



Governo dos Açores



INNOVATION
sustainable islands' growth
INNOVATION
croissance durable des îles



Tourism Development – St. Maarten

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Position

OVERSEAS COUNTRIES
AND TERRITORIES
INNOVATION
PAYS ET TERRITOIRES
D'OUTRE-MER



YOUR LOGO
(PNG, JPG)

Overview

- Economic Developments
- Importance of Tourism to St. Maarten
- Tourism Development- 5 years
- Macro Economic Contribution - Tourism
- Tourism Threats & Challenges – St. Maarten
- Strategies for Sustainable Tourism

St. Maarten



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sustainable growth
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YOUR LOGO
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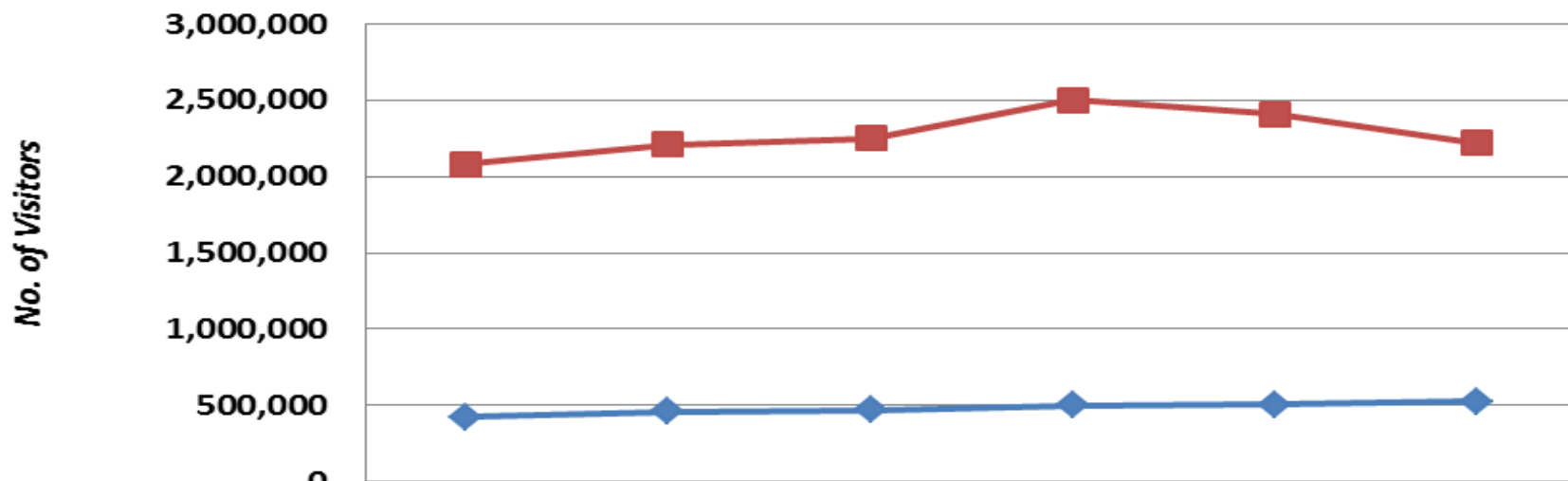
OVERSEAS COUNTRIES
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Importance of Tourism to St. Maarten

- Job creation
- Stimulate businesses and Economic sectors
- Boost the Exports sector
- Revenue generation
- Source of Foreign Exchange
- Contribute to GDP
- Stimulate Infrastructural Development

Tourism Development

Cruise and Stay Over Arrivals 2011-2016



	2011	2012	2013	2014	2015	2016
Cruise Arrivals	1,656,159	1,753,215	1,785,670	2,001,996	1,901,617	1,689,892
Stay Over Arrivals	424,340	456,720	466,955	499,921	505,374	528,153

Selected Data - Macro Economic Contribution

Indicator	2011	2012	2013	2014	2015	2016
Real Gdp (%)	0.8	1.2	1.1	1.6	1.2	-0.1
Gdp Market Price (mil,USd)	931.1	980.6	1,017.2	1,052.8	1,060.0	1,060.0
Exports (mil,USd)	1,023.3	1,163.9	1,234.4	1,252.2	1,252.2	1,242.8
Tourism Exports (mil,USd)	715.0	837.2	852.8	909.4	930.6	917.8
Imports (mil,USd)	964.4	1,021.1	1,182.8	1,241.1	1,162.2	1,175.0
Tourism (%) contribution to Gdp	76.83	85.37	83.82	86.37	87.79	86.57

Tourism Challenges & Threats – St. Maarten

Climate Change

Increasing Competition both Regionally and Internationally

Infectious Diseases

Seasonality

Room Stock

Vulnerability to External Shock

Domestic Policy Decisions of major Source Markets – (Increase Interest Rates)

Limited Funding towards Marketing

Strategies for Sustainable Tourism

Training

Environment Conservation

Product Development through Niche Tourism

- *Destination Weddings*
- *Convention/Meeting Tourism*
- *Wellness Tourism*
- *Medical Tourism*
- *Educational Tourism*
- *Agri – Tourism*
- *Sport Tourism*

Digital Platform

Partnership

Cruise Conversion

The End

Thank you