Conference Multi Destination Opportunities for regional integration
19.05.2015 Port-au-Prince Haiti
Yari Ying – DomRep Tours
• **DomRep Tours** is a DMC and a subsidiary of the Swiss group **Caribbean Tours AG**
  • **Caribbean Tours AG** is the mother company of **DomRep Tours** and **Cuba Real Tours**
• **DomRep Tours** was founded in Switzerland by experienced European tourism professionals in 2006
• **DomRep Tours** is located in the heart of the colonial zone in Santo Domingo / DR
• **DomRep Tours/Caribbean Tours** is a founding member of **Latincoming Destination Management Group**, an alliance of destination area agencies in Central America and the Caribbean
• **DomRep Tours** is specialized in ...
  • ... Tailor-made excursions
  • ... Round trips in the Dominican Republic
  • ... Hotel reservations
  • ... Eco tourism
  • ... Adventure/active tourism
  • ... MICE (together with our partner **Wicked Travel**)
• **DomRep Tours** started cross boarder tourism (DR/Haiti) in 2013/2014
• 2015-2016: Evaluation own DMC Haiti
• 2016-2017: Multi-destination tourism DR/Haiti/Cuba
HAITI & DOMINICAN REPUBLIC

Caribbean Tours
our specialties
- Roundtrips
- Hotel reservations
- Tailormade excursions
- Private and group tours
- Ecotourism

contact@caribbeantours.info
www.caribbeantours.info
Big potential for cross boarder tourism on the island of Hispaniola

Main selling points / potential for Hispaniola as a multi tourism destination
• 1 island, 2 cultures, 2 languages
• Cross boarder round trips
• Numerous attractions on one island
  • World class beaches
  • UNESCO world heritages like La Citadelle, Sansouci, Colonial Zone Santo Domingo
  • Highest mountain in the Caribbean
  • Unique Cable Car Puerto Plata
  • Many National Parks

What needs to be done...
• Long term destination development for cross boarder tourism
• Common Marketing strategy (branding, promotion...)
• Simplification of boarder control / visa cost / tourism tax reduction
• Improvement of conectivity (land, sea, air)

Benefits
• New Image for both countries
• New target groups
• Increase in number of tourists
Thank you for your attention

www.domreptours.com