



BELIZE TOURISM
INDUSTRY
ASSOCIATION

The Importance of Belize's Marine Resources to its Tourism Product

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Outline

The Presentation will cover:

- Overview of BTIA
- Belize's Tourism Product
- How BTIA fits into picture
- BTIA and MAR Fund.





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BTIA

VISION

As the leading national private sector tourism association, BTIA represents a unified voice which advocates for issues that benefit its members, influences tourism policy, legislation and marketing for the sustainable development of the industry and improved quality of the visitor experience.

MISSION

To develop a robust and professional membership association which promotes, advocates and represents the interests of its members for the benefit and sustainable development of the tourism industry.





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Belize's Tourism Assets



- A rich diversity of ecosystems packed into a relatively small area.
- A small destination that continues to gain popularity as a prime tourism destination.
- The National Sustainable Tourism Master Plan states that our marine and barrier reef system is one of our major categories of assets.



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Belize's Tourism Assets



- Top 3 most popular tourist attractions in Belize have been maritime (the coral reef, marine protected areas and offshore islands).
- Of the 97,778 overnight visitors to Belize for the 1st quarter of 2022, 62,782 (or 64.2%) stayed in coastal locations.



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Marine Resources & Tourism



- Marine tourism supports local jobs; e.g. boat captains & fishing and dive guides.
- It also generates visitor spending at nearby hotels, restaurants, and other establishments.
- Whether it is scuba diving, fly fishing, sailing, or just strolling down a beautiful beach, there is a direct relationship between the health of our marine environment and the health of our tourism industry.



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How does BTIA Fit in?



- Climate change, littering and pollution, destructive tourism development and overfishing have devastating effects on our marine resources and tourism product.
- The sustainable development of the industry is at the heart of BTIA's mission.
- BTIA recognizes the importance of integrating environmental considerations into sustainable tourism planning.



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Reimagining Belizean Tourism

- MAR FUND has assisted BTIA institutionally to recover from the pandemic's impact and to organize a summit of tourism stakeholders.
- The summit's theme is "Reimagining Belizean Tourism".
- The focus is to look at where we are and where we are going in view of recent history and existential threats.
- This summit offers the opportunity for critical self-reflection and reinvention



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Closing Thoughts

- Coastal tourism is one of the fastest growing areas within the world's largest industry.
- Belize is blessed with a wealth of marine resources that significantly enhance the richness of our tourism product.
- We must each do our part to contribute to a growing and sustainable tourism industry.





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THANK YOU