



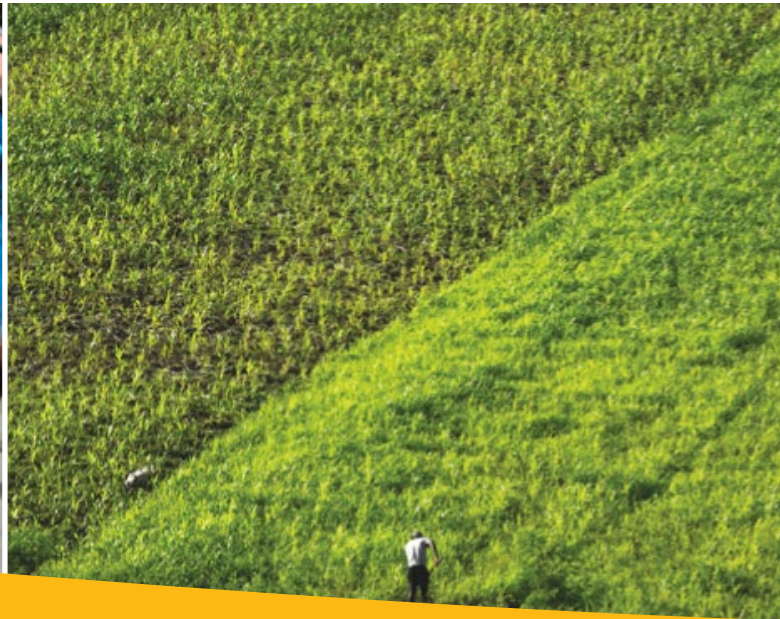
HAÏTI IS OPEN FOR BUSINESS... **TOURISM LEADS THE WAY!**

Ministry of Tourism's Action Plan, May 2012



“ All the economic indicators reveal that the tourism sector is growing in Haïti. Tourism positions itself as one of the leading sectors of the Haïtian economy. **Today, the decision to invest in tourism in Haïti is strategic.** ”

