



INFORMATION BROCHURE



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The Cayman Islands Department of Tourism has prepared these guidelines for all property managers and industry partners involved with the 'FAM' programme. They are designed to assist you as you promote the Cayman Islands.

FAMILIARIZATION TRIPS (FAMS)

FAMS organized by DOT for qualified travel consultants, wholesalers, and tour operators. They play an integral role in the Cayman Islands marketing programme in that they offer a high quality experience to the travel trade. The value of this experience should not be discounted.

NUMBER OF TRIPS

The total number of trips vary between 10-20 per year. Agents are invited from the United States, Canada, United Kingdom, and Continental Europe and South America; there are approximately 8-12 agents in each group.

INVITATIONS

The Department of Tourism overseas representatives invite agents in their region to join them on a Cayman Islands FAM. FAMs are 3-7 days in duration and costs are calculated using the payment guide. The Tourism Services Officer (TSO) at the Department of Tourism's head office in Grand Cayman arranges for payment to the host property, restaurants and other participants.

DIVE FAMs

These FAMs are hosted to give qualified agents that sell diving an opportunity to experience first hand the incredible diving available in the Cayman Islands.

ACCOMMODATIONS

Condos can place 3 or 4 agents in one unit but each agent must have a separate bed. The Department of Tourism notes on its rooming list (which is given to the host property a week before arrival) the smokers and nonsmokers. For resorts and hotels rooms should be assigned on a single occupancy basis.

ITINERARY

The itinerary for each trip is developed by the Department of Tourism, and presented to each agent one week prior to arrival. Participating properties and ground tour operators also receive a copy.

PROPERTY VISITS

Site FAMs should be thorough, and of the highest standard. Site inspections should be kept to the time specified on the itinerary. Property managers are therefore asked to show one or two units/rooms. Based on day of arrival, site fams may take place on a Saturday or Sunday.

BROCHURE & RATE SHEETS

When a property has a visit scheduled, property representative should be available and ready to greet the agents with a supply of their latest brochures and rate sheets.

For resorts and hotels rooms should be assigned on a single occupancy basis.

REFRESHMENTS FOR AGENTS

Properties are free to offer beverages etc., to the agents. Alcoholic drinks should not be offered during site fams. Complimentary refreshments are not mandatory, however such courtesies always leave a good impression with seasoned agents. Refreshments should be prepared beforehand to ensure the time allotted for the visit is not impacted.

RESTAURANTS

A separate menu should be provided for FAM groups. As rates are set, prices should not be listed (please refer to Payment Guide for rates). A copy of the menu must be made available to the TSO prior to group's visit. A variety in the menu selection including adding a vegetarian and vegan dish (vegan-no dairy products, eggs, meats or fish) is best to showcase and represent your restaurant.

Restaurant rates:

Breakfast 15 kyd, Lunch 20 kyd, Dinner 40 kyd.

ESCORTS

Escorts are either a DOT staff member or the group leader from the agency.

QUESTIONNAIRES

Each FAM agent completes an online questionnaire which is submitted to the Department of Tourism at the end of their trip. Feedback is available to participating partners upon request.

TRANSPORTATION

Transportation is provided for the trips by various operators, and is organized by DOT. Operators must provide staff who are: friendly, informative, disciplined and professional. Water should be provided daily on the bus.

AGENTS ARRIVAL

The TSO for the Department of Tourism will meet and greet the agents at the airport.

COMPLIMENTARY ITEMS

DOT will include promotional items for each agent.

PARTICIPANTS

Participants in FAM programme should provide one primary contact who will be responsible for all FAM arrangements. If the primary contact changes please notify CIDOT.

REMINDERS

Host managers should conduct site fams.

Do not attempt to show too many units/rooms on site fams.

Companies should have a supply of brochures, rate sheets and contact information for distribution.

INVOICE & PAYMENT PROCEDURES

All invoices must include the following:

1. Be on company letter head and addressed to Cayman Islands Department of Tourism.
2. Have invoice numbers and be dated.
3. Include date of service, number of guest served, reference to FAM group name. This is given to partner contact at time of confirming activity.
4. Note unless stated by TSO and is reflected on Purchase Order alcohol is not covered by CIDOT.
5. CIDOT will submit Purchase Order to cover cost of services to be rendered prior to the FAMs arrival.
6. For all meals the table receipt needs accompany the invoice upon submission for payment. If this receipt is missing it will delay payment until received.

Please submit all invoice in a timely manner so there is no delays in you receiving your payment.

The information included in this booklet may be subject to change without notice throughout the year.

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