



"Gateway to The Grenadines"

Strategic Marketing and Destination Development Plan for Tourism
Carriacou & Petite Martinique



**Sustainable
Tourism
Objectives**



**"Gateway to
The Grenadines"**



- Campaigns
- Programs
- Projects

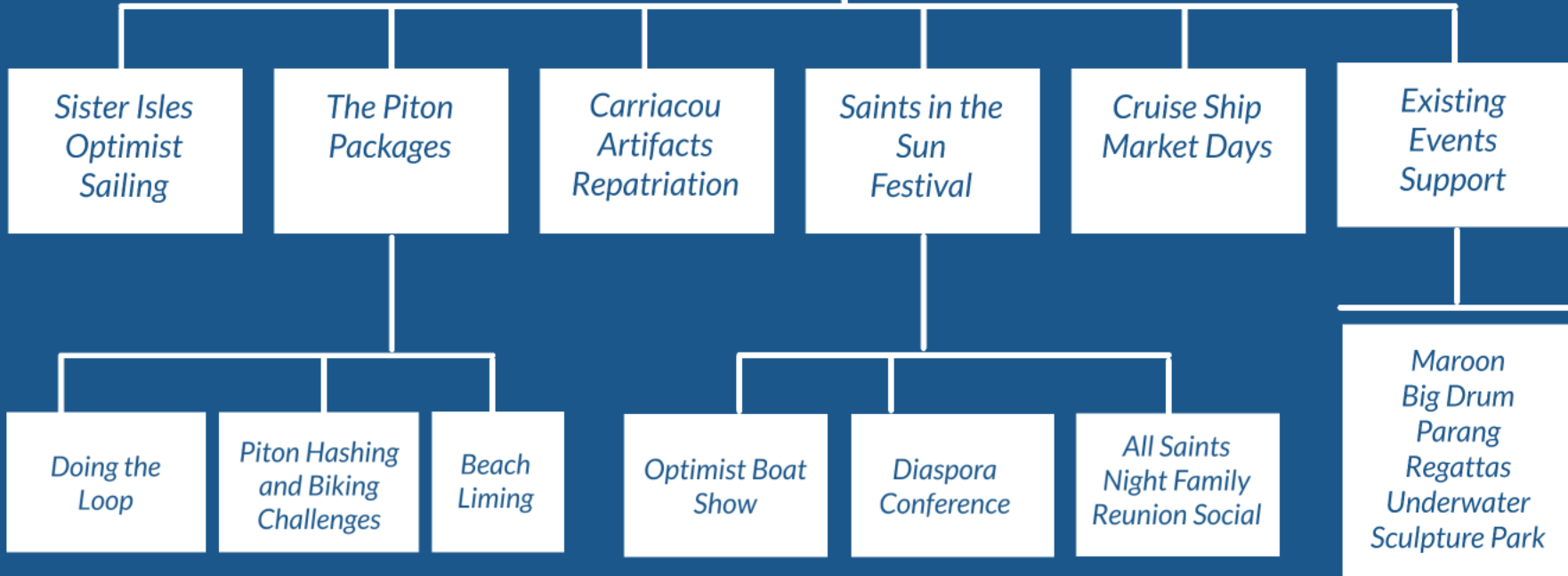


**Results
Reporting**

Phase I Tourism Stakeholder Meeting, 4 March 2024, TALONS Consulting, Margaret Snagg, Lead Consultant

