



FAMILIARISATION PROGRAMME

INDUSTRY PARTNER INFORMATION BOOKLET

CAYMAN  ISLANDS
GRAND CAYMAN | CAYMAN BRAC | LITTLE CAYMAN

CONTENTS



03

ABOUT THE PROGRAMME

04

MEET THE TEAM

05

ACCOMMODATION

06

TRANSPORTATION

07

RESTAURANTS

08

EXPERIENCES

09

BENEFITS OF BECOMING A FAM
INDUSTRY PARTNER & HOW TO
BECOME A PARTNER

10

TESTIMONIALS



ABOUT THE PROGRAMME

The Cayman Islands Department of Tourism (CIDOT) hosts specialised Familiarisation (FAM) Trips designed specifically for travel consultants, wholesalers, and tour operators who are qualified and are extended to professionals from the United States, United Kingdom, Europe, Latin America (LATAM), and Canada.

FAM Trips play a crucial role in the overall marketing strategy of the Cayman Islands. They provide a high-quality and exclusive experience tailored for the travel trade industry. Participants get to explore the Cayman Islands uniquely, gaining firsthand knowledge about the destination.

Participants do not just observe from a distance; they actively engage with the attractions, culture, and offerings of the Cayman Islands.

This hands-on approach is strategic, aiming to equip travel agents with the expertise needed to effectively promote the destination to their clients.

MEET THE TEAM

The FAM team is responsible for creating and delivering immersive experiences to travel agents, tourism trade personnel, and special interest groups.



Kaleigh Thompson

Tourism Services
Supervisor



+1 345 244 1268



Alyssa Cayasso

Marketing Officer
(Tourism Services)



+1 345 244 1253

Other Relevant Contacts

PRIDE TRAINING

pride@caymanislands.ky

INVOICE AND PAYMENT PROCEDURES

accounts@caymanislands.ky

VISITING JOURNALIST PROGRAMME

pr@caymanislands.ky

WEBSITE LISTINGS

ebizsupport@caymanislands.ky

Let's Connect!

fams@caymanislands.ky

ACCOMMODATION



The Cayman Islands boast an array of opulent properties. CIDOT organises accommodations based on the group's size and the nature of the FAM trip. To optimise the visit, we aim to highlight properties that warmly welcome commissioned travel agents and wholesalers, recognising their significant role in maximising the potential of each group.

It is paramount to showcase the properties efficiently during site visits. To ensure a comprehensive yet time-sensitive experience, a knowledgeable property manager should ideally lead these visits. The allotted time for each visit is typically tailored to allow the showcasing of 1-2 units, providing participants with an in-depth understanding of the accommodation offerings.

We highly encourage properties to extend a welcoming gesture by providing refreshments upon the group's arrival to add a touch of hospitality. Disclaimer: All participating properties must be fully licensed by CIDOT.



TRANSPORTATION

FAM groups, varying in size and type, rely on a mix of transportation options. For larger groups, we highly recommend the use of comfortable coach buses, ensuring a pleasant journey that accommodates everyone. In contrast, smaller groups and those with experienced FAM representatives often prefer the flexibility of rental cars, especially when exploring the charming Sister Islands. It's worth noting that during leisure time, agents may opt for taxis. However, please note that CIDOT does not coordinate taxi services.

For your team's interaction with our esteemed FAM groups, we emphasize the importance of being friendly, informative, and professional. Your staff should serve as knowledgeable guides, capable of answering any questions the agents may have about the islands. Familiarity with various locations throughout the islands is key to ensuring a smooth and enriching transportation experience. CIDOT provides all itineraries prior to a group's arrival.



RESTAURANTS

The Cayman Islands prides itself on being the Culinary Capital of the Caribbean. The culinary experience extends far beyond simple restaurant meals; we curate a comprehensive gastronomic journey that includes private catering, farm-to-table experiences, specialty nights, live entertainment, tastings, and masterclasses. It's all about creating a diverse and immersive culinary journey that leaves a lasting impression.

We greatly appreciate your commitment to accommodating FAM groups. To streamline the booking process, we request a separate menu to be shared with the FAM team in advance, without listed prices, as rates are predetermined before the group's arrival. This allows for a seamless experience and ensures everyone is on the same page.

In showcasing your restaurant's culinary excellence, we encourage the inclusion of vegetarian and vegan options. This adds depth to the experience and caters to diverse dietary preferences.

As a helpful note, CIDOT provides a list of allergies and dietary restrictions ahead of service, enabling your team to prepare and present dishes with the utmost consideration.



EXPERIENCES

In our commitment to highlighting the diverse and vibrant offerings of our Islands, our FAM itineraries are thoughtfully curated to encompass a rich array of experiences, both on land and at sea. We encourage you to keep your team well-informed about any reservations or bookings to ensure a seamlessly orchestrated experience.

Should we have the pleasure of booking an activity on a day of heightened demand, we kindly request that you notify us. This proactive communication allows us to coordinate effectively, ensuring that every

FAM participant enjoys an optimal, stress-free experience. Offering a new product or service? We're eager to know! Our team thrives on enthusiasm and is always ready to embrace and incorporate novel offerings into the FAM experience. Your innovation could add an extra layer of excitement and enrichment to our itineraries.

We believe that together, we can create a FAM experience that showcases the best of the Islands and serves as a platform for introducing fresh and exciting elements.



BENEFITS OF BECOMING A FAM INDUSTRY PARTNER

- ◆ Opportunity to cultivate enduring **relationships** with key trade industry personnel.
- ◆ Promotion and marketing strategies that span global, regional, and local audiences, boosting your business's **visibility** across diverse markets.
- ◆ Increased **activity** to your business during traditionally slower months.
- ◆ Social **engagement** with agents, creating a dynamic network that adds value to your brand.
- ◆ Significant **exposure** through mentions and features in the widely circulated Cayman Islands Newsletter.
- ◆ Exclusive **access** to influential travel agents, opening doors to valuable partnerships and collaborations.

HOW TO BECOME A PARTNER

Scan the QR code and complete the 2024 Familiarisation Programme Industry Partner Form. Submissions will close on 31 March 2024.

Once the form is complete, a CIDOT representative will contact you for further details and confirmation.



AGENT TESTIMONIALS

“Grand Cayman is a spectacular place and the DOT does an absolutely fabulous job of educating travel professionals on all the island has to offer. The wide range of properties, activities, and restaurants that we experienced will help me to wow my clients with the best options for them.”



“Hands down the best Caribbean destination, with an abundance of dining selections and some of the most unique excursions in the world, topped off with amazing accommodations and customer service. The perfect recipe for a dream vacation like no other.”

“I highly recommend, if the opportunity is offered, to take advantage of a CIDOT FAM. This has been the best experience I've had to date on a FAM. Not only will you see a wide range of properties, but, you will have an opportunity to experience the destination. This gives first-hand knowledge of what Cayman offers, allowing you the ability to share with your clients what an absolutely beautiful destination Cayman is!”

