Forging Strategic Business Alliances
Overcoming Barriers to Connecting the Americas

OAS: CIDI: 21st March 2018
Georgetown, Guyana

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Total contribution of travel and tourism to GDP in the Americas from 2008 to 2028, by segment (in billion U.S. dollars)*

Source: WTTC 2017
Latin American Countries with the Largest Number of International Tourist Arrivals in 2016 (in millions)

- Mexico: 34.96
- Brazil: 6.58
- Dominican Republic: 5.96
- Chile: 5.64
- Argentina: 5.56
- Peru: 3.97
- Puerto Rico: 3.74
- Cuba: 3.74
- Colombia: 3.32
- Uruguay: 3.04
- Costa Rica: 2.93
- Panama: 2.01
- Jamaica: 2.18

Source: WTTC 2017
Business and Government have to make choices to ensure continued tourism growth...
Infrastructure: Tourism is highly dependent on adequate airports and roads, hotels, restaurants......
Digital Economy and e-commerce present valuable opportunities. All agents within the value chain of tourism (sport, hotel, events, ...) can benefit from this evolution. Impacts the way of offering services.
Sustainable Economic Development will support sustainable tourism.

Public-Private alliances and collaboration are vital for the formulation and implementation of strategies in an era of globalization and growing international competition.
Strategies for fostering alliances
Working Groups

- Agribusiness
- Digital Trade and Economy
- Energy
- Finance
- Human Capital and Innovation
- Infrastructure and Logistics
- Natural Resources
- Regulatory Cooperation
- Trade Facilitation & Integration
- Transparency
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