GTA

"Gateway to the Grenadines" campaign



GTA IN SCOPE

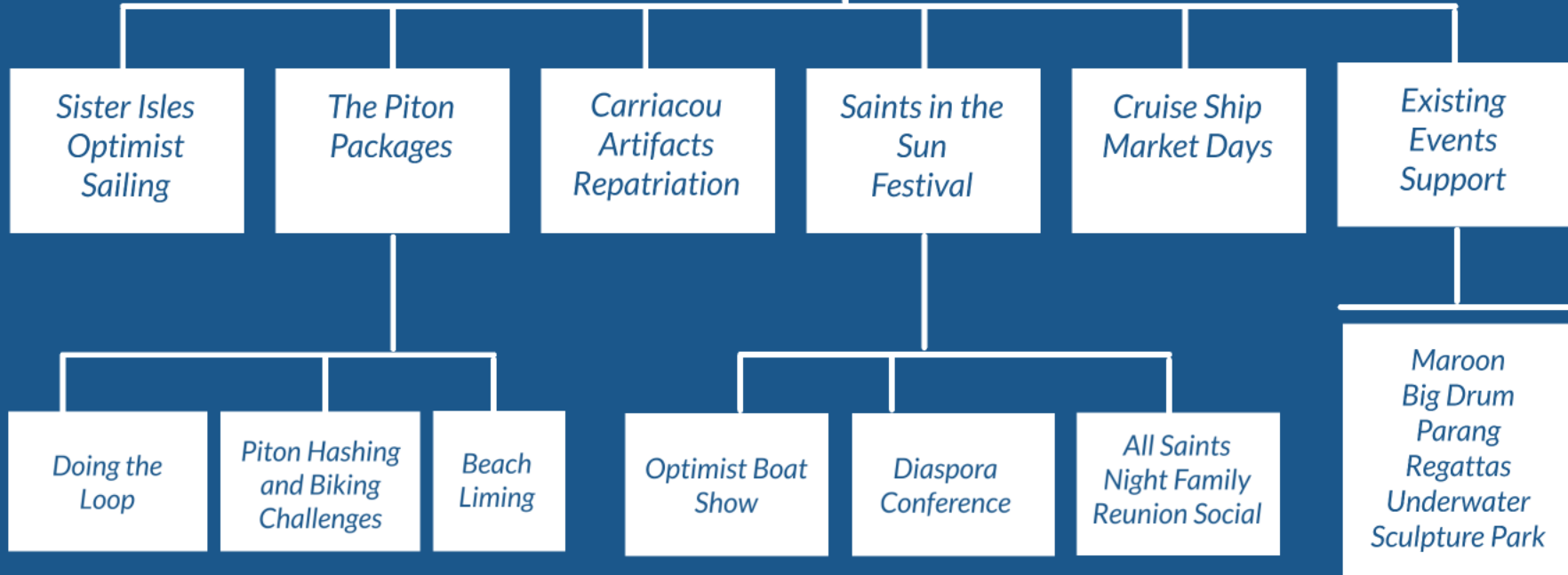
- BRANDING and CO-BRANDING
- GOVT WORKFLOWS & PROCESS
- GTA MARKETING CHANNELS
- FISCAL OVERSIGHT
- INTEGRATION
- ENTITY RESOURCES SUPPORT

TALONS IN SCOPE

- STRATEGIC PLANNING
- IMPLEMENTATION
- SURPLUS MARKETING CHANNELS
- BUDGET PROPOSALS
- TIMELINES & SCHEDULING
- ENGAGEMENT & OUTREACH
- ASSISTANCE: info@talonsconsulting.com

GTA

"Gateway to the Grenadines" campaign





Sustainable Tourism Objectives

National
Sustainable
Development
Program
2020-2035

Grenada
Tourism
Authority

Grenada's
Global
Commitments

National Sustainable Development Plan 2020-2035



TOURISM

High human and social development: putting people at the center of development (SDG-4 and SDG-5),

Vibrant, dynamic, competitive economy with supporting climate-and-resilient infrastructure (SDG-8 and SDG-13),

Environmental sustainability and security (SDG-14, SDG-15 and SDG-17).



