



(OECS Secretariat, Castries, St. Lucia, Thursday April 14th 2011) Tourism Ministers across the OECS will converge on St. Kitts on Tuesday April 19

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2011 for the 10

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meeting of the OECS Council of Tourism Ministers. The meeting will be convened under the theme: ‘

OECS Economic Union: Strategic Considerations for Tourism’.

At a time when the OECS Secretariat is redirecting its work programmes, with a view to bringing the OECS Economic Union into effect, OECS Tourism Ministers have focused their agenda on the strategic analysis of the single OECS tourism space, within the context of the newly ratified OECS Economic Union treaty.

In that regard, one of the highlights of the meeting includes a presentation by the Consultants tasked with the responsibility of developing a Common Tourism Policy for the OECS. Related matters to be discussed include the findings of a research project on the feasibility of an OECS marketing and branding strategy; and the establishment of a proposed OECS network of excellence in tourism and hospitality education.

