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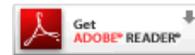
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Developing a Niche Tourism Market Database for the Caribbean

A niche tourism market is a specific market segment, usually with a well-defined product, that can be tailored to meet the interests of the customer. Examples for the Caribbean include golf, bird watching and diving. Note that "niche" does not necessarily mean "small" – niche markets can generate large numbers of tourists. It should also be noted that niche market tourists are not necessarily high spenders (although many are). Therefore developing niche market tourism does not necessarily increase the average spend of tourists. However niche markets are good for diversifying the product, minimizing the effects of seasonality, and reducing pressure on "honey pot" areas by distributing tourists to lesser-visited places on the islands.

This report presents detailed profiles of 20 niche tourism markets. All of these niche markets are already available in many Caribbean countries, although their level of product development and sophistication varies. The report is written in such a way that readers can dip in and out, reading only those sections that are of interest to them, and undertaking further research on the areas that most interest them by using the information and web links provided. None of the profiles are intended to be exhaustive, but rather to give the reader an overall knowledge and understanding of each niche market, and provide enough knowledge to be able to make initial decisions on whether to pursue their particular interest.

NICHE MARKETS IN CTO COUNTRIES

Many countries in the Caribbean already offer niche tourism products, although in several cases these are in the early stages of development. However, the [table in this Section](#) shows which niche products are already offered by each CTO member country. Directors of Tourism in each CTO member country were emailed the niche product table during the week of the 4th February for comments. All responses received were incorporated in the table.

Click on the titles to view its content.

- **Bird Watching:** country must have bird watching facilities, i.e. a reserve or hide, or over 200 species of bird present.
- **Charity Tourism:** country must have volunteer, conservation or charity programmes that are available for foreign tourists to participate in.
- **Culinary Tourism:** country must hold a food festival of international repute.
- **Cultural, Heritage and Historical Tourism:** country must have historical, cultural or heritage attractions.
- **Cycling:** country must be able to offer bicycle hire and/or cycle tours.
- **Diving:** country must have at least one PADI, NAUI, BSAC or CMAS certified dive operator.
- **Extreme Sports:** country must offer one or more of: bungee jumping, paragliding, kite-boarding, land yachting, hang-gliding, caving, white-water rafting, or similar activity.
- **Festivals:** country must hold a national festival.
- **Fishing:** country must have facilities for the hire of fishing equipment and/or boats, for freshwater or saltwater fishing.
- **Golf:** country must have at least one 18-hole golf course.



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- **Health, Wellness and Spa:** country must have spa (or similar) facilities, whether they be a specific spa resort or 'hotel & spa' combination.
- **Homestays:** country must be able to offer homestay accommodation (staying with a local family).
- **MICE (Meetings, Incentives, Conference, Exhibition):** country must have a facility that has the capacity to hold a meeting for at least 10 delegates.
- **Sailing:** country must have the facility for yacht charter (bareboat or flotilla) or dinghy hire/instruction.
- **Set Jetting:** country must have been used as a film location for an international movie.
- **Soft Adventure :** country must have facilities for adventure/outdoor activities that require little or no experience and are low risk, such as horse riding, snorkelling, canoeing/kayaking and walking.
- **Sports Tourism:** country must have held an international spectator-sporting event in the last 5 years.
- **Trekking:** country offers trekking routes that are over 5 hours long (constitute a day of walking).
- **Weddings and Honeymoons:** country has the legal and administrative system in place for holidaymakers to get married, or they must market themselves as a honeymoon destination.
- **Wildlife Tourism:** country offers unique fauna, or has one of the following products: turtle nesting grounds, whale/dolphin watching.



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