Tourism fundamentals are changing worldwide as visitor knowledge evolves. Already, mobile technology has reshaped the way we communicate and travel, and easy access to online resources is now elevating the authority of fellow travelers, who are deemed more credible than official agencies. But, many global destinations, including several Caribbean island nations, have yet to respond effectively to these evolving trends or to capitalize on the shift in user demographics and preferred information sources. This deficiency is especially notable in regions where tourism, leisure, and recreation are significant contributors to the local economy, such as the Caribbean. Collectively, tourism jobs provide more than 15% of the region’s gross domestic product (GDP), and employment for nearly 20% of the available workforce. Caribbean tourism proponents are, therefore, strongly urged to consider the growing effects of social media on destination marketing. If overlooked or disregarded, only a few negative guest comments may outweigh any positive remarks, even if more numerous and correct in their depiction of a place and its people. Done right however, promotions shared through personalized fan pages, bookmarks, and destination profiles can effectively counter such (mis)information and thereby, stimulate greater awareness and visitor interest. The challenge for many travel providers and operators is how to do so affordably and successfully, given the financial and human costs to first ascertain which marketing tools and venues are cost-effective and trusted by their targeted audience, and to then maintain the relevancy and accuracy of the selected options over time. To assist in this endeavor, this paper evaluated multiple online sources to assess social media’s role in shaping travel choices to the Caribbean, including the websites and personal blogs most utilized by prospective and past visitors. Dominant trends are also highlighted to document the increasing dependence on mobile technology by travelers. With this data, the author’s intent is to enable tourism leaders to effectively capitalize on the region’s strengths, while recognizing and thereby, remedying features rated unsatisfactory by Caribbean guests.
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Welcome to the Elite Island Resorts Travel Professional Portal. Please sign in below or call (800) 498-ELITE (3548) for assistance. Password. There are thousands of Caribbean islands—some well-known, like Jamaica or The Bahamas, and others off the beaten path, like St. Kitts. Here are the 10 you won’t want to miss. Travel 2018-12-03T10:52:56+00:00Posted on December 3, 2018 2018-12-03T16:27:01+00:00December 3, 2018 by John Mannelly 2392. If you’re looking for a tropical getaway, the Caribbean Sea’s warm waters and hopping islands are a must. Read on to learn more about our top Caribbean island destinations. Royal Caribbean sails to all 10, so start planning your dream vacation now! Perfect Day at CocoCay, Bahamas. To put it simply, you have to see Perfect Day at CocoCay to believe it. Log in with social media: Log in with Facebook. Log in with Twitter. Love to travel? Virgin Islands Department of Tourism. While the Caribbean may seem like it’s light years away, many of the islands that make up this part of the world are just a few hours’ flying time away from much of the U.S. Depending on where you live, you could catch an early flight and be relaxing on a tropical beach in the Caribbean by noon, and often with less travel stress (and money spent) than you think. While travel to Anguilla usually requires a flight into St. Maarten and an extra ferry ride, the additional steps you’ll take to get there are worth it. This island paradise is home to the most beautiful beaches in the entire Caribbean, including world famous Rendezvous Bay and Shoal Bay East.