

Caribbean Tourism Organization Partners with ASM to Strengthen Regional Air Connectivity

BRIDGETOWN, BARBADOS, August 9, 2025 /EINPresswire.com/ -- As part of the implementation of its Reimagine Plan, the Caribbean Tourism Organization (CTO) has contracted Airport Strategy & Marketing Ltd. (ASM), a global leader in air service development, to deliver a strategic study aimed at tackling the critical challenges affecting regional air connectivity. These challenges have far-reaching implications for tourism growth, economic development, and regional integration across the Caribbean.



ASM was selected through a competitive Request for Proposals (RFP) process reviewed and endorsed by the CTO Airlift Committee, which was established in March 2024 to guide regional efforts on air service development and connectivity.

By October 31, 2025, ASM will deliver a series of key outputs, including:

- A comprehensive assessment of current intra-regional air connectivity within the Caribbean
- Analysis of demand patterns and identification of route development opportunities
- Strategies to strengthen airline cooperation and partnerships to improve intra-regional travel
- Recommendations to enhance connectivity between Caribbean destinations and key long-haul markets
- A top-line review of existing bilateral agreements and the policy environment impacting connectivity
- Design of an efficient hub-and-spoke model for the region
- Recommendations to enhance CTO's advocacy capacity in the area of airlift and connectivity

In addition to the main study, ASM will also provide the CTO Secretariat and member countries with a year of ongoing data support, analytical services, and training. This extended engagement will help build institutional capacity and support evidence-based decision-making across the

region.

“This partnership with ASM marks a pivotal step in CTO’s mission to reimagine Caribbean tourism and deliver practical solutions that enhance our competitiveness and resilience,” said Dona Regis-Prosper, Secretary-General and CEO of CTO. “Enhanced intra- and extra-regional connectivity is key to unlocking the full potential of our region.”

“At ASM, we are thrilled to embark on this strategic partnership with the Caribbean Tourism Organization. This will be a great opportunity to help design a future for sustainable tourism growth through enhanced air connectivity. Our collaboration represents a shared commitment to unlocking the region’s full potential, driving prosperity for communities across the entire Caribbean,” stated David Stroud, Managing Director – Air Transport Consulting and Data at Aviation Week Network.

This initiative underscores CTO’s commitment to being a proactive force in addressing one of the most pressing issues facing Caribbean tourism today — ensuring the region is better connected, more accessible, and prepared for long-term success.

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

This press release can be viewed online at: <https://www.einpresswire.com/article/838238264>

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.

© 1995-2025 Newsmatics Inc. All Right Reserved.