



**Ministerio de Turismo**  
REPÚBLICA DOMINICANA



# SUSTAINABILITY INITIATIVES

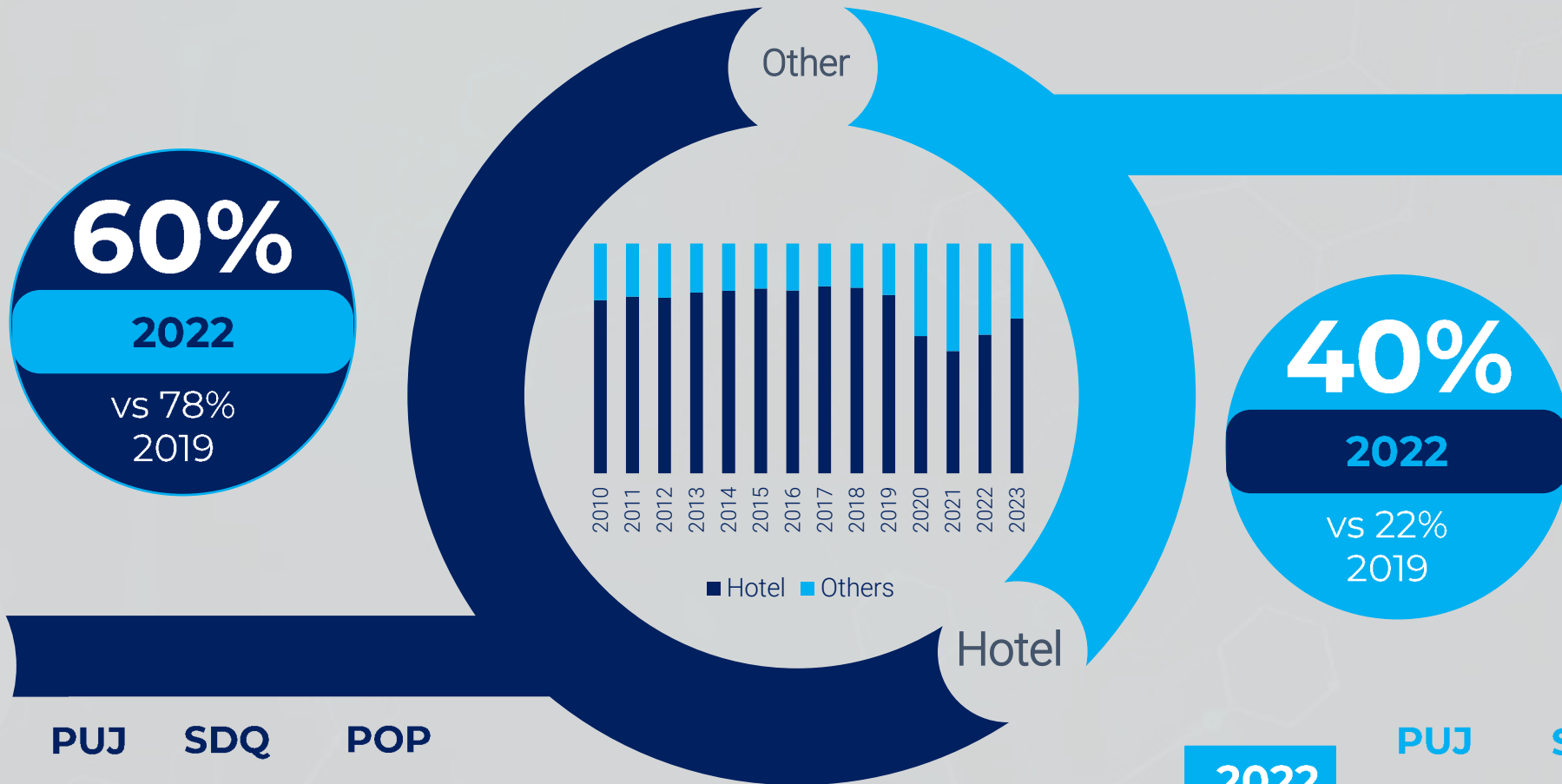
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*Tourism Sector : Dominican Republic*

