathered wooden planks and has three vertical posts at its end. The horizon is visible in the distance, with a thin line of white surf. The overall scene is serene and expansive, symbolizing growth and new horizons.

USA State / Zip Code Analysis

Top Performing USA States , 2019 YTD

1. Texas
2. New York
3. Florida
4. More business to be won in the western states





Newly Appointed Regional Manager UK/Europe (June 1, 2019)

Mr. Adrian White

Priority Markets:

1. UK, Ireland and Germany
2. Increase Business Development with the trade



CHINA

Strategy Focus

Explore the Chinese market for tourism business development, outreach and strategy formulation.

What needs to happen

- Attain Approved Destination Status in 2019
 - Inter-government Initiative (CIG and Global)
- Strategy Development
 - Aviation ---- Connectivity
- Cultural Sensitization
- Product Development
 - True Accommodation luxury: i.e. Mandarin Oriental
 - Language resources
 - Experiences

A close-up photograph of a blue iguana's head, showing its textured scales and eye. The background is a soft, out-of-focus brown.

TAKING CAYMAN BEYOND THE BEACH

CAYMAN
ISLANDS 

The logo for the Cayman Islands, featuring a stylized profile of a person's head wearing a traditional hat, positioned to the right of the text.

Spreading the Impact of Tourism

| District | Hotel | Apartment | Guest House | Total |
|---------------|-------|-----------|-------------|-------|
| West Bay | 300 | 830 | 94 | 1,224 |
| North Side | 0 | 267 | 405 | 672 |
| George Town | 1,987 | 1,597 | 177 | 3,761 |
| East End | 300 | 272 | 90 | 662 |
| Bodden Town | 0 | 84 | 94 | 178 |
| Cayman Brac | 52 | 64 | 113 | 229 |
| Little Cayman | 78 | 43 | 41 | 162 |
| Total | 2,717 | 3,157 | 1,014 | 6,888 |

The primary objectives for the Eastern districts and the Sister Islands within the National Tourism Plan are:

- **To sustainably grow visitor numbers**
- **Improve awareness, Caymanian Entrepreneurial participation and Job Creation**

| Developments | Rooms | Location | Estimated Completion |
|---|----------------------------------|------------------------------------|----------------------|
| Rum Point Club Residences | 36 Units | North Side, GCM | Late 2019 |
| Revive Spa and Healing Resort | 28 Bungalows | Mariners Cove, George Town, GCM | Late 2020 |
| The Cottages | 10 individual cottages | East End, GCM | Early 2020 |
| Grand Hyatt Grand Cayman Hotel & Residences | 351 rooms | Pageant Beach, George Town, GCM | 2021 |
| Curio Collection by Hilton | 80 rooms | Almond Tree Site, George Town, GCM | Late 2021 |
| St. James Point, Mandarin Oriental Hotel | 100 hotel rooms 89 Residences | Beach Bay - Bodden Town, GCM | 2021 |
| Barefoot Beach Resort, East End | 115 rooms | East End, GCM | TBD |

Cayman Islands Experiences

- Home share e.g. AirBnb
- Food tours
- Fishing charters
- Bike Rides
- Culture/Heritage tours
- Soft Adventure





Airbnb Experiences

Airbnb Experiences are activities designed and led by inspiring locals. They go beyond typical tours or classes by immersing guests in each host's unique world. It's an opportunity for anyone to share their hobbies, skills, or expertise without needing an extra room.

“Earn money leading people of activities you love”

Evolved Marketing

CIDOT to house a Home Share Summit with Airbnb Host:

- For more information email, events@caymanislands.ky

Cayman Islands Destination features this fall in AirBnb Magazine:

Ultimate goal is for a custom visitor experience that will fully integrate the Cayman Islands product, experiences, traditional and new media



Deeper Understanding of Tourism Impact

- NATIONAL REPORTING MECHANISM
- Need for true measurement of the economic impact of tourism.
- Measuring the impacts of tourism and what it truly means to our economy.
- Solutions to be Explored:
 - Tourism Satellite Accounts
 - More Research Reports available to Tourism partners
 - Expansion of Cayman Islands Business Intelligence Website Report