Sustainable Tourism Objectives

National
Sustainable
Development
Program
2020-2035

Grenada
Tourism
Authority

Grenada's
Global
Commitments

GTA

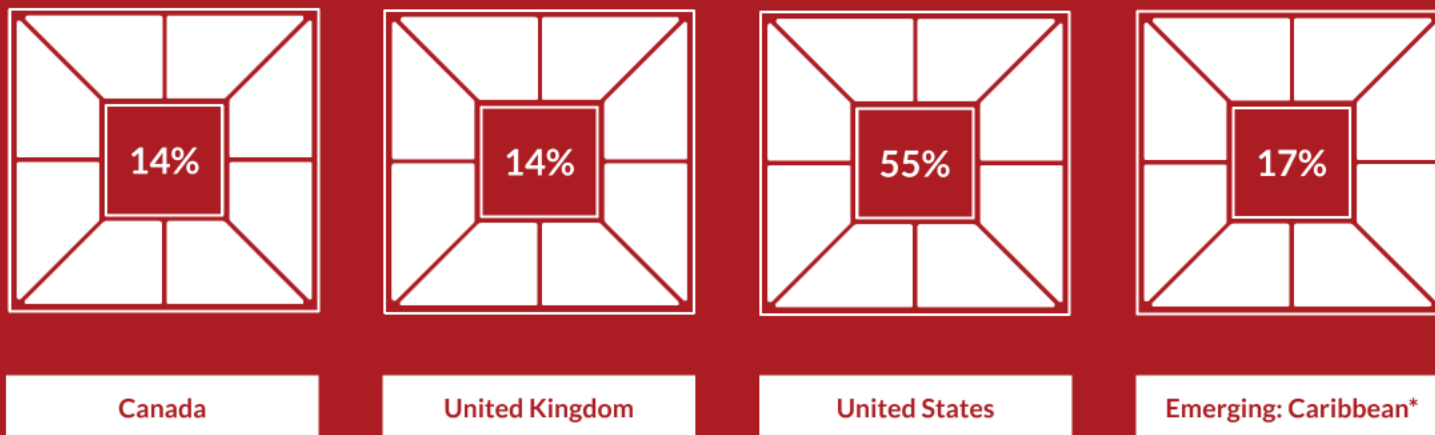
**Target
Markets**

OBJECTIVES

- Stakeholder engagement activities.
- New opportunity for product development and marketing.
- Niche marketing opportunity.
- New festivals.
- Elements of "Gateway to the Grenadines" campaign.
- Environmental awareness and sustainability.

Grenada Tourism Source Markets

Data collection and other standardized initiatives are proposed.
See also Standard Elements of All Attraction Strategies.



***Connect Caribe.** A private sector-led regional ferry service launched in Barbados in January to begin in the last quarter of 2024. The service will offer **weekly and daily round trips**, linking Barbados with Saint Lucia, Trinidad and Tobago, St Vincent, Grenada, Dominica, Antigua, Suriname, and Guyana. Specific focus is being placed on the Barbados-Trinidad-Guyana route.

GTA

**Target
Markets**

OBJECTIVES

- Stakeholder engagement activities.
- New opportunity for product development and marketing.
- Niche marketing opportunity.
- New festivals.
- Elements of "Gateway to the Grenadines" campaign.
- Environmental awareness and sustainability.



Sustainable Tourism Objectives

National
Sustainable
Development
Program
2020-2035

Grenada
Tourism
Authority

Grenada's
Global
Commitments

UNWTO Sustainable Tourism Development in the 2030 Agenda	CTO Sustainable Tourism Development Goals	Grenada Sustainable Tourism Development Goals
SDG-4 Quality Education	SDG-4 Quality Education	SDG-4 Quality Education
SDG-5 Gender Equality	SDG-5 Gender Equality	SDG-5 Gender Equality
SDG-8 Decent Work and Economic Growth	SDG-8 Decent Work and Economic Growth	SDG-8 Decent Work and Economic Growth
SDG-9 Industry, <u>Innovation</u> and Infrastructure	SDG-9 Industry, <u>Innovation</u> and Infrastructure	
SDG-10 Reduced Inequalities	SDG-10 Reduced Inequalities	
SDG-13 Climate Action		SDG-13 Climate Action
SDG-14 Life Below Water		SDG-14 Life Below Water
SDG-15 Life on Land		SDG-15 Life on Land
SDG-17 Partnerships for the Goals	SDG-17 Partnerships for the Goals	SDG-17 Partnerships for the Goals



Sustainable Tourism Objectives

National
Sustainable
Development
Program
2020-2035

Grenada
Tourism
Authority

Grenada's
Global
Commitments

"Gateway to the Grenadines"

The overarching campaign to focus on the uniqueness of Carriacou & Petite Martinique.