Stéphanie Balmir Villedrouin
Minister of Tourism

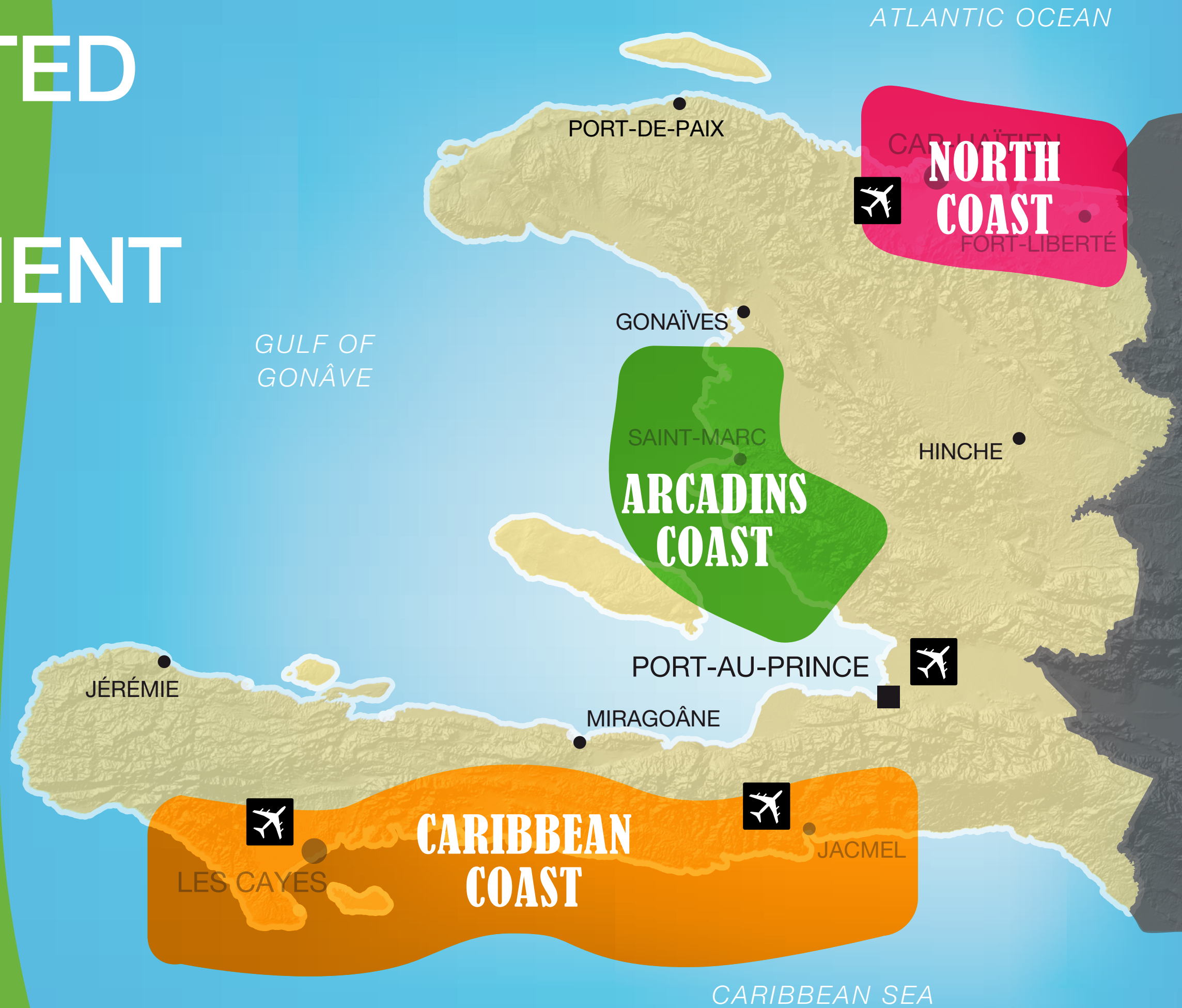


OUTLINE OF THE PRESENTATION

- Existing tourism clusters: Short-term operation
- Creation of new Integrated Tourism Development Regions (ITDR) in 2014

INTERGRATED TOURISM DEVELOPMENT REGIONS (ITDR)

- North Coast
- Arcadins Coast
- Caribbean Coast





NORTH COAST





NORTH COAST CURRENT CAPACITY

350 rooms

- Hôtel Mont-Joli, Auberge du Picolet, Hôtel Cormier, Hôtel du Roi Christophe



NORTH COAST MAIN ATTRACTIONS

Northern Region history & heritage

- Citadelle, National History Park, communities of Milot and Vertieres, historic downtown district of Cap-Haïtien.



NORTH COAST MAIN ATTRACTIONS

Agrotourism and craft

- Cacao, nuts, sugar cane, guildives, orange fields (for Grand-Marnier and Cointreau liquors), etc.



