

August 6, 2025

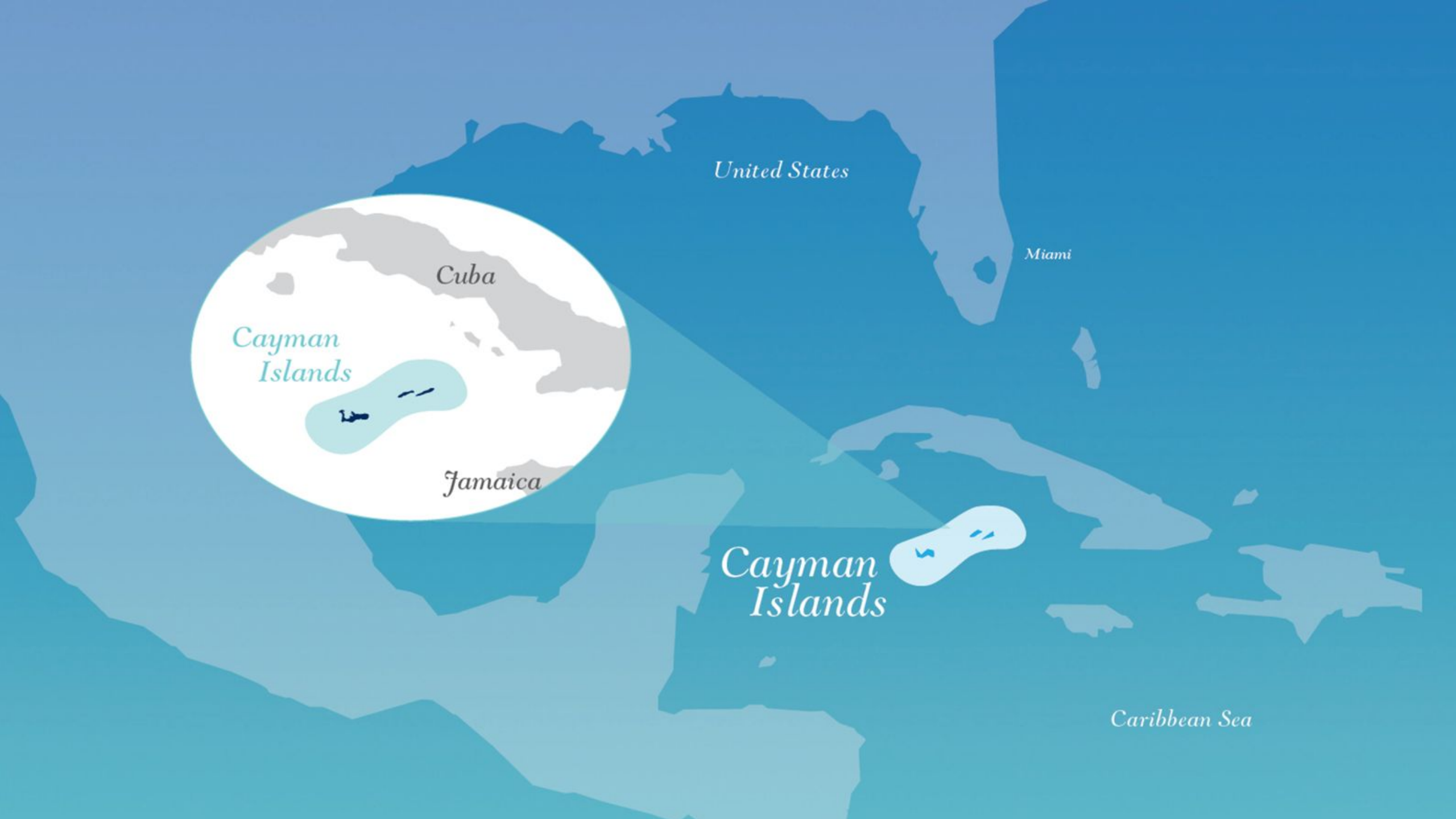
CAYMAN ISLANDS

Small Island Destination

Management Case Studies



GRAND CAYMAN | CAYMAN BRAC | LITTLE CAYMAN



United States

Miami

Cuba

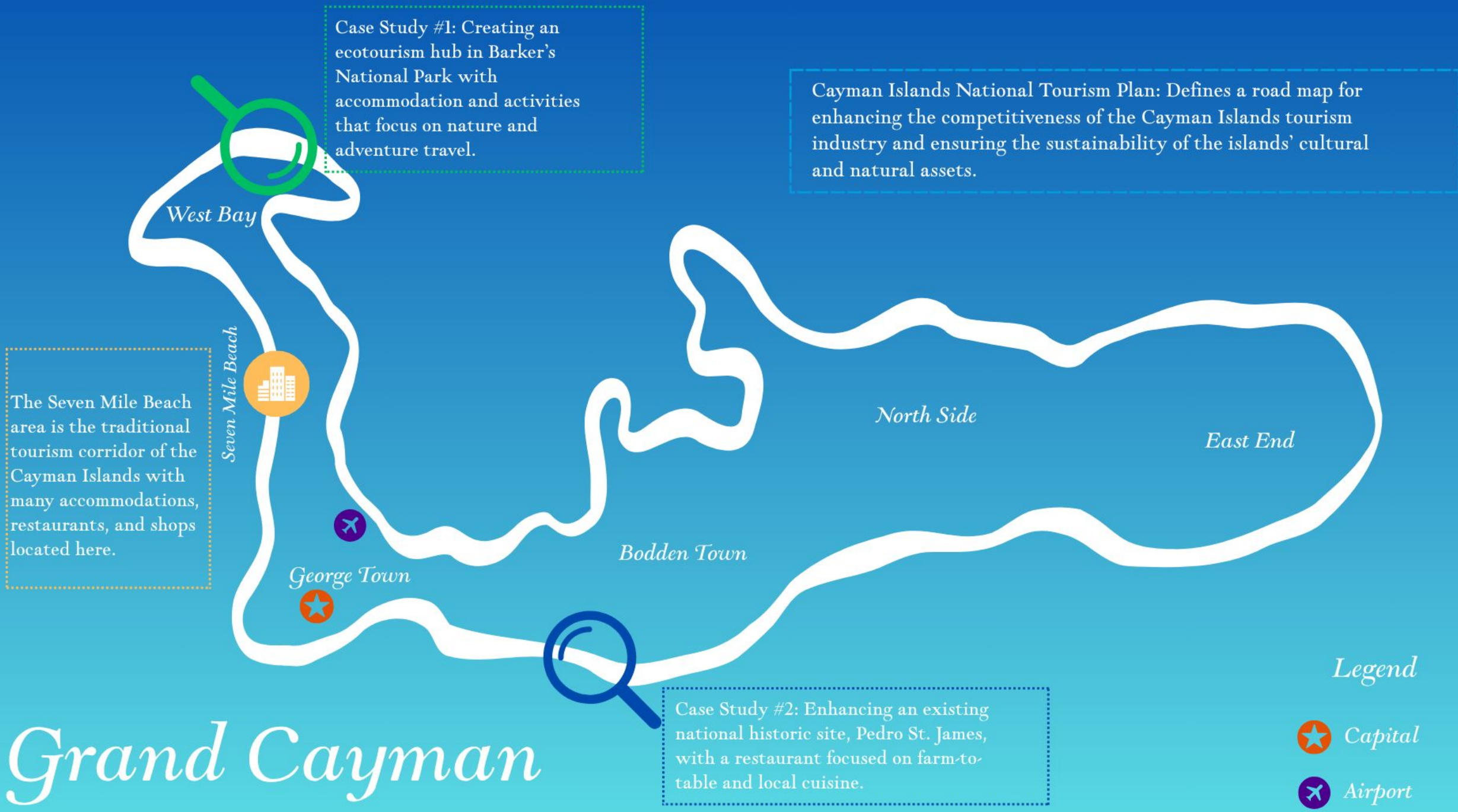
*Cayman
Islands*

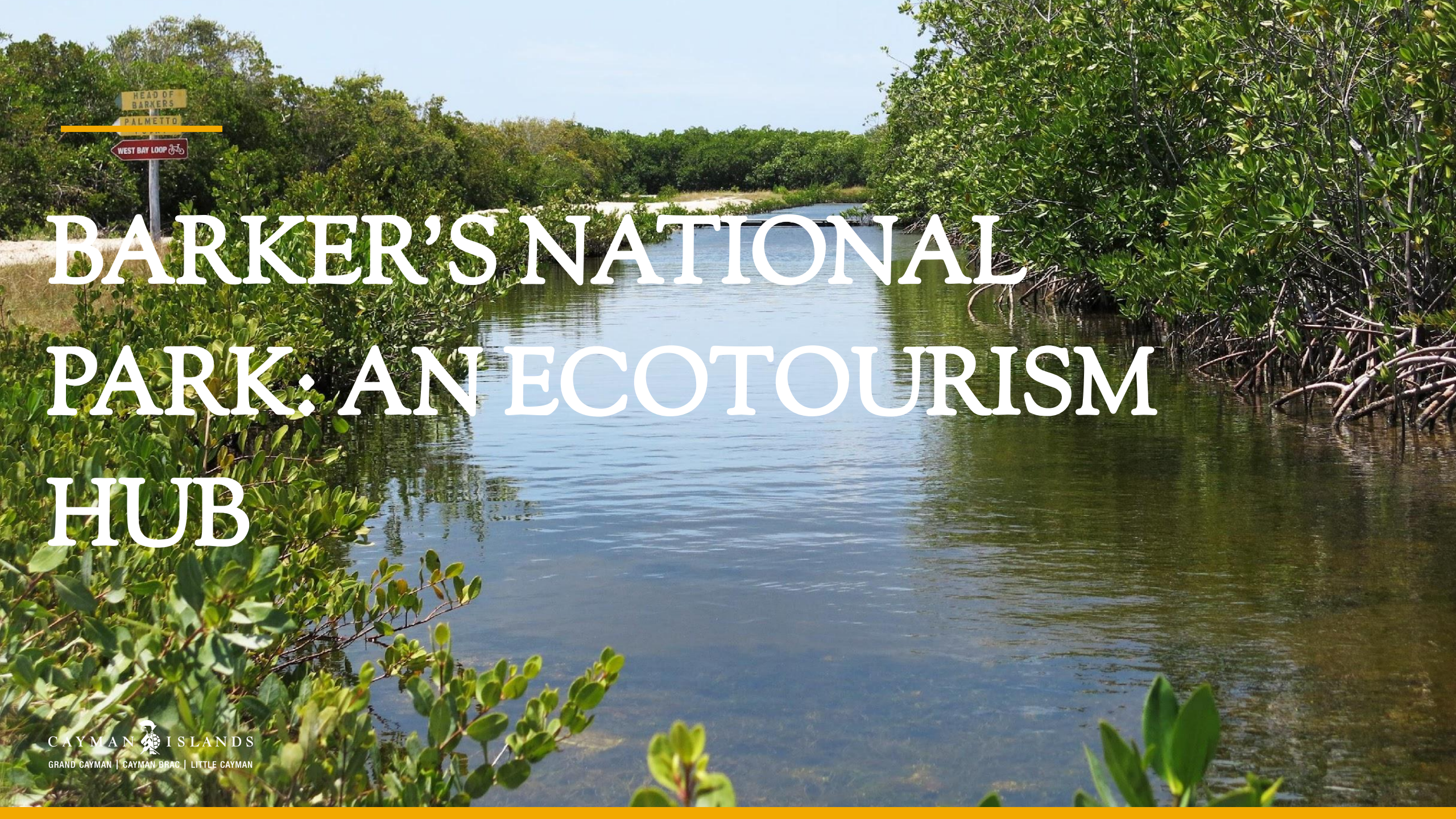
Jamaica

*Cayman
Islands*

Caribbean Sea

Grand Cayman





BARKER'S NATIONAL PARK: AN ECOTOURISM HUB

HOW WE DID IT

- Terrain of the national park made it attractive for businesses offering **experiences**, such as kiteboarding, horseback riding and bike tours
- Then came the concept for a **sustainable accommodation offering (VIDA Cayman Islands)** and complements Barkers National Park and its activities — **CIDOT was involved from the beginning**, offering guidance to the owners
- CIDOT continues to support with **marketing initiatives**, including hosting travel journalists and influencers
