

CITE 2010

What is CITE?

The Cayman Islands Tourism Exchange (CITE) is the only annual forum for leading suppliers of the Cayman Islands tourism industry to meet with travel wholesalers from the US, UK, Europe and Canada in a professionally organized business exchange. The event is organized by the Cayman Islands Tourism Association (CITA).

CITE allows the Cayman Islands tourism bodies to educate our wholesalers and international media about the tourism product in the Cayman Islands so that they are equipped to successfully sell or promote the Cayman Islands to their customers.

When? May 19, 20 & 21st

Where? The Westin Casuarina Resort & Spa, Grand Cayman

Why CITE?

- **TRAVEL TRADE:** CITE is a premier travel trade event and is supported by organizations in the Cayman Islands interested in the development of the island's tourism product.
- **BUSINESS OPPORTUNITIES:** Meetings are scheduled in advance and additionally at the event's "marketplace" sessions. There are two meeting types: a.) The perfect-match appointment, bringing together a buyer and a supplier who have each specifically asked to meet the other b.) The buyer-requested appointment, based solely on the buyer's request for a meeting with a supplier of choice
- **CONNECT:** CITE presents additional networking opportunities through the scheduled sessions and social events to assist in building partnerships between our travel trade and our partners who sell and promote the Cayman Islands.
- **SHOWCASE:** The Cayman Islands businesses and CITA have the opportunity to showcase our tourism product by each business putting together an exquisite display at the meeting/trade forum and by CITA arranging tours and socials.

Who's Who @ CITE?

SUPPLIERS: Local tourism businesses looking to expand business opportunities and showcase their offering to increase bookings through the various buying channels including: accommodation, airline, attractions, transportation and tours.

BUYERS (WHOLESALEERS): Wholesalers from the US, UK, Europe and Canada who sell the Cayman Islands and want expand their knowledge of the product and create new business opportunities.

MEDIA: Travel media will be invited to become sponsors to gain access to this exclusive event and expand their knowledge of the product and the latest news about the Cayman Islands at CITE 2010. Select visiting journalists will also be invited.

SPONSORS: Partners of the travel industry including companies local (Cayman Islands) and abroad who want to support the event which further develops the tourism industry and the Cayman Islands tourism product. Contact trinachristian@cita.ky for more details.

CITE 2010 Itinerary:

Wednesday, May 19th:

Wholesaler arrivals – pick up from Airport and deliver to host hotels

Trade show/ Supplier booth set up

6:30 - 8pm: Welcome Reception at His Excellency The Governor's Residence

Thursday, May 20th

8:30am – 10am ~ Official Opening Ceremony

10:15 - 12pm ~ Trade Show Meetings at The Westin

12:15 - 1:15pm ~ Luncheon Presentation

1:30pm - 5pm ~ Trade Show Meetings at The Westin

6:30 - 9pm ~ Social Event for all delegates hosted by Camana Bay

Friday, May 21st

Wholesaler excursions & site inspections

Excursions: Cayman Brac Day Trip, Scuba Diving, Stingray City snorkel trip, Mangrove Boat Tour with Tikki Beach stop or the Island Jeep Tour with individualized site inspections

6:30 - 9pm: Farewell Function (venue TBA)

Saturday, May 22: Airport transfers for departures

How to REGISTER? Contact CITA at 345.949.8522 or by emailing cite@cita.ky