



**Ministry of
Tourism & Ports**
Cayman Islands Government

CAYMAN ISLANDS
GRAND CAYMAN | CAYMAN BRAC | LITTLE CAYMAN

2025 TOURISM SPEAK OFF COMPETITION

PRELIMINARY COMPETITION – VIDEO COMPETITION

INFORMATION PACKET



INTRODUCTION

As part of our local tourism awareness programme, the Cayman Islands Ministry of Tourism and Ports & Department of Tourism will host the 2025 Tourism Speak-Off Competition. The multi-phase competition, which forms part of the Tourism Ambassador Programme, is open to students currently enrolled in a Cayman Islands secondary school who are between 14 and 17 years of age.

The winning student will be designated as the “Tourism Ambassador” for a period of one year, providing them with valuable learning, experiences, and personal and professional development opportunities. The Tourism Ambassador may also be given the opportunity to take part in various tourism activities throughout the year, including Ministry of Tourism and/or Department of Tourism-sponsored events.

The 2025 Tourism Ambassador will have the opportunity to represent the Cayman Islands and participate in the Regional Tourism Youth Congress, which takes place during the State of the Tourism Industry Conference held in October 2025, with the destination to be confirmed.

OBJECTIVES

The objectives of the 2025 Tourism Speak-Off Competition and the Tourism Ambassador programme are to help develop students’ in-depth knowledge of tourism and the issues that impact the business locally, regionally, and internationally, giving them valuable experiences through their interaction with each other. In addition, students will develop useful communication, reasoning, and public speaking skills that will serve them throughout their lives.

The Competition will be conducted in the format of a Board of Directors meeting, where participants must come prepared to share their knowledge and views with their fellow peers on one prepared topic. Each participant’s goal is to persuade each other, the audience, and the panel of judges that their ideas have the greatest merit.

GOALS

- To ensure that secondary school students develop an accurate understanding of and respect for the importance of tourism to the country.
- To expose students to the various elements of the tourism product
- To assist students in becoming more involved and aware of Cayman Islands, Caribbean and world tourism issues
- To provide support for the Cayman Islands Government’s Human Capital Development goals

BENEFITS

- Greater awareness of the connections between tourism and other industries
- An increased appreciation of the tourism industry in the Cayman Islands, the Caribbean and the world
- An enhanced awareness of the importance of tourism to the Cayman Islands
- Development of Communication Skills
- Development of Critical-Thinking skills
- Social Development



- Development of Language Arts Skills

CRITERIA FOR SUBMISSION

- Must be a student enrolled in a Cayman Islands secondary school.
- Must be between 14 and 17 years of age as of 1 October 2025.
- Actively involved in school debates, general knowledge quizzes, etc.
- Knowledgeable or interest in tourism.
- Must not have been a past Tourism Video Competition winner or Ambassador.

OVERVIEW - COMPETITION RULES & GUIDELINES

PRELIMINARY COMPETITION – VIDEO COMPETITION

- Student submissions are pre-screened and shortlisted to four (4) finalists, through the evaluation of their video on a pre-determined topic.
- The four finalists will advance to the Tourism Speak-Off Competition, where they will present on one of four pre-determined topics and one mystery topic.
 - **Note:** Finalists will receive 'Know Your Cayman Islands' Training from the Cayman Islands Department of Tourism and Toastmasters training prior to the final competition. Finalists will present at the 2025 Tourism Speak-Off Event to determine the 2025 Tourism Ambassador.

PRELIMINARY COMPETITION FORMAT

- Participants interested in entering the competition must submit a video presentation on one of four (4) pre-determined topics. Topics provided at the end of this document.
- Video presentation must be audible, well-lit and of good quality.
- Video presentation must be 3 minutes maximum.
- Business attire to be worn in video presentation.
- Students' presentations will be judged according to the criteria set out in the *Judging Guidelines*.

Video Competition Submission Deadline - March 28th

JUDGING GUIDELINES

Participants will be evaluated based on the following criteria:

1. **Content (40 Points):** Judges will assess the relevance and depth of the content presented, focusing on how well the student addresses the chosen topic. Emphasis will be placed on the clarity, persuasiveness, and evidence of research in the presentation.