One People.

One Future.

One Journey.

One People.

Shakespeare Mas, All Saints
Night, Parang, Carriacou
Regatta, Canute Caliste,
Boat Building, String Music,
Big Drum, Kwadril, Shango,
Cantiques, Sankey Hymns.

"Gateway to the Grenadines"

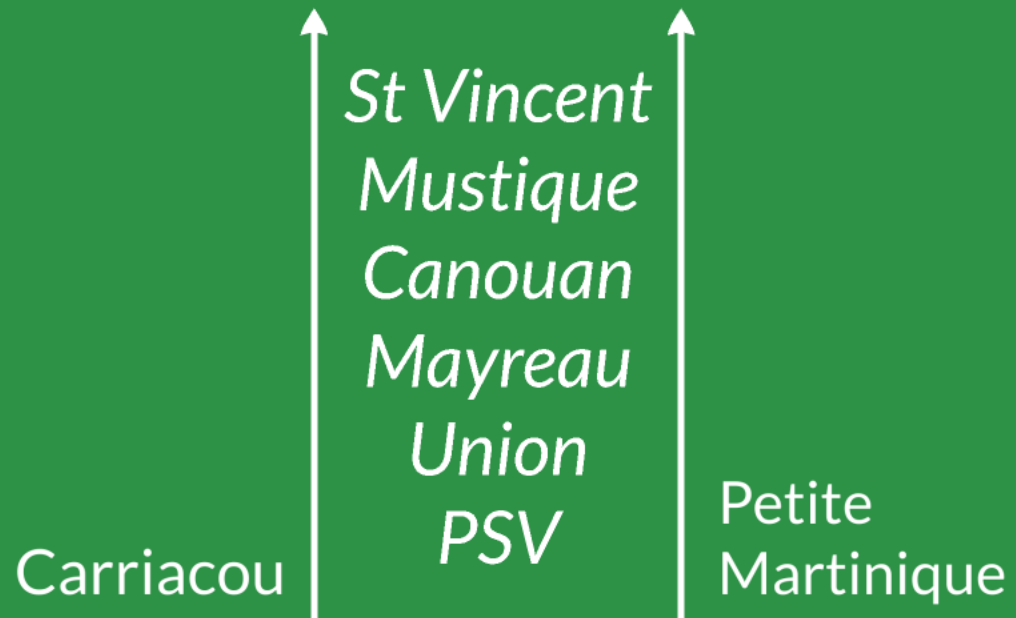
The overarching campaign to focus on the uniqueness of Carriacou & Petite Martinique.

One People.

One Future.

One Journey.

One Journey.



"Gateway to the Grenadines"

The overarching campaign to focus on the uniqueness of Carriacou & Petite Martinique.

One People.

One Future.

One Journey.

**One
Future.**



"Gateway to the Grenadines"

The overarching campaign to focus on the uniqueness of Carriacou & Petite Martinique.

One People.

One Future.

One Journey.

"Gateway to The Grenadines"

Campaigns
Programs
Projects
Data Tracking

Sister Isles
Optimist
Sailing
Program

Carriacou
Artifacts
Repatriation
Program

Saints in the
Sun Festival

The Piton
Packages

Cruise Ship
Market Days

Existing
Events
and Support

Sister Isles Optimist Sailing Program *on Carriacou & Petite Martinique*



- Revive "Opti" sailing with modifications.
- Day Camp recruitment.
- CPR training.
- Top Tier Corporate program sponsor (1 has expressed interest).
- Boat and sailor sponsorship model (3 expressions of interest received).
- Partner with active programs to reduce expenses.
- Talons Consulting Flagship Project.

