



The Caribbean Tourism Organization

Regional Nex-Gen Tourism Showcase 2026

AWARENESS SESSION

Agenda:

- About The Showcase
 - Competition Structure
 - Member Country Guidelines
-

Hosted By: Nicolas Scott

Date: Wednesday, 18 February 2026

Time: 02:00 PM



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REGISTRATION OF INTEREST

This formally notifies the Caribbean Tourism Organization of your country's interest in participating and ensures you receive the full competition brief, including:

- Administrative Notes
- Topics
- Other key information.

Form Link: <https://forms.gle/YPUSYXRt8hbuAXdTA>

SCAN ME





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ABOUT THE SHOWCASE

The CTO Regional Nex-Gen Tourism Showcase engages tertiary-level students, aged 18 - 30, across member countries to research, design, and present innovative, sustainable tourism solutions for the Caribbean. Through this initiative, participants deepen their understanding of the industry while contributing fresh ideas for its future, supporting the CTO's mission to empower young Caribbean nationals with exposure, experience, and opportunities to become the next generation of tourism leaders.



Inspire Creativity

EXPERIENCE! ENGAGE! SHOWCASE!



Enhance Skills

LEARN! INNOVATE! APPLY!



Shape The Future

COMPETE! CREATE! BE RECOGNIZED!



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COMPETITION STRUCTURE

The competition targets tertiary-level Associate and Bachelor's degree students, with each team including at least one member enrolled in tourism or hospitality. The competition allows one team per country, with up to three members per team, and is delivered in three stages: Qualifiers (3-minute concept video), Semi-Finals (10-page business proposal), and Finals (15-minute live presentation). The structure is designed to progressively assess innovation, feasibility, and presentation skills while connecting academic learning to real-world tourism challenges.

Stages:

Stage One : QUALIFIERS

Deliverable:

A **3-minute Project Concept Video**

Stage Two : SEMI-FINALS

Deliverable:

A **10-page Business Proposal.**

Stage Three : FINALS

Deliverable:

A **15-minute Live Presentation**



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Eligibility:



Education Level

**Associate
Degree**

**Bachelor
Degree**

Team Structure

One team per
Member Country



Maximum of
three members
per team

At least
**one tourism or
hospitality student**



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MEMBER COUNTRY GUIDELINES

The Member Country serves as the national coordinator for the competition. Its responsibilities include confirming participation, promoting the competition to eligible tertiary institutions, managing the national Qualifiers, and selecting one representative team. It also supports the team through the Semi-Finals and helps facilitate travel and logistics for the Finals at Caribbean Week.

Key Roles:

Manage Qualifiers

- Coordinate the national selection process and select one team to represent the country

Confirm Participation

- Register the team representing your country

Support Advancing Teams

- Provide guidance and support to your team progressing to the Semi-Finals.

Coordinate Final Participation

If successful:

- Provide guidance and support in developing the project
- Help facilitate travel and logistics



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QUALIFIERS STAGE

In the qualifiers, the focus is on a single key deliverable: a **three-minute project concept video** presenting the team's project concept. **This stage is primarily the responsibility of the Member Country**, which coordinates the round, facilitates institutional registration and endorsement collection, and is explicitly tasked with **selecting a single successful team** to advance and represent their country. The video submission serves as the initial basis for the member country's selection process, identifying the best team to represent it in subsequent rounds.

Stage One : QUALIFIERS

Deliverable:

A 3-minute Project Concept Video

This video provides judges with a concise and engaging overview of the team and its proposed business concept. The video serves as an early demonstration of the team's ability to communicate effectively, think strategically, and present a compelling, well-produced concept suitable for progression in the competition.

Judging Criteria:

- Team Engagement
- Business Idea Clarity
- Innovation & Uniqueness
- Communication & Presentation
- Enthusiasm & Passion
- Video Quality & Production

Submission Deadline:

Tuesday, 31 March 2026



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CONTACT DETAILS

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