2. **Knowledge/Presentation (30 Points):** This category evaluates the student's grasp of the subject matter and their ability to convey it effectively. Judges will consider the clarity of the presentation, the organisation of ideas, and the overall coherence of the message.

3. **Creativity (15 Points):** Creativity will be judged based on the originality and depth of thought demonstrated in the presentation. Judges will look for innovative approaches, unique perspectives, and fresh insights into the topic.



4. Delivery (10 Points): Students will be evaluated on their oral communication skills, including clarity, fluency, and confidence in delivery. Judges will also consider aspects such as grammar, and articulation.

5. Originality (5 Points): Entries must be the original work of the student, presented in their own words. Judges will assess the degree of originality, including the incorporation of personal experiences and thoughtful observations.

TOPICS

Preliminary Topic: 2025 Tourism Video Competition Topics

(Students select and present on one of the below)

- 1.) **SOLO TRAVEL** - In recent years, the global tourism industry has seen a remarkable surge in solo travelers. This burgeoning trend presents an enticing opportunity for Caribbean destinations to tap into an unexplored market segment. By comprehending the distinct needs and preferences of solo travelers, destinations can tailor their offerings to deliver unparalleled experiences and secure their lasting loyalty. As Tourism Ambassador, explain your Ministry's keen interest in this market and unveil three (3) impactful strategies your destination is implementing to entice and cater to Solo Travelers.
- 2.) **ARTIFICIAL INTELLIGENCE IN TOURISM** – Artificial Intelligence (AI) is reshaping the tourism experience by enhancing personalisation, improving efficiency, and streamlining services. In the Cayman Islands, AI can be leveraged to create tailored travel experiences, improve operational management, and provide real-time visitor support. As Tourism Ambassador, describe three (3) ways AI could be utilised in your destination to enhance the visitor experience.
- 3.) **CULTURAL IMMERSION TOURISM** – Cultural immersion tourism focuses on providing visitors with authentic, hands-on experiences that allow them to engage deeply with the local culture, traditions, and lifestyle. This approach offers an educational and enriching experience that goes beyond sightseeing, allowing travelers to connect with local communities and learn about their customs, arts, and history. As Tourism Ambassador, describe three (3) strategies the Cayman Islands could implement to promote cultural immersion and offer authentic experiences that deepen visitors' understanding of the Cayman Islands' vibrant culture.
- 4.) **THE BLUE ECONOMY** - In the realm of tourism, Blue Tourism, often referred to as Coastal or Maritime tourism, represents a significant opportunity for destinations blessed with oceanic, sea, or coastal treasures. In alignment with your government's commitment to environmental stewardship, substantial investments are being directed towards the preservation of our marine ecosystems. As Tourism Ambassador, outline to your esteemed colleagues the collaborative endeavours orchestrated by your Ministry, alongside local communities, and industry



stakeholders, geared towards promoting responsible tourism practices, combating plastic pollution, minimising the ecological impact on marine habitats, and fostering the sustainable growth of the blue economy. Outline three (3) of these pioneering initiatives.

PRIZES

1ST Place:

- Designated “Cayman Islands Tourism Ambassador” for 1 year
- Personal and Professional Development Opportunities
- CI\$1,000
- 1st Place Trophy
- Two tickets on Cayman Airways (any destination)
- Department of Tourism Gift Bag – Premium Items

2nd Place:

- CI\$500
- 2nd Place Trophy
- Two tickets on Cayman Airways (Sister Islands)
- Department of Tourism Gift Bag – Premium Items

3rd Place:

- CI\$250
- 3rd Place Trophy
- Gift certificate for Grand Cayman helicopter tour
- Department of Tourism Gift Bag – Standard Items

4th Place:

- CI\$100
- Participation Certificate
- Gift Certificate for 2 to a local restaurant
- Department of Tourism Gift Bag – Standard Items
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CONTACT

Please contact us at competition@caymanislands.ky if you have any questions.