



EMBARGOED UNTIL 12:00 AM - WEDNESDAY, 27 SEPTEMBER 2023

**WORLD TOURISM DAY 2023 MESSAGE
REMARKS BY THE HON. KENNETH BRYAN**

GOOD DAY EVERYONE!

AS WE CELEBRATE WORLD TOURISM DAY, WE ARE REMINDED OF THE POSITIVE IMPACT TOURISM CAN HAVE IN OUR WORLD BY CONNECTING PEOPLE, CULTURES, AND EXPERIENCES.

OUR VISION FOR THE MINISTRY OF TOURISM AND PORTS IS *'TO GROW THE INDUSTRY IN A SUSTAINABLE AND AUTHENTIC WAY THAT CELEBRATES OUR UNIQUE CULTURE AND HERITAGE.'*

THIS YEAR'S WORLD TOURISM DAY THEME IS "TOURISM AND GREEN INVESTMENTS." DESPITE THE CHALLENGES OF THE PAST FEW YEARS, WE HAVE HAD THE OPPORTUNITY TO REBUILD TOURISM IN A SUSTAINABLE AND INCLUSIVE MANNER.

WHILE TOURISM ALLOWS US TO LEARN ABOUT AND APPRECIATE DIFFERENT CULTURES, WE MUST ALSO BE MINDFUL OF THE IMPACTS ON OUR NATURAL RESOURCES.

AS HUNDREDS OF THOUSANDS OF PEOPLE VISIT OUR SHORES EACH YEAR, IT IS CRUCIAL FOR THE GOVERNMENT AND BUSINESSES TO WORK TOGETHER TOWARDS A SUSTAINABLE TOURISM INDUSTRY. ONE THAT MINIMISES THE NEGATIVE ENVIRONMENTAL EFFECTS AND MAXIMISES THE BENEFITS FOR LOCAL STAKEHOLDERS.

THE PACT GOVERNMENT IS COMMITTED TO INVESTING IN RENEWABLE ENERGY, SUSTAINABLE INFRASTRUCTURE, AND ECO-FRIENDLY PRACTICES, WITH THE AIM TO REDUCE OUR CARBON FOOTPRINT.

I SUPPORT THESE TYPES OF INITIATIVES AS IT WILL ULTIMATELY BRING A BALANCE TO MAINTAINING OUR ISLANDS' STATUS AS A WORLD-CLASS DESTINATION AND IT ATTRACTS ENVIRONMENTALLY CONSCIOUS TOURISTS.

IN FACT, MY MINISTRY IS WORKING TOWARDS ACHIEVING THIS FUTURE GOAL BY BUILDING A CENTRAL GREEN SPACE IN THE CAPITAL OF GEORGE TOWN – THE *CENTRAL SCRANTON PARK* – AND THROUGH THE PLANNED *WATERFRONT TOURISM PROJECT*, WE PLAN TO INVEST IN OUR PEOPLE BY PROVIDING A SPACE FOR THEM TO GAIN ON-THE-JOB TRAINING IN HOSPITALITY RELATED POSITIONS.

MY MINISTRY IS ALSO COMMITTED TO PROMOTING RESPONSIBLE TOURISM AND GREEN INVESTMENTS. WE ARE CONSCIOUSLY ASSESSING THE BEST WAYS TO PROMOTE THE CAYMAN ISLANDS, AND WE ARE TAPPING INTO NEW MARKETS ALL WHILE WORKING TO BE PRUDENT IN OUR SPENDING, AND RESPONSIBLE IN IDENTIFYING POTENTIAL ENVIRONMENTAL EFFECTS OF THE FUTURE DEVELOPMENTS.

THIS IS WHY MY MINISTRY CONTINUES TO INVEST IN OUR PEOPLE BY OFFERING EDUCATIONAL OPPORTUNITIES, TRAINING, AND SCHOLARSHIPS GEARED TOWARD UPSKILLING CAYMANIANS IN THE TOURISM-RELATED STUDIES.

I AM ESPECIALLY PROUD OF INITIATIVES LIKE THE NEW WATERSPORTS TRAINING SCHOLARSHIP AND THE TOURISM AMBASSADOR SUMMER CAMP, BOTH LAUNCHED IN THE LAST YEAR AND AIM TO FOSTER THE GROWTH OF YOUNG CAYMANIANS AND GUIDE THEM TOWARD CAREERS IN THE TOURISM AND HOSPITALITY SECTORS.

BUILDING A GREENER TOURISM PRODUCT REQUIRES COLLECTIVE RESPONSIBILITY. WE MUST ALL WORK TOGETHER TO PRESERVE THE BEAUTY OF OUR ISLANDS AND

THE CULTURE AND THE ENVIRONMENTAL ATTRACTIONS THAT MAKE UP OUR TOURISM PRODUCT.

WHICH IS WHY WE HAVE LAUNCHED AN ANTI-LITTERING CAMPAIGN AIMED AT ENDING THE NEGATIVE “LITTERING MINDSET” THAT HAS GROWN OVER TIME. I REITERATE, THAT THIS WILL TAKE A HIGH LEVEL OF COLLABORATION, BETWEEN THE GOVERNMENT, RESIDENTS, BUSINESSES, AND VISITORS ALIKE.

WE MUST ALL WORK TOGETHER TO CONTINUE TO PRESERVE NOT ONLY OUR ISLANDS BEAUTY, BUT THAT OF OUR CULTURE AND OUR ENVIRONMENTAL ATTRACTIONS THAT MAKE UP THE MAJOR PART OF OUR TOURISM PRODUCT.

AS WE CELEBRATE WORLD TOURISM DAY, LET US REMEMBER THAT TRAVEL IS NOT JUST ABOUT VISITING NEW PLACES, BUT ALSO ABOUT BUILDING BRIDGES, PROMOTING HAPPINESS, UNDERSTANDING, AND MUTUAL RESPECT.

TOGETHER, WE CAN BUILD A SUSTAINABLE TOURISM INDUSTRY THAT BENEFITS EVERYONE.

THANK YOU, AND HAPPY WORLD TOURISM DAY!