

CTO Membership Expands With Bermuda

Collaboration is a key hallmark of new partnership

BRIDGETOWN, BARBADOS, May 3, 2023

/EINPresswire.com/ -- The Caribbean Tourism Organization (CTO) has announced the expansion of its membership, as Bermuda officially rejoins the organization through a collaborative partnership with the Government of Bermuda and the Bermuda Tourism Authority (BTA).

With its unique, distinctive attributes, Bermuda further strengthens the organization's ability to promote the depth of the Caribbean experience as it seeks to explore new growth opportunities. With Bermuda's membership, CTO marks yet another milestone in its efforts to expand its reach and influence in the regional tourism sector.

"We're very pleased to welcome Bermuda back to the CTO," said CTO Chairman Kenneth Bryan, the Minister of Tourism and Ports for the Cayman Islands. "As we continue our focus on repositioning the region in the new tourism environment, I am heartened when destinations like Bermuda express their confidence in the CTO by rejoining at this time. We are truly excited to engage and collaborate with Minister Vance Campbell and his team."

Bermuda's Minister of Tourism, Vance Campbell, J.P., also acknowledged the importance of regional collaboration during this recovery period. He stated, "As our tourism sector continues to recover following the difficult COVID years, it is important that we have access to and work with similar jurisdictions to share ideas that have been successful and can benefit Bermuda. Our membership in the CTO will be of great value as we continue to build a successful, sustainable tourism industry that helps grow our economy and provide exciting and empowering careers for Bermudians."

CTO member countries represent the Dutch-, English- and French-speaking Caribbean; and the



Kenneth Bryan, Chairman, Caribbean Tourism Organization; Minister of Tourism and Ports, Cayman Islands

organization's programming focuses on sustainable regional tourism development, the main economic driver for most within the Caribbean.

About the Caribbean Tourism Organization

The Caribbean Tourism Organization (CTO), headquartered in Barbados, is the Caribbean's tourism development agency, comprising membership of the region's finest countries and territories, including Dutch-, English- and French-speaking, as well as a range of private sector allied members. The CTO's vision is to position the Caribbean as the most desirable, year-round, warm-weather destination, and its purpose is Leading Sustainable Tourism - One Sea, One Voice, One Caribbean.

Among the benefits to its members, the organization provides specialized support and technical assistance in sustainable tourism development, marketing, communications, advocacy, human resource development, event planning & execution, and research & information technology.

The CTO's headquarters is located at Baobab Tower, Warrens, St. Michael, Barbados BB 22026; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail: CTObarbados@caribtourism.com.

For more information about the Caribbean Tourism Organization, visit www.OneCaribbean.org and follow

CTO on Facebook, Twitter, Instagram and LinkedIn to be part of the conversation.

Heather Gibbs



Vance Campbell, J.P., Minister of Tourism and Cabinet Office, Bermuda



Marketplace Excellence

+1 201-861-2056

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/631643559>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.