Cap-Haïtien



National History Park



Labadee

**NORTH COAST
TOURISM ROUTE**

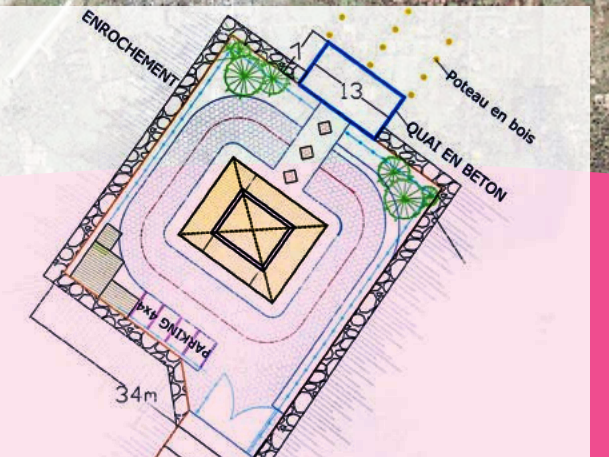


NORTH COAST LABADEE CRUISE PORT

- Over 600,000 cruise ship visitors a year



Projected
ferry dock in
Cap-Haïtien



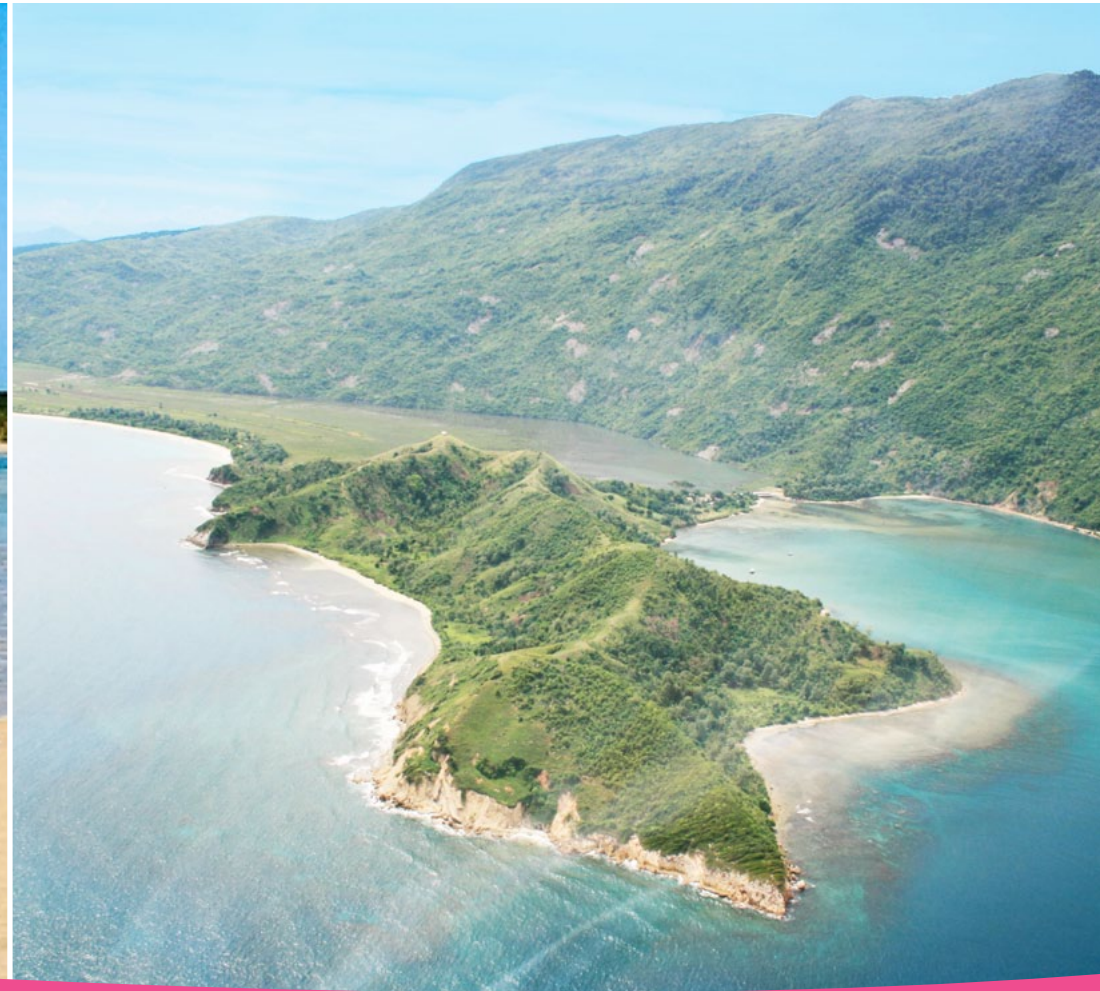
NORTH COAST CAP-HAÏTIEN PORT AND AIRPORT

- Construction of a ferry wharf/tender dock at Cap-Haïtien's Marina and a new international airport in February 2013

