



OBJECTIVES OF THE BEQUIA TOURISM ASSOCIATION

- Develop and promote Bequia as an all-year-round quality destination desirable to regional and international visitors
- Work to develop and improve standards of visitor products and services
- Foster co-operation amongst members for the purpose of promoting the tourism industry by always acting in the best interest of Bequia while recognizing that Bequia is one of the Grenadine Islands that comprise the multi-island state of St Vincent & The Grenadines
- Liaise and collaborate with government and other relevant organizations in promoting and protecting the tourism business in Bequia
- Work in a spirit of unity, friendship and inclusion, be a good corporate citizen and support the Bequia community particularly in activities relating to improving the visitor experience
- Encourage the uniqueness of Bequia's sea-faring heritage and culture by supporting education and cultural activities on the island
- Secure resources to market and promote Bequia as having a clear and distinct image, which will distinguish it from other places and embrace its special characteristics
- Build the credibility and profile of the BTA
- Increase membership and by extension the value of the BTA to the membership
- Represent the membership in negotiating for project assistance with government and other organizations
- Ensure effective communication and timely dissemination of information to the membership
- Manage all funds of the Association on behalf of the membership
- Carry out such other duties as are deemed necessary for the attainment of the above objectives