- Opportunity to highlight Barkers National Park as an ecotourism hub and **appeal to travelers interested in nature, adventure and wellness**





- Identify an area that has, or could have, **commonalities** (bonus: if sustainability is already a focus)
- Cultivate **relationships based on trust**; offer guidance when asked
- Stay focused on your **goals** and let them be the **driving force for your actions**

HOW YOU CAN DO

A large, two-story building with a grey gabled roof and teal-colored wooden shutters and railings. The ground floor is constructed from light-colored stone. The building is surrounded by lush greenery, including trees with red flowers and a large tree on the right. A white wall and a small fountain are in the foreground. The sky is blue with white clouds.

PEDRO ST. JAMES: A MULTISENSORY CULTURAL EXPERIENCE

HOW WE DID IT

- **Pedro St. James:** Existing national historic site with immersive elements
- Highlighting the history of food in the Cayman Islands and **traditional cooking** (caboose kitchen)
- **Thatch & Barrel:** On-site restaurant that focuses on **local ingredients and flavours**; adds a contemporary element and gives visitors **a new way to experience the islands' history**
- **Preserving food and cultural heritage**
- CIDOT supports with **marketing initiatives**, including hosting travel journalists and influencers

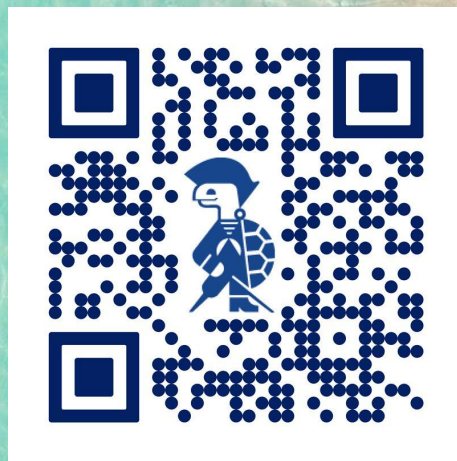




- Enhance what already exists—**bring in a new element** that visitors can experience and **connect** to what was already there
- Find a unique way to **showcase your cuisine**—it's a big reason why people travel and is **an accessible way** to learn about culture and heritage

HOW YOU CAN DO

THANK YOU



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