NORTH COAST HISTORIC CENTER OF CAP- HAÏTEN

- Downtown district





NORTH COAST CHOUCHOU BAY

- **New tourism destination 2014:**
1,5 kilometer (1 mile) bay

NORTH COAST CHOUCHOU BAY

- **Potential planning and projections:**
Up to 1,000 rooms and a new international airport in Cap-Haïtien in February 2013

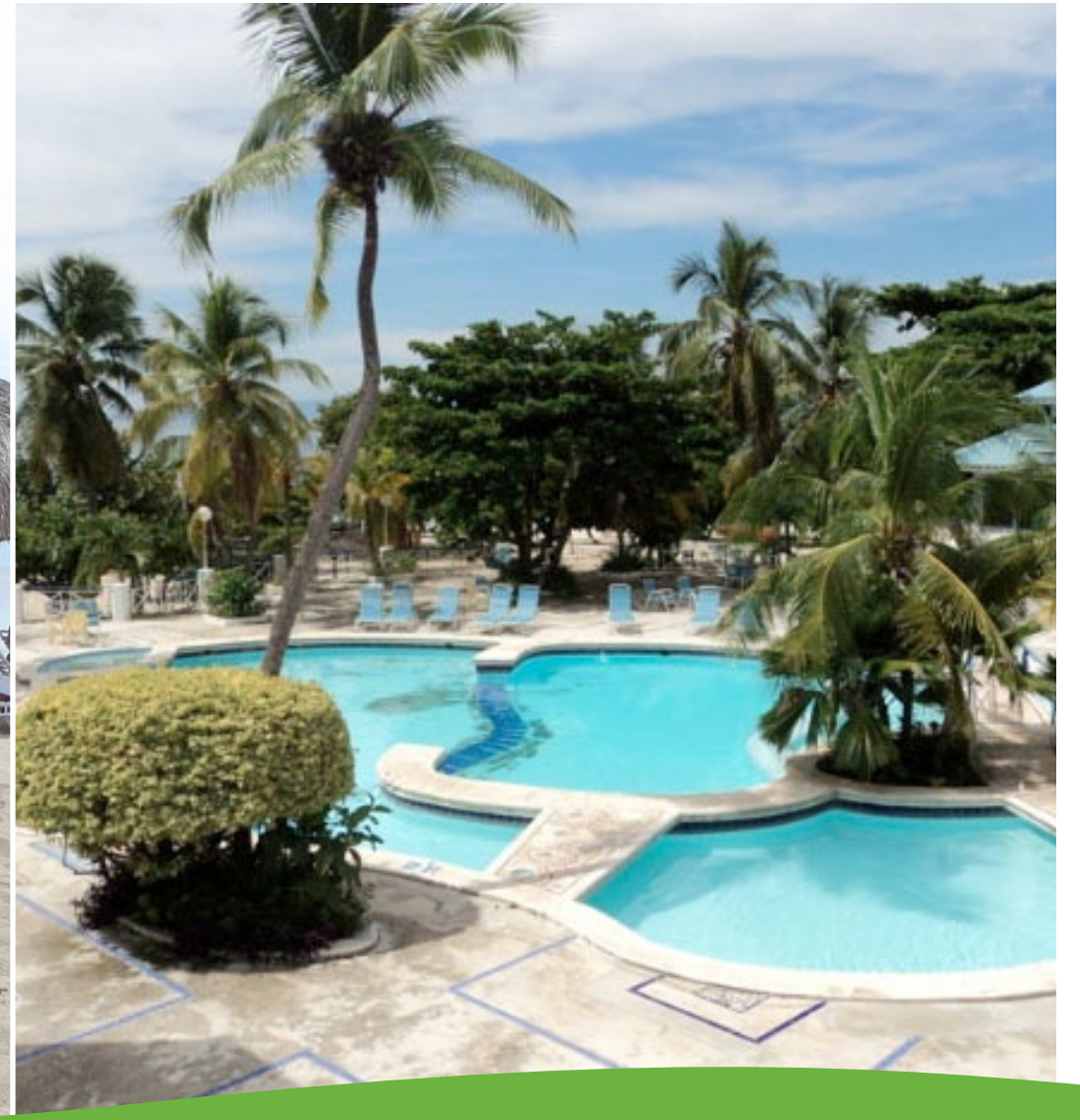


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ARCADINS COAST





ARCADINS COAST CURRENT CAPACITY

550 rooms

ARCADINS COAST MAIN ATTRACTIONS

**The region's
history and heritage**

- Drouet Fortification, natural sites such as waterfalls at Saut-d'Eau and locality of Marchand-Dessalines





ARCADINS COAST MAIN ATTRACTIONS

The region's history and heritage

- Ogier-Fombrun Historic Museum in Moulin Sur Mer



150M US\$ in private investments in hotel infrastructures already committed

ARCADINS COAST SANDY BEACHES

- Pristine beaches and nautical activities, only 80 kilometers (50 miles) from the Port-au-Prince Airport



