PORT-AU-PRINCE DECLARATION

International Seminar

“Multidestination Opportunities for Regional Integration”

The ministers and authorities of tourism of the Americas, the heads of delegations of the Member States of the World Tourism Organization and the officials of international organizations gathered in Port-au-Prince, Haiti, on 19 and 20 May, at the invitation of the Ministry of Tourism and Creative Industries of Haiti on the occasion of the International Seminar “Multidestination Opportunities for Regional Integration”,

WHEREAS the countries recognize the need to improve air connectivity and to overcome the obstacles that limit the growth of tourism, such as travel facilitation policies,

RECOGNIZING that bilateral and multilateral cooperation are efficient mechanisms to address the main challenges facing multidestination products,

RECOGNIZING that countries need to develop, strengthen and implement a strong regional integration scheme in the belief that the more advanced the integration scheme, the greater the opportunities for tourism development it will generate,

RECOGNIZING the need to establish mechanisms for public-private partnership that enable the creation of different types of marketing of the products of a region, such as participation in international tourism fairs or the creation of different tourism segments within the same multidestination product to increase its attractiveness to third markets,

CONSIDERING that improved air connectivity helps facilitate increased flows of international tourists, thus generating increased creation of direct and indirect jobs and foreign exchange earnings that will have an impact on national economies,

RECOGNIZING that international funding agencies play an important role for the development of infrastructure of all kinds, such as roads, airports, and border crossings, which contribute not only to the development of multidestination products but also to communication among the countries forming part of the integration scheme,

RECOGNIZING that tourism routes within the Americas region can play a key role in promoting regional integration and development, as they generate networks within a region or bring together different regions or countries, thus increasing the potential for cooperation between major actors in one or more regions,

HEREBY DECLARE:

- THAT the Santo Domingo Declaration issued on 18 February 2014 by the Ministers and Authorities of Tourism of the Americas and Heads of Delegations of the Member States of the World Tourism Organization (UNWTO) gathered in Santo Domingo, Dominican Republic, on the occasion of the “International Seminar on Tourism Destination Management in Cultural Heritage Sites” should be considered as a precedent to the present Declaration, and as such is ratified in all its aspects.

- THAT the governments reaffirm their commitment to working together in pursuit of sustainability of tourism routes and destinations for the benefit of visitors and their peoples.

- THAT governments should work on creating a system of joint cooperation to establish travel facilitation policies vis-à-vis third countries, evaluating the possibility of establishing visas for several countries, simplifying visa systems as well as improving procedures at all types of border crossings, with the aim of implementing multidestination products for the region;

- THAT multilateral agreements among countries of the same region provide an opportunity to facilitate both intra-regional and long-distance flows within the framework of a multidestination product strategy, and
that these agreements should encompass organizations at different levels (supranational, regional, national and local) as well as other social actors such as NGOs and the economic sector;

- THAT infrastructure constitutes an essential element for multidestination products, as it contributes to making the destination more attractive for tourism development while at the same time facilitating connection between the countries;

- THAT the analysis and generation of joint promotion policies between the countries of a region and their public and private sectors should be fostered in order to identify tourism products, source markets and marketing strategies;

- THAT, as tourism commercialization does not form part of the tasks of national, provincial and local governments, the activity of tourism providers and sellers is crucial for the materialization of multidestination offerings;

- THAT tourism routes in their different forms (cultural, pilgrimage and other) have enormous potential for promoting community participation but should include effective coordination and governance structures among the different actors involved.

The ministers and authorities of tourism of the Americas, the heads of delegations of the Member States of the World Tourism Organization, and the officials of international organizations gathered here thank the Ministry of Tourism and Creative Industries of Haiti for its invitation and hospitable welcome, which allowed the successful holding of this meeting.

Issued in Port-au-Prince, capital of the Republic of Haiti, on the twenty-first (21) day of the month of May of 2015.