

Belize Tourism Board & the Tourism Industry





Institutional Mission of the BTB

The Belize Tourism Board is a strategic partner in marketing the Belize Tourism product, developing tourism initiatives and programs, and implementing tourism policies, to address the changing needs of visitors and stakeholders.



Institutional Vision of the BTB

A progressive institution fostering responsible development of the tourism industry for the socio-economic growth of Belize through prudent, transparent and effective governance.



Organizational Chart



- Ministry of Tourism, Civil Aviation and Culture – Hon. Manuel Heredia Jr.
- Board of Directors: 8 members of the private & public sector
- Director of Tourism – Laura Esquivel Frampton

- Departments:
 - Marketing & Industry Relations – Alyssa Carnegie
 - Destination Planning – Kevin Gonzalez
 - Quality Assurance – Armeid Thompson
 - Revenue Collection – Javier Paredez
 - Information Management System – Karen Pike
 - Administration – Krishna Faber
 - Finance - Orlando Azueta

Department Priorities

Marketing	Destination Planning	Quality Assurance	Revenue Collection
1 Create Trade and Offline Department to foster and develop Trade Marketing	1 Create High Quality Port Zone in Belize City for Cruise Ship Arrivals	1 Create National ID Brand Based on QA Standards (Q+ & Sustainability Seal)	1 Registration and Cashier Functions Must be Fully Integrated
2 Create Direct and Online Department to implement New Media Marketing	2 Develop Belize City as the Country's Central Tourism Destination	2 Establish Standards for Accommodations, Tour Operators & Guides based on Existing Regulation, and Regional and International Standards	2 Institute Electronic Payment Ability to Allow for Client Payments
3 Consolidate Media and Public Relations into new Media Department	3 Improve the Management of Tourism in Natural and Cultural Destinations	3 Establish QA (Service) Standards for Food Service Sector	3 Conduct Hotel Inspections for Licensing
4 Create Sustainability Department to liaise between Marketing departments and with the Destination Management and Product teams	4 Create State of the Art Decision Making Tools for Destination Planning	4 Capacity Building for tourism needs (curriculum development and training)	4 Conduct tax auditing
		5 Establish Comprehensive QA Management System	5 Capacity Building of New Hotels



Marketing Department

- Hospitality
- Media & PR
- Direct Online
- Travel & Trade

A decorative header image showing a tropical scene with palm trees, a bird, and a sunset over water.

Marketing Key Objectives

- ❑ **Travel Trade:** Maintain and establish relationships between travel agents, wholesalers, tour operators, airlines, and cruise lines.
- ❑ **Direct Online:** Re-establish Belize's online presence in a way that embraces the digital revolution.
- ❑ **Media & PR:** Increase awareness of Belize in North American and local markets, as well as establish our presence in Caribbean, Central American, and European regions.
- ❑ **Hospitality & Information:** Along with serving as a welcoming "first impression", engage and provide visitors with up-to-date collateral information at all existing and developing border points.



Destination Planning

- Destination Planning and Development
- Tourism Village Zone
- Cruise Sector
- Tourism Police Unit



DESTINATION PLANNING

- ❖ Plan and launch small producers tabletop tradeshow to promote and identify the small local producers for the “Made in Belize Program”
- ❖ Create a comprehensive ‘Destination Village Guide’ and ‘Destination Template’ to link to initiatives of marketing the small local communities
- ❖ Develop site visitation assessment, to improve security, and generate safety of tour programs
- ❖ Launch small business ownership program to assist tour operators improve their services by providing business management training, get access to micro financing



TOURISM POLICE UNIT

- ❖ Increase TPU presence in all destinations and properly equip them to carry out their duties effectively.
- ❖ Increase the number of sting operations by TPU in all destinations to ensure compliance by tour operators, tour guides and hoteliers.
- ❖ Re-enforcing the TPU with additional support that will be responsible for educating visitors/tourists and doing preventative work in all destinations.
- ❖ Develop a new program, “Assistour”, that will be responsible for assisting tourists that are victims of a crime.



Revenue Collection

- Tax & Auditing
- Licensing – Hotels, Tour Operators & Tour Guides
- QRP – Qualified Retirement Program



Information Management

- Statistical Information
 - Cruise Sector
 - Hotel Sector
 - Visitor Arrivals



Quality Assurance

- Standards
 - Minimum Standards
 - Policy Review/Legislations
 - Site visits
- Capacity Building
 - Training needs & assessment
 - Tour Guide Revision; program in school curriculum
 - Sustainable Tourism
- Compliance
 - Implementation plan for standards
 - Site inspections
 - Data Collection/Research



Sustainable Tourism Project

- The goal of the STP is to contribute to national economic growth that is environmentally and socially responsible, supporting overnight destinations and national capacity for destination planning and management.
- **The Program Components include:**
 - Investments in overnight tourism destinations in Belize including the Cayo district, Ambergris Caye, Placencia peninsula and Belize City,
 - Institutional strengthening and capacity building for policy, destination planning and management – **Nat'l Classification System**
 - **The project is being funded by the Government of Belize and the Inter-American Development Bank (IDB) through a loan of US\$13.322 million.**
- National Sustainable Tourism Master Plan 2030
- www.sustainabletourismbz.org

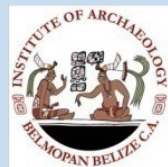
Industry Players

For the Belize Tourism Product to develop, stakeholders work hand in hand:

- Sustainable Tourism Project (STP)
- Belize Hotels Association
- Belize Cruise Ship Association
- Belize Tourism Industry Association & Chapters
- Belize National Tour Operator's Association
- Tour Guide Associations countrywide
- National Institute of Culture & History (NICH)
- Fort Street Tourism Village
- Beltraide
- Belize Bureau of Standards (BBS)
- Organization of American States Representative (OAS)
- Protected Areas Conservation Trust (PACT)
- Interamerican Development Bank (IDB)
- City Councils & Town Boards
- Government Entities e.g. General Sales Tax; Income Tax
- Tourism Police Unit (TPU)



BNTOA



Contact us

- Travelbelize.org
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