*June 2023*

# TOURISTS BY TYPE OF ACCOMMODATION

HOTEL VS OTHER



**60%**  
2022  
vs 78%  
2019

**40%**  
2022  
vs 22%  
2019

	PUJ	SDQ	POP
<b>2022</b>	86%	24%	55%
<b>2019</b>	98%	54%	93%

	PUJ	SDQ	POP
<b>2022</b>	14%	76%	45%
<b>2019</b>	2%	45%	7%

# HOUSING SUPPLY HOTELS

2023



424

ESTABLISHMENTS  
HOTELS



75,244

HOTEL ROOMS



76.6%

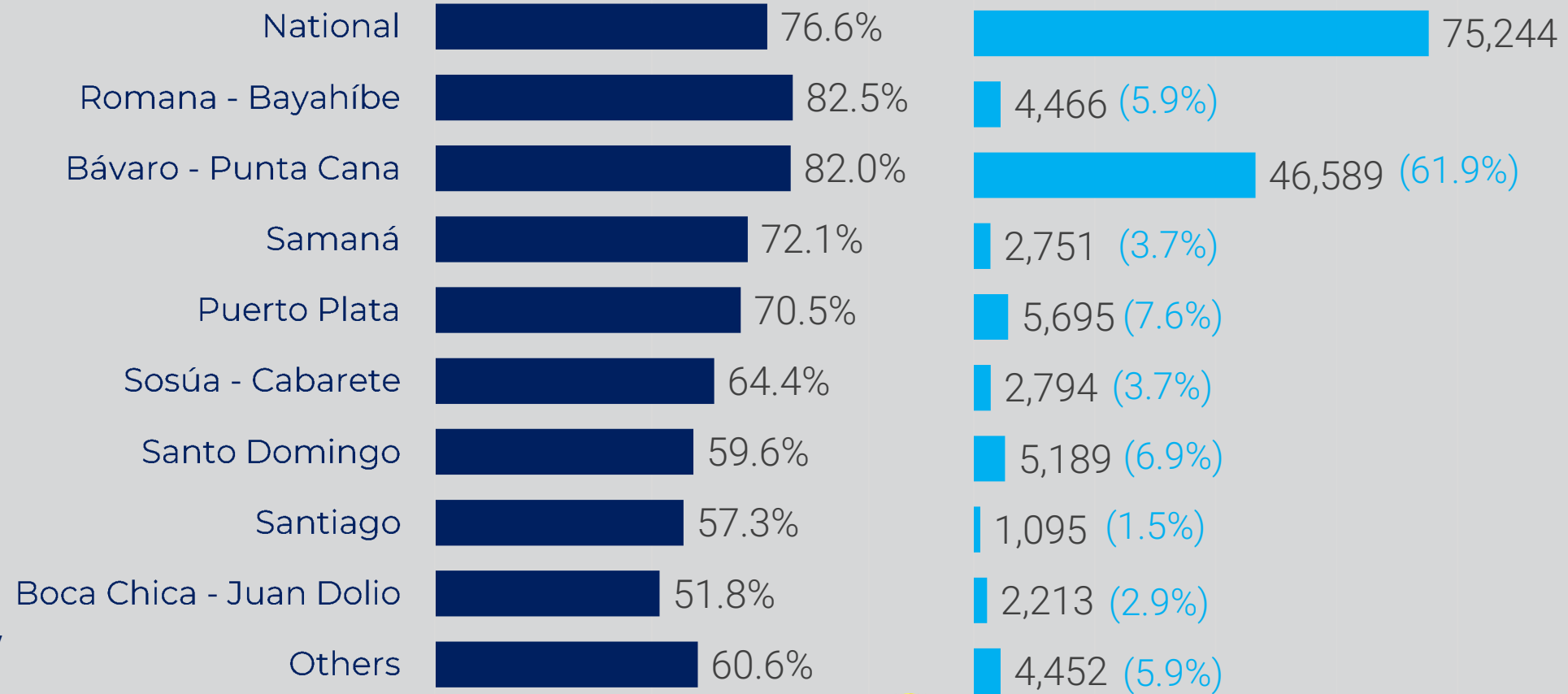
GENERAL OCCUPANCY

75.3%

WEEKDAY

78.2%

WEEKEND



OCCUPANCY



HOTEL ROOMS  
% of total

# AIRBNB AND RELATED

ACTIVE PROPERTIES, 2023

## TOP 25 MUNICIPAL DISTRICTS

**85,153** rooms  
**35,426** properties

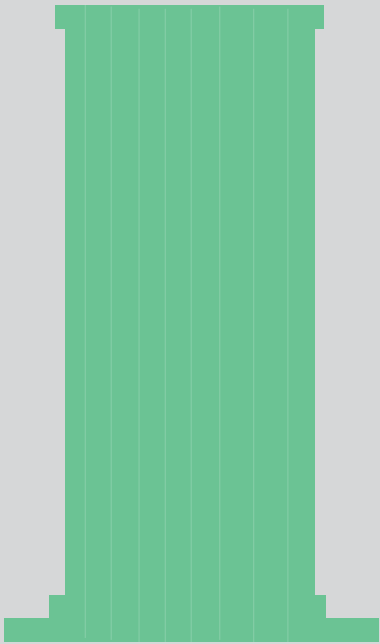


ZONE	AVG ROOMS	US\$ DAILY	BOOKING DAYS	OCCUPANCY
LA ROMANA	4	1,373	2.2	29%
BUENA VISTA (D.M.)	3.4	258	1.7	21%
SD OESTE	3.1	71	1.3	19%
CABRERA	3	333	1.6	23%
PUÑAL	2.9	69	1.3	18%
JARABACOA	2.8	279	3.3	45%
SOSÚA	2.8	203	1.8	22%
RAMÓN SANTANA	2.8	233	1.5	21%
LAS TERRENAS	2.6	308	3.1	46%
RÍO SAN JUAN	2.6	313	2.0	28%
LA OTRA BANDA, HIGUEY	2.5	255	1.9	25%
LA VEGA	2.5	96	1.5	23%