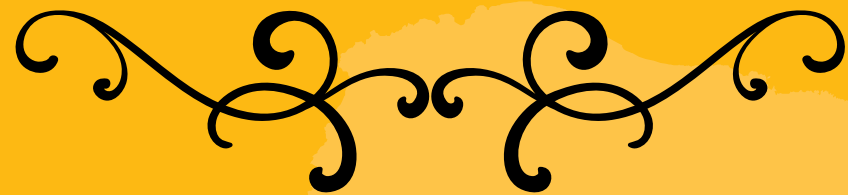
100 rooms available
in the region

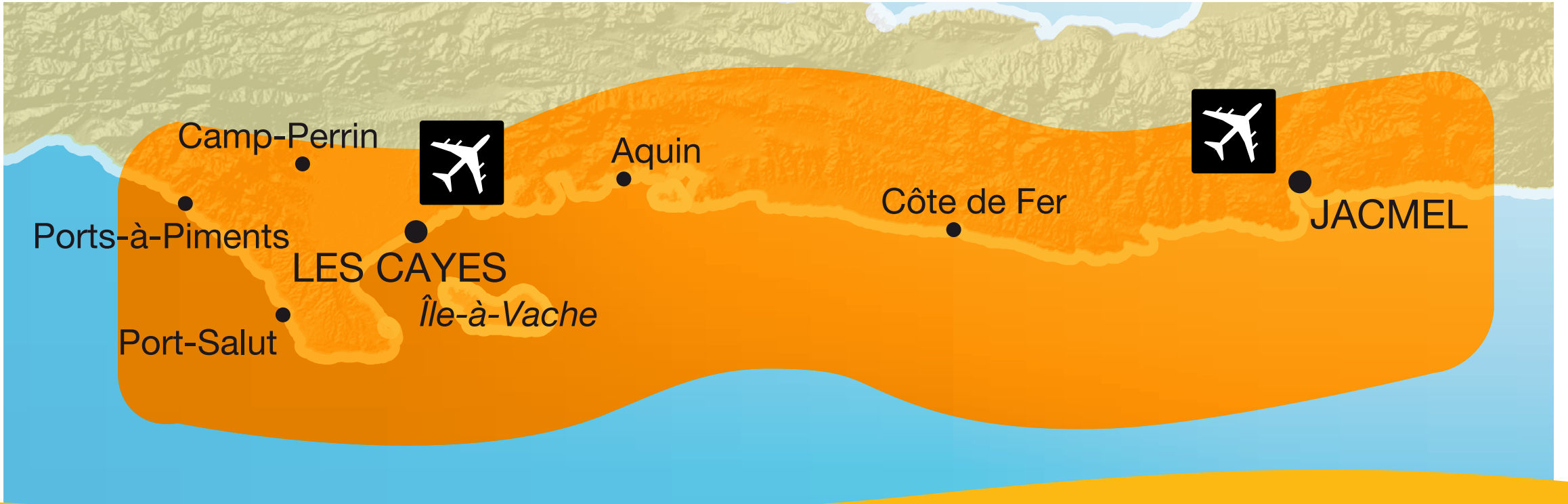
ARCADINS COAST CONNECTED WITH THE MOUNTAINOUS HINTERLAND

- Forêt des pins, Belot, Furcy, Vallue, Seguin, etc.



CARIBBEAN COAST





CARIBBEAN COAST CURRENT CAPACITY

850 rooms

- 550 in Jacmel and 300 in Les Cayes, Île-à-Vache, Port-Salut, Camp-Perrin, Aquin, etc.



CARIBBEAN COAST MAIN ATTRACTIONS

Jacmel, the cultural and artistic town

- **Historic center, port/marina and artisan district**



