



PROJECT LOCATION:
GRENADA

PROJECT START DATE:
MAY 19, 2014

PROJECT END DATE:
MAY 19, 2016

GRANT FUNDS APPROVED:
US \$500,000

ENVELOPE:
**SUPPORT TO CLUSTERING
INITIATIVES WINDOW (SCI)**

GRENADA HOTEL CLUSTER ECONOMIC RECOVERY PROGRAMME

PROJECT HIGHLIGHTS

THE PROJECT:

The Grenada Hotel Cluster includes stakeholders from both the public and private sector. The cluster touches almost every sector of Grenada's economy including agribusiness, arts and entertainment, construction, as well as cross-cutting sectors such as finance, information technologies, and transportation. The core of this cluster is made-up of hoteliers, which serve the stay-over tourists that account for 80% of tourism related revenues.

The Cluster's lead firm is the Grenada Hotel and Tourist Association (GHTA). The GHTA is a non-profit, non-governmental organization that represents the voice of the private sector in the island's tourism sector. The GHTA is managed by a Board of Directors responsible for guiding the Association's strategies and policies, and a Secretariat led by an Executive Director. The Association promotes educational opportunities for industry workers, assists with the development of cultural activities, undertakes joint marketing initiatives, and advocates on behalf of its members on all matters affecting the industry.

In 2012 the cluster decided to implement a Geotourism Destination Management Plan (DMP). Its goal is to sustainably increase the sector's revenue and profitability by increasing the number of stay-over visitors, the average duration of their visit, and their average spending per day. Geotourism is defined as tourism that sustains or enhances the geographical character of a place including its environment, heritage, aesthetics, culture, and the well-being of its residents. This project aims at supporting the branding and marketing components

of the Geotourism DMP. A clustering initiative is particularly well suited to the implementation of the DMP given the plan's emphasis on stakeholder coordination and collaboration. A destination management approach emphasizes coordination and consistency across all elements of the tourism product (e.g. branding, marketing, accommodation, attractions, events, activities, tours, transportation) so that they re-enforce the uniqueness of the product offering. The GHTA is uniquely well positioned to lead the DMP given that its membership encompasses all of these elements. Henceforth, Compete Caribbean is providing support to implement the Geotourism Destination Management Plan (DMP), with an emphasis on marketing and the use of social media. This will enable the cluster to articulate and market a common brand and vision for the sector.

OBJECTIVE:

To support the implementation of Grenada's Geotourism Destination Management Plan (DMP).

HOW DONOR FUNDS ARE BEING USED:

- To develop and implement a rebranding exercise that will create a national identity which can be used consistently by all internal stakeholders in the tourism sector as well as for related investment and trade promotion purposes.
- National Public Awareness Campaign: the on-going public awareness campaign to convey the importance of the tourism sector to all citizens of Grenada will be extended and deepened to highlight not only the importance of the sector but the importance of safeguarding the country's natural, historical, and cultural assets to their own prosperity.

ACHIEVEMENTS THUS FAR:

- Community Mapping App: a state of the art mobile app (modelled on the "Around Me" technology) will be developed allowing visitors to use their mobile phones to locate tourism related sites and services across the island.