

Press Release: About West Indies Tourism Today: WITT

Daily tourism news and events - in the Caribbean - from the Caribbean - for the Caribbean

News that is actionable is about timeliness, relevance, accuracy and credibility.

FOR IMMEDIATE RELEASE

West Indies Tourism Today: WITT
wittreport.com

Unique reports of tourism related news, captured from most* local **Caribbean News Services**. Primarily intended for local business owners however, everyone benefits saving valuable time. The goal is to deliver available, relevant news in a light-weight and low cost format.

The product is a daily round-up of news about the tourism sector focussing on the Caribbean region. News about the people, destinations, air travel, promotions, tourism data and all matters relating to Caribbean tourism as published by local Caribbean news sources.

With the **Europe Media Monitor** service as its core, using advanced information extraction techniques to gather relevant news. After including regional news outlets, the result is an aggregation of about 90 feeds. The objective is to be informative and inclusive, from a Caribbean point of view. To my knowledge, this is the only service that offers this unique perspective.

(* Local services that provide a news feed.)

Who may find this useful?

Targeted to individuals with a specific interest in tourism in the insular Caribbean.

- Any travel/tourism related supplier
- Tour companies and suppliers
- Destination Management / Marketing
- Travel agencies

For at least one in ten people (and maybe as many as one in six or seven) — tourism is not a leisure activity, it is a means to earn income and a business opportunity. For some, it is a way of life. This reality spawns the need for news media, as well as travel and tourism vested interests to deliver relevant information and resources. This helps these people do business and keep up with trends, best practices and competitive business strategies within their own destination as well as from other places.

Unique Features:

- Specifically designed to capture news originating from local Caribbean sources about tourism in the Caribbean
- Very accurate and reliable compilation of available news items
- Links to original news item, with emphasis on local news that international media tend to overlook
- Consistent with generally accepted practices of news aggregation, copyright and trademark ownership is maintained
- Provides a one-stop way to monitor how news items are being distributed in local Caribbean media
- A compilation of current travel advisories as well as consular information from Global Affairs Canada.
- A set of reports available in standard HTML - compatible with mobile devices - read anywhere, anytime; Also available in KML (for Google Earth).
- News items (mostly) in English, are compiled daily. Main report includes items posted within the last three days
- Presented in a very clean appearance; text only - removes distractions and reduces sensory overload
- Improved readability while preserving the integrity of the news item
- Includes a count of the relevant news items as well as the total number of news items in the feeds.
- Striving to be the most complete report of its kind available

Tourism is increasingly valuable as an economic force. In order to benefit local people, reporting more - and better - tourism related news from local Caribbean sources needs to be promoted. Therefore, future work will concentrate on finding news items and promoting better reporting within local media.

It is important to note that this is not a marketing report. Most marketing news and press releases originate in source

markets outside the Caribbean. These are not included in this reporting method.

For more info: **WITT Report** (wittreport.com)

A little about me ... My name is Alan Barry Ginn and I live near Ottawa, Canada.

I have conceived, developed and made all aspects of the WITT Report. Therefore, any errors or shortcomings are mine alone. I welcome creative and constructive suggestions on ways to make it better. I want it to be a useful tool for anyone to capture local current Caribbean tourism news.

I have a keen interest in the Caribbean region and have studied most aspects quite extensively. I enjoy the culture and ambience of Caribbean islands: the food, the music, the people. I have travelled to many countries including most of the Caribbean islands.

This experience has always been beneficial but it has also made the vulnerabilities of the islands, and the peoples, very clear.

I feel strongly that the most important people to benefit from Caribbean tourism should be the residents themselves. The WITT Report is intended to contribute to making Caribbean tourism better for everyone.

I hold a Bachelor of Geography degree from Carleton University.