CARIBBEAN COAST MAIN ATTRACTIONS

City of Jacmel

- Du Commerce and Ste-Ann streets and The Bolivar boulevard



CARIBBEAN COAST MAIN ATTRACTIONS

City of Jacmel

- Village Port Jacmel project



CARIBBEAN COAST MAIN ATTRACTIONS

City of Jacmel

- Moulin Price, Jacmel Carnival, Bassin Bleu, beaches, etc.



CARIBBEAN COAST MAIN ATTRACTIONS

Hotels and accommodations

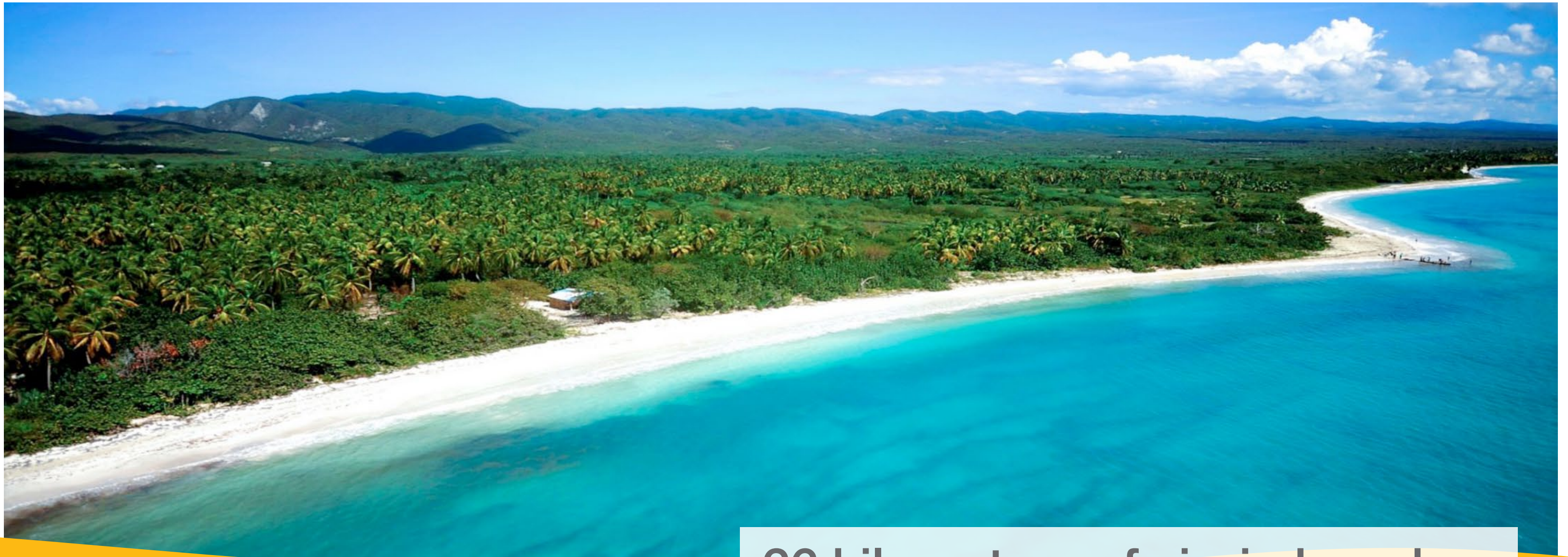
- Existing hotel infrastructures in Jacmel, Les Cayes, Île-à-Vache, Port-Salut, Camp-Perrin, Aquin, etc.