"Gateway to The Grenadines"

Campaigns
Programs
Projects
Data Tracking

Sister Isles
Optimist
Sailing
Program

Carriacou
Artifacts
Repatriation
Program

Saints in the
Sun Festival

The Piton
Packages

Cruise Ship
Market Days

Existing
Events
and Support

Petite Martinique

Piton Packages



Doing the Loop

A new product for Round De Island (RDI) sailing/speed boat excursions that begin and end in Windward to follow a loop that includes White Island, Sandy Island, the Underwater Sculpture Project, Petite Martinique and back to Windward.



Beach Liming*

Post-event (see above) or beachfront liming at the end of the Loop or following hashing and biking events/competitions for clubs.



Piton Hashing & Biking Challenges

Establish Petite Martinique as the bonus Hashing and Biking location for groups, complete with mapped routes.



Doing the Zip*

A new product for the more adventurous tourist, the experience of enjoying an aerial view of the island and sea are second to none.

**Doing the Zip must be enjoyed prior to Beach Liming.*

"Gateway to The Grenadines"

Campaigns
Programs
Projects
Data Tracking

Sister Isles
Optimist
Sailing
Program

Carriacou
Artifacts
Repatriation
Program

Saints in the
Sun Festival

The Piton
Packages

Cruise Ship
Market Days

Existing
Events
and Support

Carriacou Artifacts Repatriation Program

New program to repatriate Carriacou artifacts to the island from UK, US, Canada and elsewhere. Curator: Andrea McCleod (Carriacou).



Pilot Program

Outreach to owners of artifacts. Digital exhibits as proof of concept. Housing.

Commitment and desire to repatriating artifacts has already been expressed.



Partnerships

Airlines, airports, collection and repatriation negotiations, legal oversight.



Repatriation

Airport exhibits en route. Final journey on traditional Carriacou boat/s from Grenada as public event.

**Pottery
Artifact
in the US**

Culture/People possibly Troumassoid Tradition (archaeological culture) (attributed). **Collector** Reverend Thomas Huckerby, Non-Indian, **1869-1927**

MAI agent Reverend Thomas Huckerby, **Non-Indian, 1869-1927**

Object Name Vessel fragment/potsherd with effigy/adornoMedia/

Materials **Pottery** **Techniques** Modeled, painted, punctate

Object Type Containers and Vessels. Place **Carriacou**; Grenada

Archipelago Lesser Antilles Island Name **Carriacou** Island Grouping

Windward Islands, Grenadine Islands Geographical Areas Caribbean Islands (West Indies)

Date created **AD 500-1500**. Collection History Collected or purchased from local residents in 1912 by Reverend Thomas Huckerby (1869-1927, a Wesleyan minister and amateur archaeologist working in the Caribbean) during a collecting trip sponsored by George Heye. Catalog Number 2/9824

2
9824

Pottery Dish Handle (5 specimens)

Carriacou,
West Indies

Collected by Thomas Huckerby

Library Bureau N113337

dition (archaeological culture)
Huckerby, Non-Indian,

Non-Indian, 1869-1927

with effigy/adornoMedia/
painted, punctate

e **Carriacou**; Grenada

Carriacou Island Grouping

Geographical Areas Caribbean

Date created AD 500-1500. Collection History Collected or purchased from local residents in 1912 by Reverend Thomas Huckerby (1869-1927, a Wesleyan minister and amateur archaeologist working in the Caribbean) during a collecting trip sponsored by George Heye. Catalog Number 2/9824

2
9824

Pottery Dish Handle (5 specimens)

Col.



Carriacou Artifacts Repatriation Program

New program to repatriate Carriacou artifacts to the island from UK, US, Canada and elsewhere. Curator: Andrea McCleod (Carriacou).



Pilot Program

Outreach to owners of artifacts. Digital exhibits as proof of concept. Housing.

Commitment and desire to repatriating artifacts has already been expressed.



Partnerships

Airlines, airports, collection and repatriation negotiations, legal oversight.