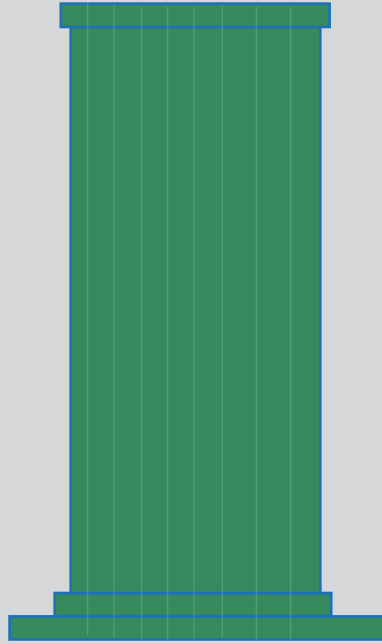
# PILLARS OF VISION AND PROGRESS



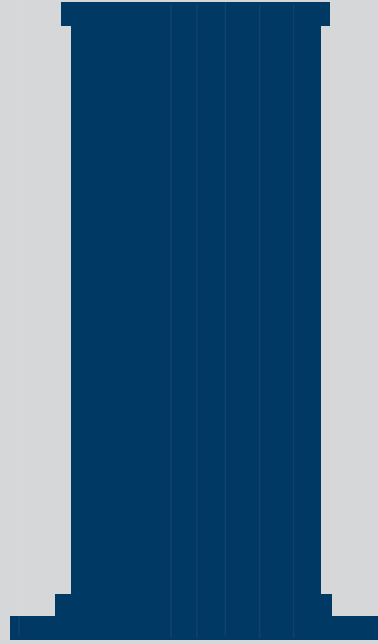
**ENERGY**



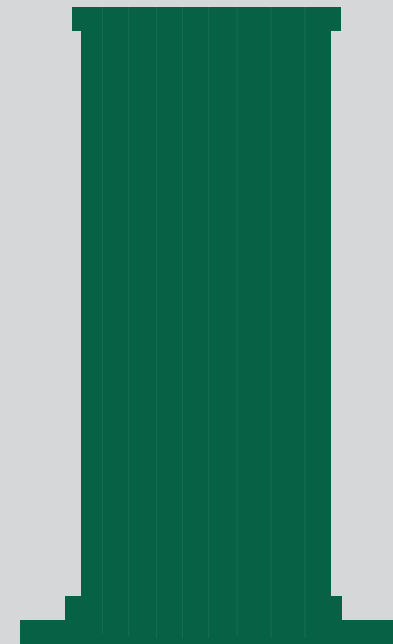
**HOTELS**



**SUSTAINABLE COMMUNITY  
TOURISM (SCT)**



**SARGASSUM**



# ENERGY | DECARBONIZATION OF CEPM

CEPM Zero

## What's the goal?

The goal is reaching **carbon neutrality**.

## How?

Using **renewable energies** and storage systems (**batteries**) and replacing thermal technology with **sustainable alternatives**: green hydrogen and other biofuels.

## What drives this initiative?

**Emission Reduction**



Involves the design of a decarbonization project

**Energy service cost efficiency**



Optimizes costs to provide reliable service.

**Green destination**



Creates first tourism green destination

**Independence**



No dependence on fossil fuels.

**Grid expansion**



New investments to provide stability.

