



# **AE TOURISM PRACTICE**



# Our Tourism Practice

Supporting the most dynamic industry in the Caribbean



Our tourism practice covers the accommodation, restaurants, attractions, car rentals and retail segments as well as regional tourism planners.

The Caribbean tourism industry is in flux. Current trends and our recent work on the impact of climate change and changing seasonality patterns confirm it. Furthermore, our forecasts suggest that the future of the industry is highly uncertain. We can help clients stay in the game.

**Sample of questions we can help answer:**

- Is now the right time to expand?
- Should we discount our rates?
- Do tourist preferences vary by country of origin?
- How should I vary my marketing in the winter season versus the summer season?
- When will visitor spending return to 'normal'?

# Recent Tourism Intelligence

A sample of our research on the industry

- Barbados Tourism: Changing Seasonal Patterns (AE Article)
- Profile of the British Visitor to Barbados (AE Article)
- An Assessment of the Economic and Social Impacts of Climate Change on the Tourism Sector in the Caribbean (Report prepared for the Economic Commission for Latin America and the Caribbean)
- An Assessment of the Economic Impact of Climate Change on the Tourism Sector in Saint Lucia (Report prepared for the Economic Commission for Latin America and the Caribbean)



Fig. 1: Our Approach 'Tree'



# How We Support Tourism Professionals

**Tourism Forecast Reports**

Tourism Forecast Reports provide 3-year baseline projections of variables such as visitor arrivals by country, average length of stay, number of rooms and visitor expenditure. For more information on our Tourism Forecast Reports, please visit our website at [www.antilloseconomics.com/publications](http://www.antilloseconomics.com/publications).

**Tourism-Specific Dashboards**

We develop client-specific dashboards to track both internal and external metrics

that affect our clients' businesses. We typically include both market and firm information, thus ensuring that our clients effectively adapt to evolving conditions. We can further enhance the dashboards by including monthly, quarterly or annual forecasts of both external and firm-specific indicators.

**Training, Workshops and Webinars**

Examples of our training and workshops could include: macroeconomics – a refresher; interpreting dashboards; or introductory statistical analysis. We also produce webinars on specific topics that are only available to clients, such as: implications of government budgetary plans on the tourism industry; the impact of a change in legislation on hoteliers; or a review of our forecasts for the industry.

**Insight Discovery Solutions**

We employ a broad range of customisable techniques geared towards helping our clients uncover the insights that will create sustainable competitive advantage.

Examples include:

- Feasibility studies, impact assessments and cost-benefit analysis
- Visitor and Employee satisfaction surveys and loyalty studies
- Brand and image assessments
- Local competitor analysis
- Business driver assessment

**Strategy Development and Market Positioning**

We work with our clients to develop a comprehensive market strategy, rooted in both realistic market expectations as well as firm core competencies.

**Brand Development**

We help clients determine their ideal target market, tailor their products/services, focus their internal and external marketing messaging and design their overall operations to optimise their brand.

**Ongoing Strategic Support**

We aim to be strategic information partners for our clients by providing customised, ongoing support. Examples could include quarterly economic briefings, independent strategic reviews or outsourcing the analytics function.

**OUR APPROACH**  
 'Helping forward-thinking professionals make fact-based decisions'.

# Why Choose Antilles Economics

Helping forward-thinking professionals  
make fact-based decisions.

As experienced economists, we go beyond the traditional Caribbean macroeconomics practice and apply our unique combination of techniques and approaches to problem solving in the corporate world. We have built on a strong foundation in econometric and statistical analysis by expanding into market research and qualitative techniques. Our research methods include statistical modelling, regression, conjoint and correlation analysis, Monte Carlo simulation, hypothesis testing, interviews, focus groups, surveys, online communities and secondary research.

By combining techniques, we glean richer insights and make more relevant recommendations. Our clients benefit from their ability to tailor our solutions to ensure more targeted problem-solving, and leverage our findings and recommendations for more effective strategy development and execution.

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