

Association of Caribbean States

Workshop on Best Practices and Lessons Learnt on Sustainable Tourism Indicators La Anitigua, Guatemala,

May 22, 2014

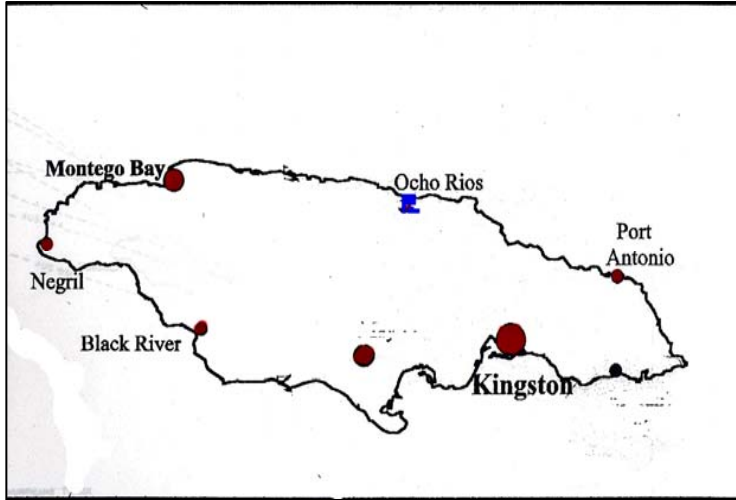
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OCHO RIOS- Description of the Destination

- The rapid expansion of tourism in Ocho Rios since the 1970s
- The diversity and number of attractions, accommodations and other tourism-related facilities.
- Located in a sensitive ecological area

2000 Carrying Capacity Study of Ocho Rios stated that
“rapid transformation Ocho Rios and environs into a main tourist Resort centre led to inadequate development of social and physical infrastructure for community and visitors

OCHO RIOS- Description of the Destination



LOCATION- OCHO RIOS

- 2nd largest resort town
- Located on Jamaica's North Coast.
- A mature tourist town
- Ratio of residents to visitors = 68 visitors to every one resident (1:68)
- Hilly Terrain , Narrow Coastal Plain, rivers and waterfalls, Coral reefs



OCHO RIOS Resort Town: Brief Description

2005

Annual tourism arrival

1,095,788

- stop over visitors 291,925
- Cruise arrivals 804,863

- Visitor source

- USA
- European
- Canada
- Other

- % of tourism arrivals

- Air – 40.3%
- Sea – 59.6%

2013

- Annual tourism arrival

858,605

- Stop over visitors 477,729
- Cruise arrivals 380,876

- Visitor source

- USA
- European
- Canada
- Latin America and Caribbean
- Asia

- % of tourism arrivals

- Air – 55.6%
- Sea – 54.4%

OCHO RIOS Resort Town: Brief Description

Accessibility

- Easy access from
 - 2 major International airports - Montego Bay, Kingston
 - 1 ½ hrs hours drive from Kingston
 - 1hr 15 mins drive from Montego Bay
- Good Road Network.
 - Ocho Rios by-pass
 - North Coast Highway: Montego Bay to Ocho Rios
- Easy Access via Open Water for cruise shipping
 - Three (3) berths
 - 310 cruise ship calls

Upcoming Development

- Highway 2000 : Kingston to Ocho Rios
 - travel time reduced considerably to 45 min

OCHO RIOS Resort Area : Brief Description



Rooms

2005	2013
6,712	5923

Attractions = 36

As a tourism destination

Ocho Rio's niche is

- Sun, Sea, Sand, * Couples
*Honeymoon, *Family market,
Domestic tourism, Groups and
Conventions,
- Adventure , Sports, Music and
Entertainment,



OCHO RIOS- STZC process prior to evaluation

First multi- stakeholder workshop- January 2006

- Presentation on the ACS -STZC project
 - expected outcomes
 - Methodology
- Opportunity to have face to face discussions with stakeholders on their management of Ocho Rios as a Tourism destination
 - Government Agencies, Local Planning Authority,
 - Tourism Private Sector Associations
 - Accommodation, Attractions, tour operators
 - NGO's, educational and research institutions
- Consultant toured destination to gather first hand information

OCHO RIOS STZC process prior to evaluation

- Indicators were matched to organizations with related mandates.
- In order to avoid confusion individual evaluation forms were created for each organization, containing only the relevant indicators;
- Of the 37 organizations contacted 29 responses were received;
- Compiled an inventory on the pilot destination – ACS guidelines

OCHO RIOS STZC process prior to evaluation

Second multi- stakeholder workshop March 2006

- To re-emphasize the importance of this process towards STZC
- To share responses on the pilot destination evaluation form with all stakeholders
- To Get “buy-in”/ support from critical public- private sector agencies
- To get feedback on the evaluation exercise and ACS’s Sustainable Tourism Indicators project in general.

OCHO RIOS Recommendations/ Observations

- This initial exercise was a useful one;
- We gathered critical insights regarding the challenges and limitations of the organizations to be involved in the measurement and monitoring of these indicators;
- Most of the indicators are either not currently being measured and monitored consistently or not currently being measured at all;

OCHO RIOS Recommendations/ Observations

- Where information is being collected on a regular basis it was often not disaggregated at the local/ destination level, but rather at the parish or national;
- Consistent dialogue & consultation with key stakeholders;
- This knowledge will assist us when we move forward to the next stage of the project.

OCHO RIOS STZC process post to evaluation

Gap Analysis and Action Plan

The Gap Analysis was reviewed with key government stakeholders

Indicators were identified based on the organization's capacity

- to generate data
- to implement monitoring systems

Challenges

Limited budget within partner agencies

Institutional Capacity of partner agencies to undertake the work

Recommendations

- Align monitoring of indicators to partner organization's Operational Plan
–Vision 2030 Jamaica- National Development Plan

Thank You