Repatriation

Airport exhibits en route. Final journey on traditional Carriacou boat/s from Grenada as public event.

**Pottery
Artifact
in the US**

"Gateway to The Grenadines"

Campaigns
Programs
Projects
Data Tracking

Sister Isles
Optimist
Sailing
Program

Carriacou
Artifacts
Repatriation
Program

Saints in the
Sun Festival

The Piton
Packages

Cruise Ship
Market Days

Existing
Events
and Support

Saints in the Sun Festival *Carriacou with Petite Martinique*



A new festival as an All Saints Night spinoff to showcase culture, ideally during week of All Saints with a family reunion environment to celebrate the variety of art, music and culture on Carriacou and Petite Martinique.

Project Director Jean Simon (Carriacou) created the festival in 2016. This festival program will present a sampling of Parang, String Music, Big Drum, Kwadril, Shango, Cantiques, Sankey Hymns. The primary goal is to engage and embrace the Diaspora in a way that mirrors family reunions to honor ancestors.

Belair
Park
Restoration

Belair Park Restoration

Renovation of the Park is outside the authority of Grenada Tourism Authority and under the administration of Ministry of Carriacou & Petite Martinique Affairs and Local Government.

Recommendation: Ministry of Carriacou & Petite Martinique Affairs and Local Government should take measures to have the Park restored, complete with access to electricity and water, prior to the first annual Saints in the Sun Festival.

Saints in the Sun Festival *Carriacou with Petite Martinique*



A new festival as an All Saints Night spinoff to showcase culture, ideally during week of All Saints with a family reunion environment to celebrate the variety of art, music and culture on Carriacou and Petite Martinique.

Project Director Jean Simon (Carriacou) created the festival in 2016. This festival program will present a sampling of Parang, String Music, Big Drum, Kwadril, Shango, Cantiques, Sankey Hymns. The primary goal is to engage and embrace the Diaspora in a way that mirrors family reunions to honor ancestors.

Belair
Park
Restoration

"Gateway to The Grenadines"

Campaigns
Programs
Projects
Data Tracking

Sister Isles
Optimist
Sailing
Program

Carriacou
Artifacts
Repatriation
Program

Saints in the
Sun Festival

The Piton
Packages

Cruise Ship
Market Days

Existing
Events
and Support

Carriacou Cruise Ship Market Days

New program to create an open market/bazaar in (or in walking distance to) the Port will greet cruise ships and travelers with retail items, souvenirs and crafts. GTA Product to provide guidance on exportable items, quality control measures and space allocation.



- GTA Information/
Promo: Dedicated
Brochure Distribution
- Books
- Souvenirs
 - Commercial
 - Museum
- Walking Tour Guides
- Private Bus Tours
- PM Piton Packages

"Gateway to The Grenadines"

Campaigns
Programs
Projects
Data Tracking

Sister Isles
Optimist
Sailing
Program

Carriacou
Artifacts
Repatriation
Program

Saints in the
Sun Festival

The Piton
Packages

Cruise Ship
Market Days

Existing
Events
and Support

Existing Events Support

Maroon Festival
Data Tracking
Record for Archives
Annual Brochure*
Succession Plan

Big Drum
Data Tracking
Record for Archives
Annual Brochure*
Succession Plan

Parang
Data Tracking
Record for Archives
Annual Brochure*
Succession Plan

Regattas
Drone Coverage
Jupa Live Broadcast
Optimist Day Camp
Social Media & GBN Broadcast
Annual Brochure*

Underwater Sculpture Park (GTA)
Data Tracking
Youth Engagement
Feature Articles/ Content
Local Diver Participation
Annual Brochure*

**Annual Brochure as dedicated marketing collateral for the Sister Isles (print and digital).*

"Gateway to The Grenadines"

Campaigns
Programs
Projects
Data Tracking

Sister Isles
Optimist
Sailing
Program

Carriacou
Artifacts
Repatriation
Program

Saints in the
Sun Festival

The Piton
Packages

Cruise Ship
Market Days

Existing
Events
and Support

Standard Elements for All Attraction Strategies

Activities that should take place for all campaigns, programs and projects.

