

CTO Strengthens Caribbean Tourism Visibility in the UK and Europe

BARBADOS, October 2, 2024

[/EINPresswire.com/](https://EINPresswire.com/) -- The Caribbean Tourism Organization will amplify the visibility of the region's presence in Europe following a landmark partnership with the CTO Chapter in the UK & Europe, which represents over 85 travel-related companies and organizations.

Dona Regis-Prosper, Secretary-General and CEO of CTO, announced the launch of strategic marketing initiatives to bolster the Caribbean's brand across the UK and emerging markets in Europe, the Middle East and Africa (EMEA). In collaboration with the CTO Secretariat, the CTO Chapter UK & Europe will execute a comprehensive work plan to increase the region's visibility and engagement with key audiences across these pivotal markets.

The renewed efforts encompass a wide range of activities, including:

Strategic Marketing Programs:
Developing and executing targeted marketing programs for the UK and Europe, complete with Key Performance Indicators (KPIs) and plans to expand into emerging EMEA markets.



Dona Regis-Prosper, Secretary-General and CEO (second from right), is pictured with (l-r) CTO Chapter UK & Europe Chairman Colin Pegler, Board member Cheryl Carter, and Director Florian Valmy-Devillers, in London earlier this year.



Digital Marketing Strategy: A strong focus on digital marketing, with strategies tailored for the UK and Europe to boost the region's online presence.

Commercial Activities: Manage and develop CTO-related commercial activities across UK and European markets, ensuring compliance with local laws and regulations.

Market Intelligence: Conducting regular analysis and presenting market insights on the UK, Europe, and emerging markets to inform strategic decisions.

Collaboration with Affiliates: Partnering with CTO members and affiliates to manage activities in key markets such as Central Europe, France, and the Netherlands.

Media and Stakeholder Engagement: Maintain close relations with media, trade associations, government bodies, airlines, and tour operators while serving as the CTO's spokesperson in UK and European markets.

Colin Pegler, Chairman of the CTO Chapter, highlighted the importance of the renewed collaboration: "The CTO Chapter is thrilled to reignite our partnership with the CTO Secretariat after a four-year hiatus. This collaboration is pivotal in strengthening the Caribbean's presence in our markets. Our board is committed to this collaboration, and the team is diligently working on a robust action plan for 2025 to keep the Caribbean at the forefront of global travel destinations."

The CTO Chapter UK & Europe is poised to launch a series of impactful marketing campaigns and activations designed to engage consumers, travel trade professionals, and the media. With a cohesive and strategic approach, the chapter aims to reinforce the Caribbean's reputation as a top global travel destination while aligning with the overarching goals of the CTO Secretariat.

Florian Valmy-Devillers, Director of the CTO Chapter, emphasized the initiative's unified strategy: "Our primary objective with the CTO team is to create synergy through a cohesive strategy across vital UK, European, and emerging markets. From cross-channel consumer campaigns to immersive travel trade training and media engagement, we are dedicated to delivering high-impact activations for our members and reviving the 'One Sea, One Voice, One Caribbean' spirit across our targeted markets and beyond."

Nadia Springer
Marketplace Excellence
+1 201-861-2056
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/748265114>

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.

© 1995-2024 Newsmatics Inc. All Right Reserved.