**Sustainable tourism**

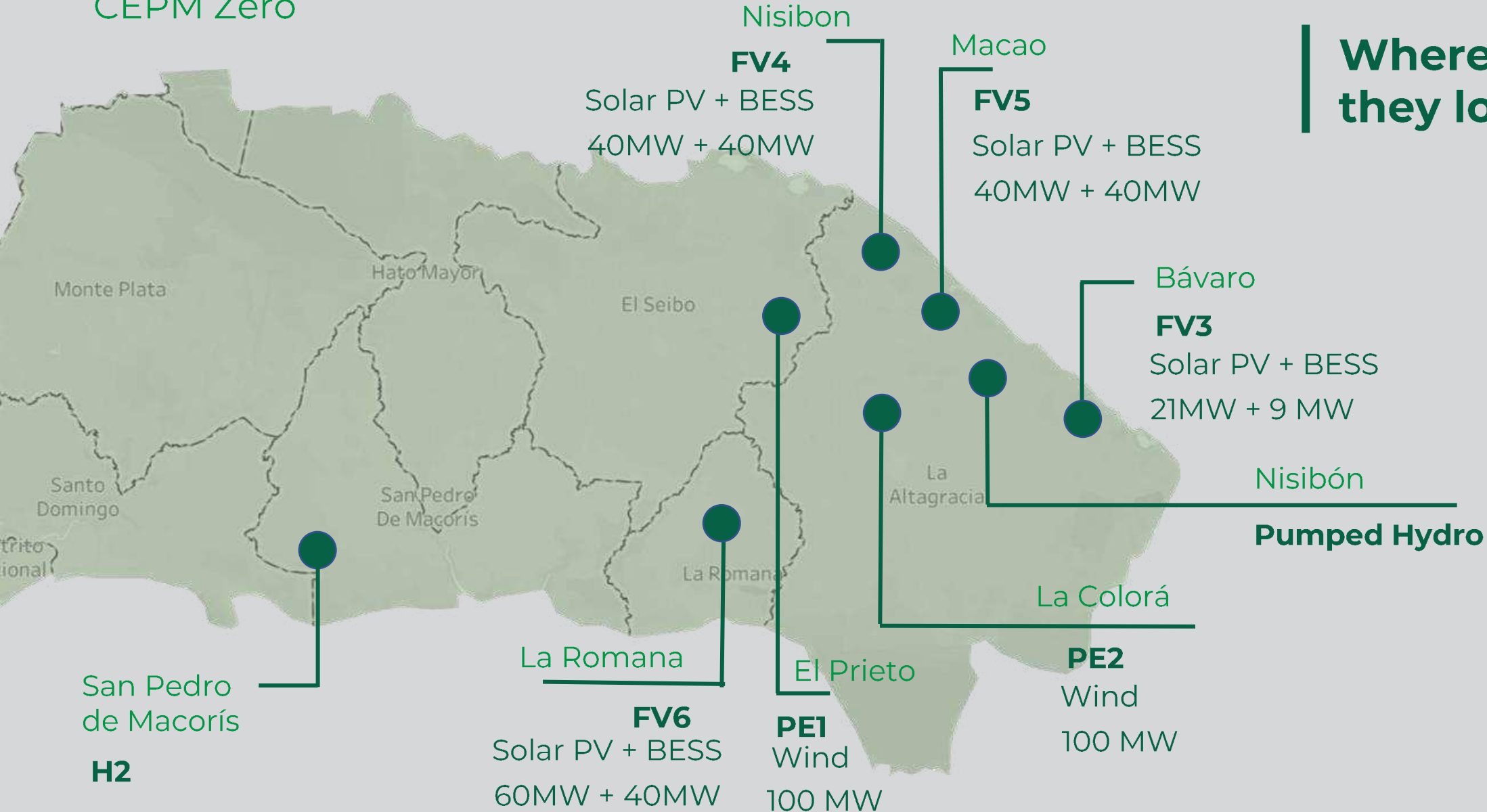


Greening strategy and plans of hotels clients.



# ENERGY | DECARBONIZATION OF CEPM

## CEPM Zero



Where are they located?





**SUSTAINABLE**

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**COMMUNITY TOURISM**

*In Dominican Republic*

*"By 2030, the Dominican Republic will be the **leading country** in the Caribbean thanks to a **multi-destination approach** based on an inclusive (community-based tourism) and **sustainable tourism model**, promoting the conservation of natural cultural resources and the tourism culture of its residents. Its flagship products will be sun and beach, nature, history, heritage and gastronomy, scientific and meetings; distinctive thanks to and gastronomy, scientific and meetings; distinctive **thanks to a qualified and customer-oriented human resource that guarantees the quality of the tourist service**. Its promotion will be differentiated in accordance with the territorial identity of its destinations."*

*(World Tourism Organization, 2022)*

# SUSTAINABLE COMMUNITY TOURISM (SCT)

## Definition

### WHAT IS IT?

*According to the World Tourism Organization (UNWTO), sustainable tourism is "tourism that fully considers current and future economic, social and environmental impacts, while addressing the needs of visitors, industries, the environment and host communities."*



