

NICHE TOURISM MARKETS FOR THE CARIBBEAN

Location: Caribbean

Client: Caribbean Tourism Organisation

Services: Market Research



Development of a niche tourism market database for the Caribbean

Project Objectives:

- To establish a niche tourism market database that will help develop the tourism research capability, marketing capacity and competitiveness of Caribbean countries.
- 20 niche markets were identified for analysis: bird watching, charity tourism, cycling, culinary-based tourism, cultural/heritage tourism, diving, extreme sports, fishing, golf, health and wellness, hiking, homestays, weddings and honeymoons, MICE, festivals, film tourism, sailing, soft adventure, sports tourism, wildlife tourism.

Our Recommendations:

- A standard template was developed for all niche markets which included: market definition, estimate of global market size, potential for growth, main source markets, main competing destinations, key tour operators, key points for marketing and distribution, brief profile of consumers, additional information (such as useful websites).
- Niche markets were prioritised highlighting those for which there was greatest scope for development in Caribbean countries.
- Profiles were developed for web publishing.