CARIBBEAN COAST MAIN ATTRACTIONS

Southern region

- Natural sites such as Pic Macaya Mountains, waterfalls at Saut-Mathurine, spectacular caverns and beaches



26 kilometers of virgin beaches

CARIBBEAN COAST CÔTES-DE-FER

- **New tourism destination 2014:**
White sand beaches stretching along the coast



Potential of 2,000 rooms, 45 minutes from the future Les Cayes international airport

CARIBBEAN COAST CÔTES-DE-FER

- **Baie de Losandieux, new tourism destination 2014:**
10 kilometers (6 miles) of white sand beaches

CARIBBEAN COAST ÎLE-À- VACHE

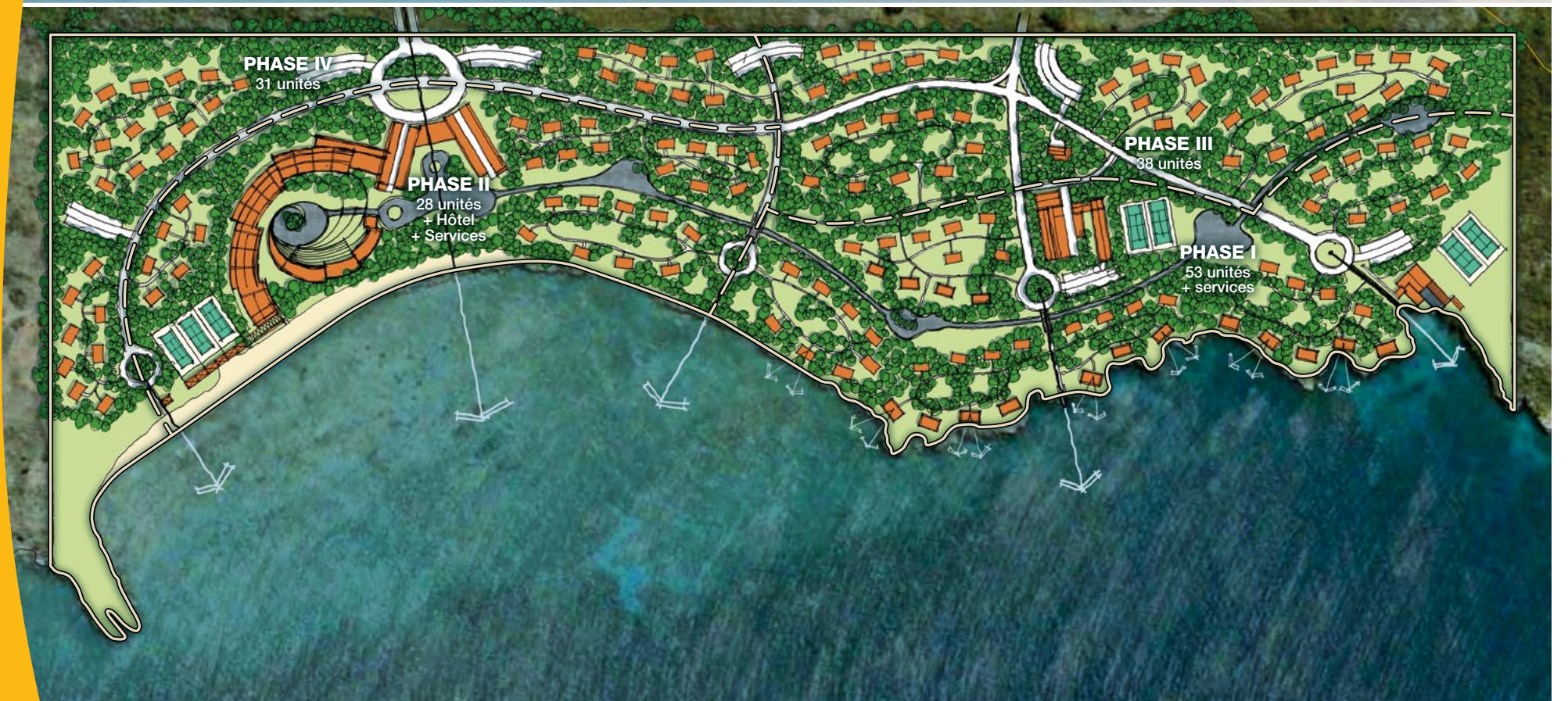
- **Île-à-Vache, tourism destination 2014: Sandy beaches and nautical activities**



