



## **CARIBBEAN'S FIRST INNOVATORS SYMPOSIUM ON COASTAL TOURISM SET TO OPEN TODAY**

~Prime Minister Dr. Keith Mitchell to speak at opening plenary ~

**ST. GEORGE'S, GRENADA, July 9, 2014 - GIS:** The stage is set for the launch of the Caribbean's first ever gathering for innovators in coastal tourism. The 1st Caribbean Symposium for Innovators in Coastal Tourism opens at the Rex Grenadian Hotel just outside Grenada's capital, St. George's, with a ceremony that is expected to feature addresses by several dignitaries, including the Tourism Minister, Hon. Alexandra Otway-Noel.

The three-day event will serve as a platform for those on the cutting edge of innovative coastal tourism models to share what they have accomplished and what opportunities lie ahead. Participants will also explore challenges to the wider adoption of sustainable tourism models and how these barriers can be overcome.

Over 40 regional and international tourism experts will speak on various aspects of sustainable coastal and marine tourism at the gathering which will feature 16 workshops and five plenary sessions.

The Prime Minister, Dr. Keith Mitchell, will address the opening plenary on Thursday, July 10, the first full working day of the symposium. This session will examine climate change and its impact on coastal tourism in the Caribbean.

Several innovative Caribbean initiatives will be announced at this event including a partnership between the Caribbean Tourism Organization (CTO), the Washington-based Center for Responsible Travel (CREST), Grenada's Ministry of Tourism, and the Grenada Hotel and Tourism Association. These include a new 'green' certification programme for holiday homes and several new programmes designed to strengthen Grenada's recently unveiled Pure Grenada marketing campaign.

The programme also includes field trips to leading tourism attractions in Grenada, including Belmont Estate- a unique and authentic 17th century plantation and home to the famous Grenada Chocolate Factory confectionary and cocoa processing facilities; and La Sagesse Beach.

Delegates will stay in four of Grenada's leading eco-boutique resorts while the proceedings will be held mainly at St. George's University.

The Symposium for Innovators in Coastal Tourism is supported by Bucuti & Tara Beach Resort, the International Fund for Agricultural Development (IFAD), St. George's University, The Nature Conservancy (TNC), the German Ministry for the Environment-funded GIZ-ICCAS Project in Grenada, Puntacana Resort & Club, The Travel Foundation, The Ocean Foundation and True Blue Bay Resort.

For symposium details and updates visit [www.CTOCRESTSymposium.com](http://www.CTOCRESTSymposium.com) .

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