Tourism – Turks and Caicos Islands

- Background
- Regional Performance
- Visitor Arrivals
- Public/ Private Partnerships
- Accolades/ Awards
- Strengthening the Tourism Sector
- Capacity Building
- Diversification-other Initiatives
Background

• The Turks and Caicos Islands (TCI) is an archipelago of 40 low-lying coral islands and cays
  • 9 inhabited
  • British Overseas Territory

• Population (2016)
  • 37,910 est.

• Tourism Sector
  • 39% GDP

• Economic Growth
  • 5.9% (2015)
  • 5% projected growth in the next 3 years
Background cont.

- The islands of the Turks and Caicos are almost as diverse as its people.

- From the main tourist center and gateway to the best beach in the World - Providenciales

- to the quiet and tranquil islands of North and Middle Caicos

- to the historic Capital Island of Grand Turk

- to an island that time has forgot - Salt Cay

- each one offers a different experience and a unique character but all offer year round great climate, beaches and underwater activities.
Tourism Sector - Regional Performance

• The Turks and Caicos Islands fastest-growing destination in the Caribbean.

• The destination welcomed and hosted some 1,300,575 tourists to its shores in 2016.

  • 453,612 Stop-over visitors
    17.5% increase

  • 846,963 Visitors via Cruise port
Tourism Sector - Regional Performance

Figure 2: Stop-over Arrivals 2015-2016
Visitor Arrivals

Major Market Arrivals 2016

- USA Arrivals: 365,854
- Canada Arrivals: 44,974
- Italy Arrivals: 1,960
- France Arrivals: 1,256
- U.K. Arrivals: 8,991
- Germany: 363
- Other Europe: 1,986
- Brazil Arrivals: 1,264
- Caribbean Arrivals: 20,486
- Other Countries: 6,478
Visitor Arrivals

• The destination contributes the tremendous growth in visitor arrivals to a number of factors:

  • Accessibility to the destination

  • Frequency of flights from most major gateways in the United states

  • Increase in direct airlifts (Chicago O’Hare Int’l, Houston George Bush Intercontinental, and Ft. Lauderdale- Hollywood International Airport)

  • Co-op marketing campaign with the Tourist Board and Private Sector partners.
Public/Private Partnerships

- TCHTA- Turks and Caicos Hotel and Tourism Association
- Individual hotel properties
- Airlines
- Cruise port
- Individual stakeholders
- the Tourist Board
Strengthening Tourism Sector

The TCI is looking to strengthen its Tourism sector further through the development of a new Tourism strategy.

- Niche offerings:
  - Medical Tourism
  - Sports Medicine
  - ECO Tourism
  - Destination Weddings
  - Culinary Arts
Capacity Building in Tourism Sector

• The TCI Tourist Board to offer Hospitality Assured Certification Programme.

Executives from the Turks and Caicos Tourist Board received training through Caribbean Tourism Association (CTO).
Providenciales in the Turks and Caicos is TripAdvisor’s latest pick for the world’s top island.

• Turks and Caicos Grace Bay Beach #1 of the top 25 beaches in the world 2016

• Grand Turk named among the world’s top cruise destinations, based on consumer reviews
Government Initiatives

Tourism is strong but other sectors need boost:

The TCI Government recognizes that it cannot rely solely on the Tourism sector for the growth of its economy.

• Reestablished Investment Promotion Agency, Invest Turks and Caicos

• Implementation of the Micro Small and Medium Enterprise Programme to encourage entrepreneurship and innovation.

• Supports the use of green technologies

• Strengthen legislation and reforms for energy sector.
Fortis TCI, a subsidiary of the Canadian energy conglomerate Fortis, and the only utility company on island, plans to invest $30 million a year over the next five years in generation, transmission/distribution and renewable energy.
TURKS AND CAICOS TOURISM

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