CARIBBEAN COAST PORT-SALUT

- **New tourism destination 2013:**
30 acres real estate project

- 100-room hotel
- 150 villas
- Clubhouse
- Sport center
- Spa





CARIBBEAN COAST OTHER ATTRACTIONS

Agrotourism and ecotourism

- Vetiver, Cayes Botanical Garden, Pic Macaya National Park, etc.



SHORT TERM GOVERNMENT ACTION PLAN FOR TOURISM DEVELOPMENT

- Extension of the runway of the Jacmel and Cayes airports and opening of these facilities to international traffic
- Rehabilitation of the Toussaint Louverture International Airport terminal in Port-au-Prince



- Reconfiguration of the Cap-Haïtien port and marina into a tender dock
- Support of the private sector improvements to existing hospitality and conventions facilities
- Construction of new hospitality training centers/schools for each tourism development Region



- Working with travel agencies specializing in the Diaspora Market
- Establishment of Integrated Tourism Development Regions (ITDR)



Oasis, Best
Western and
upcoming
Marriott

FUTURE PERSPECTIVES OF TOURISM IN HAÏTI

- Hotel infrastructures
 - Growth in business tourism
 - 2012/2013: 1,250 new rooms
 - Investments: approximately 150 M US\$
 - 8,000 direct and indirect jobs created



- Transportation

- 3 new touristic ground transportation companies
- Investments: approximately 4 M US\$
- 80 direct and indirect jobs created



GUIDING PRINCIPLES OF THE GOVERNMENT TOURISM STRATEGY

- Supports and facilitates the development of the tourism industry

A competitive Investment Code:

- **Total exoneration from income taxes** for a period which shall not exceed 15 consecutive years, then gradual tax for five years;
- **Exonerated from local taxes** except the fixed professional tax for a period which shall not exceed 15 years;
- **Accelerated depreciation;**
- **Fiscal and duties exonerated** on the import of equipment goods and materials;
- **Exemption from licensing** of foreign expatriate employees;
- **Possibility of building infrastructures** that are insufficient or inexistent;
- Other incentives.



- Promoting public and private sector partnerships in hospitality and infrastructure projects
- An active National Tourism Development Council
- Based on sustainable development indicators with respect of cultural integrity, protection of the environment, durability of the products, involvement of regional communities in activity programs (attractions)



GOVERNMENT GOALS IN TERMS OF SHORT- AND MEDIUM-TERM ECONOMIC IMPACTS

- More than **3,500 new hotel rooms**
- More than **500 M US\$ invested for private-sector hotel/convention construction projects**
- More than **400 M US\$ spent in the Haitian economy**

I WELCOME YOUR
INVESTMENT IN HAÏTI
THANK YOU!



Stéphanie Balmir Villedrouin

Minister of Tourism

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