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The Cayman Islands Chamber of Commerce was established in 1965 and is a non-profit organisation that exists to Support, Promote and Protect Cayman business and the wider community. We proudly represent nearly 700 businesses and associations from every major industry sector.

## PRESS RELEASE

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### LC: Stay-over and Cruise Tourism Discussed

Leadership Cayman's (LC) Stay-over and Cruise Tourism seminar was recently sponsored by Cayman Airways Ltd. and took place on 20 May on the premises of The Ritz-Carlton, Grand Cayman. **Olivia Scott-Ramirez**, Marketing & Public Relations Manager, Cayman Airways Ltd. noted *"As one of the main pillars of the Cayman Islands economy, tourism is one of the most important topics of discussion for all leaders in our community. As the country's National Flag Carrier, and as the airline offering the most flights to and from the Cayman Islands, Cayman Airways was honored to support the Leadership Cayman seminar focusing on tourism."*

The session was organized by **Finley Josephs**, **Ania Milanowska-Sedgley** (2014 class members/moderators) and **Tammy Jennissen** (mentor and 2013 LC graduate). The objective of the seminar was to provide the class with insight into the challenges facing the tourism industry with particular emphasis on cruise versus stay-over visitors. Speakers were asked to focus on the challenges associated with the delivery of their individual product and perceived challenges for the industry as a whole. Panellists included **Kenneth Hydes**, VP Special Projects, Dart Realty (Cayman) Ltd. & President, Cayman Islands Tourism Association (CITA); **Shomari Scott**, Marketing Director – Health City Cayman Islands & Former Director of Tourism; **James O'Brien**, Director of the Residences, The Ritz-Carlton, Grand Cayman; and **Morty Valldejuli**, Area Managing Director/GM, The Westin, Grand Cayman.

**James O'Brien** shared this note when the seminar ended *"Dear Ladies & Gentlemen, it was an absolute pleasure to be asked to not only speak at this seminar, but also a privilege to host the event this evening. You have a great organisation and I was delighted to be a part of this tourism discussion in relation to the Cayman Islands. My overriding comment is that whilst the GCM [Grand Cayman] airport development was a common topic of discussion this evening, I also note that we have a very unique product here in the Cayman Islands. One needs to be careful to preserve the reason*



*that we have so many guests visiting the Cayman Islands and that is 'the unique Brand that Cayman is' as a tourism product. We need to be careful not to overdevelop our infrastructure to the point that the soul will be lost."*

**Ania Milanowska-Sedgley** added *"It was a great pleasure to organize this seminar alongside my colleague Finley, and we are both very grateful to our speakers for taking the time out of their busy schedules and sharing their expertise on the tourism industry with us. The LC class received an in-depth knowledge of the challenges that the leisure, tourism and hospitality industry in the Cayman Islands is facing. We also would like to take this opportunity to extend our appreciation to The Ritz-Carlton, Grand Cayman and Cayman Airways Ltd. for their sponsorship of this seminar"*.

The LC programme was developed in answer to a need to ensure men and women of all types of backgrounds could access the information and experience to help them develop as leaders within the community. The Chamber thanks Cayman Airways Ltd. for coming on board as Seminar Supporting Sponsor for the Tourism Seminar and recognises The Ritz-Carlton, Grand Cayman for providing the venue for the break-out/discussion sessions. Major sponsors of the programme are Dart Enterprises Ltd. and Cox Lumber and Seminar Supporting sponsors are Deloitte, Tower Marketing, Mourant Ozannes, The Alexander Hotel, Walkers, Cayman National Corporation, Endless Energy (Cayman) Ltd, Ogier, KPMG, Greenlight Re, The Portfolio of the Civil Service and Cayman Airways Ltd. The LC planning committee is currently seeking a graduation sponsor and persons may contact [tiffany.ebanks@caymanchamber.ky](mailto:tiffany.ebanks@caymanchamber.ky) to express interest.

Photos:

1. LC Group at The Ritz-Carlton, Grand Cayman
2. Group pictured on Carnival cruise ship tour
3. Steve McIntosh (LC Chair) pictured with class members Ania Milanowska-Sedgley, Finley Josephs and Olivia Scott-Ramirez (also of Cayman Airways Ltd.)