Quantitative

Qualitative

Broadcast Channels

Tasks

Quantitative Data & Marketing Communications Strategies

Provided by Consultants Glendon Langaigne and Tornia Charles

Digital Data Tracking through QR codes and data mining (every 30 days) on social media, websites and other channels as appropriate and available. Public Engagement through informational meetings, solicitation of public input, workshop participation and youth mentoring.



Marketing Officers Abroad

Hard copy mailers.
(see also Annual Brochures)



Email

Digital communications using distribution lists.



Social media

Posts and data tracking to observe trends and create new activities and events.



TV

GBN and privately owned broadcast media spots including the Flow/C&W network throughout the Caribbean.

Standard Elements for All Attraction Strategies

Activities that should take place for all campaigns, programs and projects.

Quantitative

Qualitative

Broadcast Channels

Tasks



Qualitative

"I began to think that Carriacou is less an island than a club. Now I know it's less island and club than family."

--New York Times. "WINTER IN THE SUN; Open Doors in Carriacou"
By Barbara Lazear Ascher. Oct. 31, 1993



Public Relations through **media monitoring** and value assignments to determine whether coverage/reactions are positive, neutral or negative. Public Engagement through established event enhancements, opinion leader input and advocacy.

Standard Elements for All Attraction Strategies

Activities that should take place for all campaigns, programs and projects.

Quantitative

Qualitative

Broadcast Channels

Tasks

Broadcast Channels Categories

Traditional, Social Media, Diaspora Associations, Foreign Affairs



Local & National



Regional & Niche



Diaspora/Global

Standard Elements for All Attraction Strategies

Activities that should take place for all campaigns, programs and projects.

Quantitative

Qualitative

Broadcast Channels

Tasks

Tasks

Postmortem Reviews immediately following events and activities to revise and improve programs and projects.

Stakeholder Surveys using digital platforms and feedback collected in follow-up interviews, round table discussions, etc.

Return on Investment (ROI) Calculations using a basic formula and any details to be gleaned from existing regular reporting.

Standard Elements for All Attraction Strategies

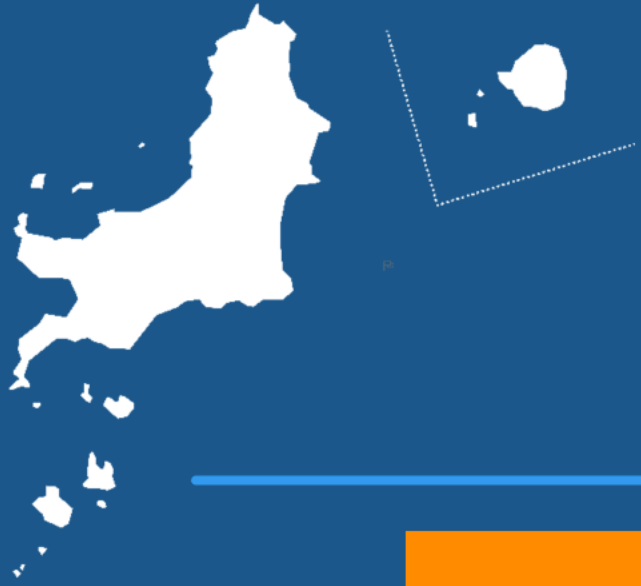
Activities that should take place for all campaigns, programs and projects.

Quantitative

Qualitative

Broadcast Channels

Tasks



"Gateway to The Grenadines"

Strategic Marketing and Destination Development Plan for Tourism
Carriacou & Petite Martinique



**Sustainable
Tourism
Objectives**



**"Gateway to
The Grenadines"**



- Campaigns
- Programs
- Projects



**Results
Reporting**

Phase I Tourism Stakeholder Meeting, 4 March 2024, TALONS Consulting, Margaret Snagg, Lead Consultant