

CTO to Spotlight the Caribbean at Routes Americas 2024 in Bogotá

BRIDGETOWN, BARBADOS, March 13, 2024 /EINPresswire.com/ -- The Caribbean Tourism Organization (CTO) is poised to positively impact the Routes Americas in Bogotá, Colombia, next week. This premier air service development forum uniting the Americas brings together senior decision-makers from the region's leading airlines, airports and other tourism and aviation stakeholders.

The CTO delegation, led by Secretary-General and CEO Dona Regis-Prosper and Faye Gill, Director of Membership Services, will attend at the CORFERIAS business and exhibition center from March 19 to 21, 2024.



Team Barbados at Routes Americas in Chicago last year

"In an era where connectivity is the driving force behind recovery and progress, our participation in Routes Americas is a significant step for the Caribbean. It's a platform that allows us to amplify our presence and forge essential partnerships within the global aviation ecosystem," emphasized Regis-Prosper. "This is a part and parcel of our continued commitment to enhancing the region's visibility and fostering meaningful interactions that pave the way for more connections to and within the Caribbean."

In anticipation of Routes Americas, CTO, in collaboration with Airport Strategy & Marketing (ASM), recently hosted a groundbreaking two-day training event in Barbados on airline route development titled "Aviation Marketing, Incentives & Negotiation". According to Regis-Prosper, this initiative signifies a crucial step in the organization's strategy to enhance air access to and from the Caribbean.

Throughout next week's three-day event in South America, delegates will engage in an immersive program featuring face-to-face meetings, networking opportunities, and access to exclusive

industry insights.

A highlight of the event is the Caribbean-focused panel discussion “Aviation Competitiveness in the Caribbean”, scheduled for Tuesday, March 19, from 2:35 pm to 3:20 pm. Panelists include Kenneth Romer (Deputy Director General, The Bahamas Ministry of Tourism, Investments and Aviation); Trevor Sadler (CEO, interCaribbean Airways); Hans van de Velde (CEO, Windward Islands Airways International – WINAIR); Rafael Echevarne (Director General Latin America & Caribbean, Airports Council International – ACI); and Peter Cerdá (Regional Vice President, The Americas, IATA), with David Appleby (Director, ASM) moderating.

This session will explore the competitive landscape of the Caribbean aviation sector, highlighting efforts to boost air connectivity within the region and to emerging markets in South America and Europe. Despite challenges of several destinations recovering to pre-2019 levels of flight frequencies and seat availability, the discussion promises to uncover strategic approaches toward financial and traffic resurgence and explore new growth avenues in the aviation sector.

During the conference, the CTO team will meet with its members and airline partners. The CTO’s Caribbean-themed booth will be located at Stand S24.

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.

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For more information about the Caribbean Tourism Organization, visit www.OneCaribbean.org and follow the CTO on Facebook, X, Instagram and LinkedIn to be part of the conversation.

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