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## **SUPPORT. PROMOTE. PROTECT.**

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 more than 700 businesses and associations from every major industry sector and have recently expanded our operations to include a Visitors Centre.

## PRESS RELEASE

For immediate release

Date: June 10, 2011

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### Leadership Cayman looks at Stayover & Cruise Tourism

The Leadership Cayman group recently explored the issues and challenges affecting Stayover and Cruise Tourism in the Cayman Islands.

The seminar was organised by programme participants Elaine Whitefield, Mark Edmunds, and Planning Committee representative Stuart Bostock and was kindly sponsored by Bodden Holdings.

The speakers for the seminar were Shomari Scott, Director of Tourism, DoT, Joni Kirkconnell, Senior Sustainable Development Officer, DoE, Rod McDowall, Operations Manager, Redsail Sports, and Peter Milburn of Dive Cayman.

The panel members' discussed their thoughts on the current challenges faced by local tourism businesses as well as the marketing of our Islands as a tourism destination. The seminar also included a tour of the Westin Casuarina Resort & Spa and the Carnival Freedom cruise ship.

Panel member quotes:

*"We need a strategic plan, as a country going forward, in order to define our tourism product once and for all."* Rod McDowall

*"There is no lifeguard to protect our natural environment – we have marine parks but no legislation."* Joni Kirkconnell

*"Our natural environment is what tourism is built on. We need to protect it to ensure tourism continues here in the Cayman Islands."* Peter Milburn

Quote from the organisers:

*"We would like to thank our sponsor Bodden Holdings for making this event feasible and Stuart Bostock for his invaluable assistance with the cruise ship tour and speakers. We owe thanks also to the Chamber for their guidance and help in finalising arrangements for the seminar. We enjoyed the challenge of putting*



*together this event that addressed both current and controversial issues in an informative manner.”* Elaine Whitefield and Mark Edmunds

PHOTO: 1) LC group pose on a stairwell of the Carnival Freedom

*The Chamber’s Leadership Cayman programme (LC) 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 our community. The six-month programme is designed to allow participants a deeper understanding of social, economic, business and political issues affecting us all, whilst they develop their own personal leadership styles and nourish their community spirit.*

*Class members interact with diverse, high-level community leaders and decision makers by organising and attending a series of seminars and retreats in areas ranging from business, government, education, media, social services, criminal justice, diversity, the arts and more. A trip to the Sister Islands also introduced the group to some of the unique issues facing Cayman Brac and Little Cayman as our smaller and less developed communities. Meeting typically every other Thursday of the month (5:00 – 9:00 p.m.), the LC group forges strong friendships as they take this inspiring journey together. Each graduating class will be invited to join the LC Alumni Association and use it to network both here in the Cayman Islands and also with similar overseas programmes. For more information [www.leadershipcayman.ky](http://www.leadershipcayman.ky)*