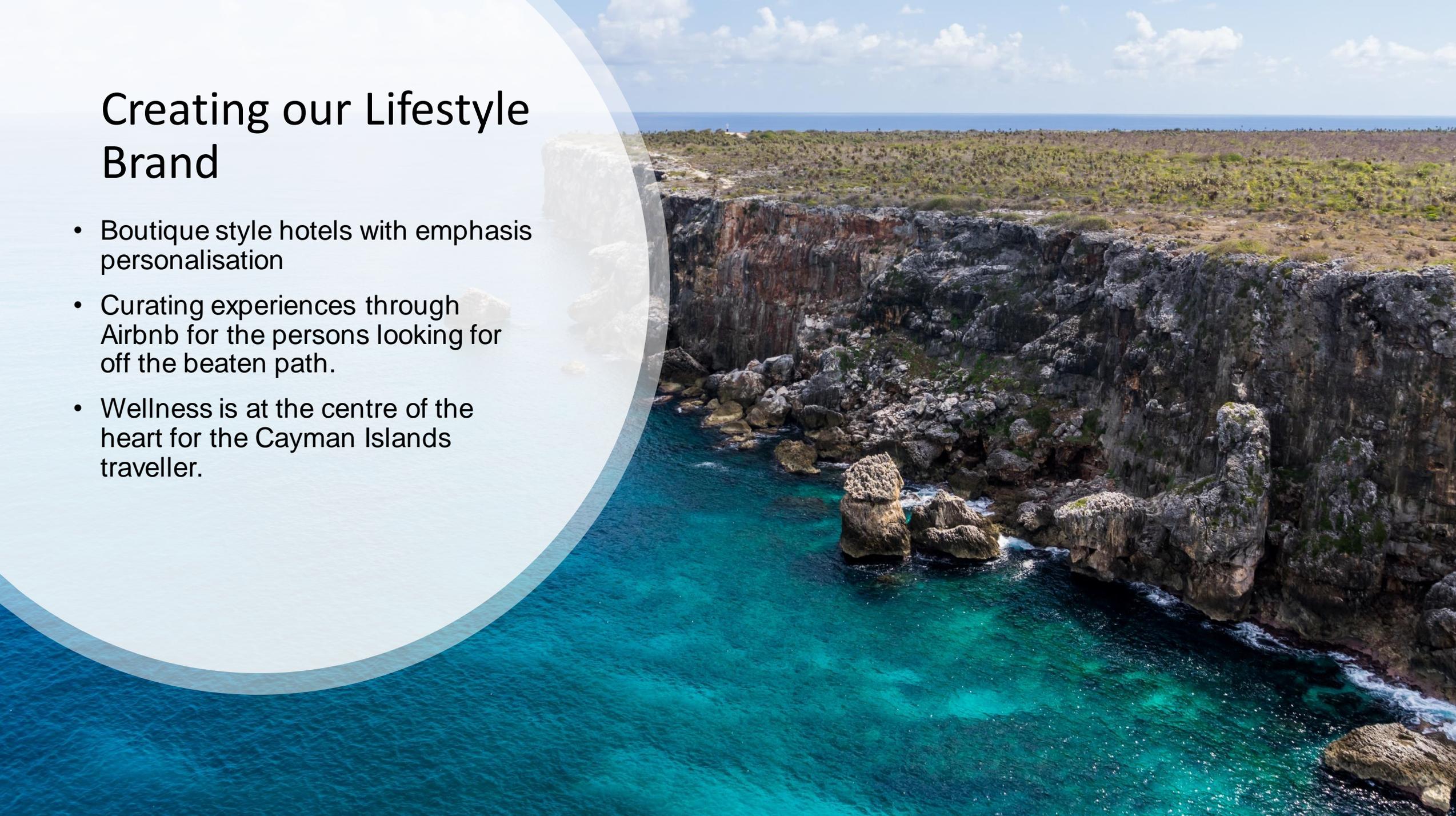
The Cayman Islands Lifestyle Brand

- It's true to who we are – Cayman is an emotive choice
- Attract the most valuable traveler
 - Quality vs quantity
- Flatten Seasonality
- Lifestyle brands weather uncertainty



Creating our Lifestyle Brand

- Boutique style hotels with emphasis personalisation
- Curating experiences through Airbnb for the persons looking for off the beaten path.
- Wellness is at the centre of the heart for the Cayman Islands traveller.





DREAM IN CAYMAN.



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Crystal Caves, Grand Cayman. This is a creative representation, stepping in the

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THANK YOU