### New tourism trends post Covid-19

**Conscious travel and slow travel:** *travel without haste and for extended periods of time, avoiding pollution, crowds, hustle and bustle and preferring the use of alternative transportation.*



**Nature as the main preference:** *in search of relaxation, stress relief and reconnecting with the planet; nature tourism becomes the number one preference of tourists.*



# SUSTAINABLE COMMUNITY TOURISM

## DOMINICAN REPUBLIC

### SUSTAINABLE TOURISM | Main approaches

1

Making the development of existing **foreign-focused beach resorts sustainable**. Continuing the vision of large resort development while maintaining economic, social, cultural, and environmental considerations to minimize negative impacts and incorporation into new markets.



Nature, landscape and biodiversity



Patrimonial wealth in Santo Domingo and Puerto Plata



Scientific tourism, rural agrotourism, community-based tourism and birdwatching tourism

2

Contribute to the formation of a sustainable society in the midst of new **tourism development and diversification of tourism resources**.



**STRENGTHS** FOR THE SUCCESS OF SCT IN THE COUNTRY ACCORDING TO OMT \_\_\_\_\_

# SUSTAINABLE COMMUNITY TOURISM

DOMINICAN REPUBLIC

## SUSTAINABLE TOURISM | Strategies

01



Develop **diverse tourism products** and strengthen the tourism business through the use of local resources.

02



Develop territorial brands to enhance **regional value**.

03



Strengthen promotions to improve **SCT positioning**.

Strengthen the **development of human resources** responsible for promoting SCT at various levels.



04

Support mechanism and **strengthen governance**.



05

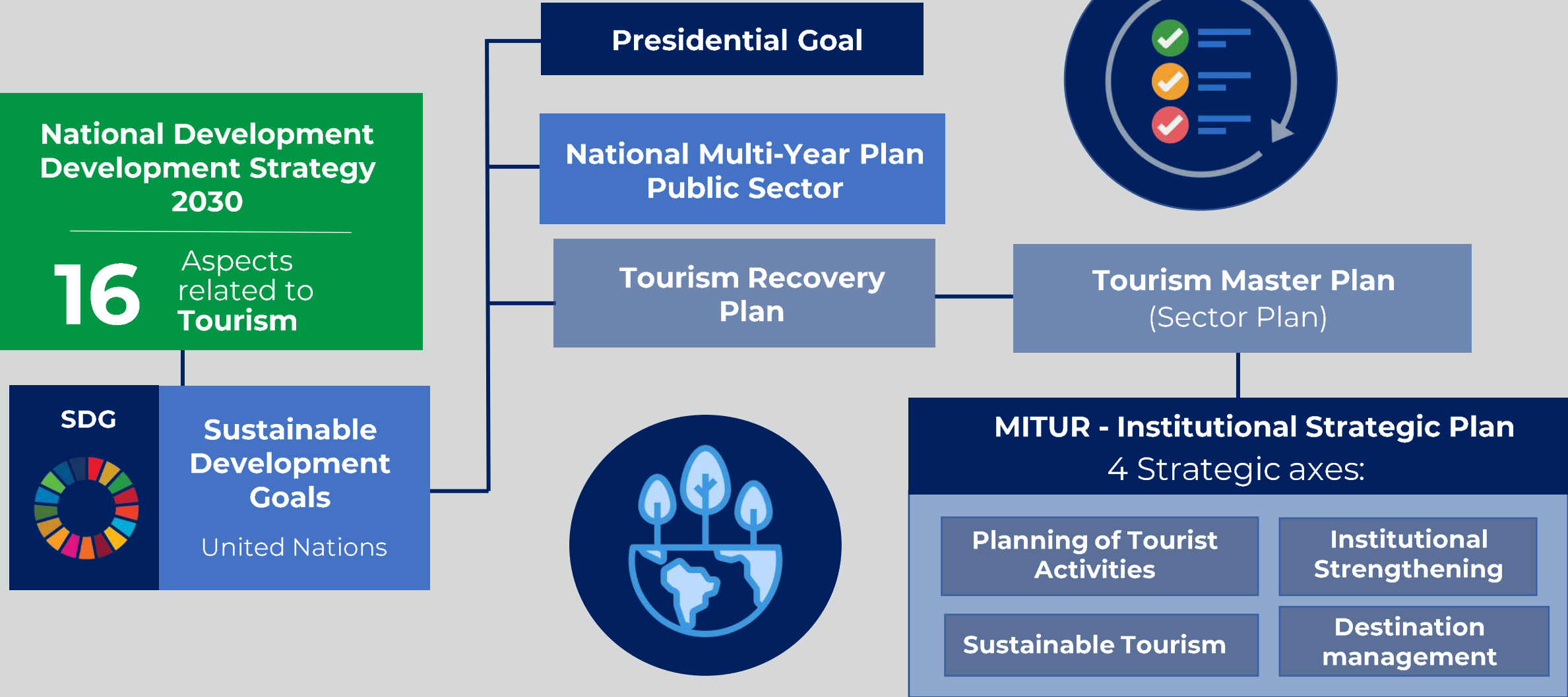
Create a **safe environment** and improve tourism resilience.



06

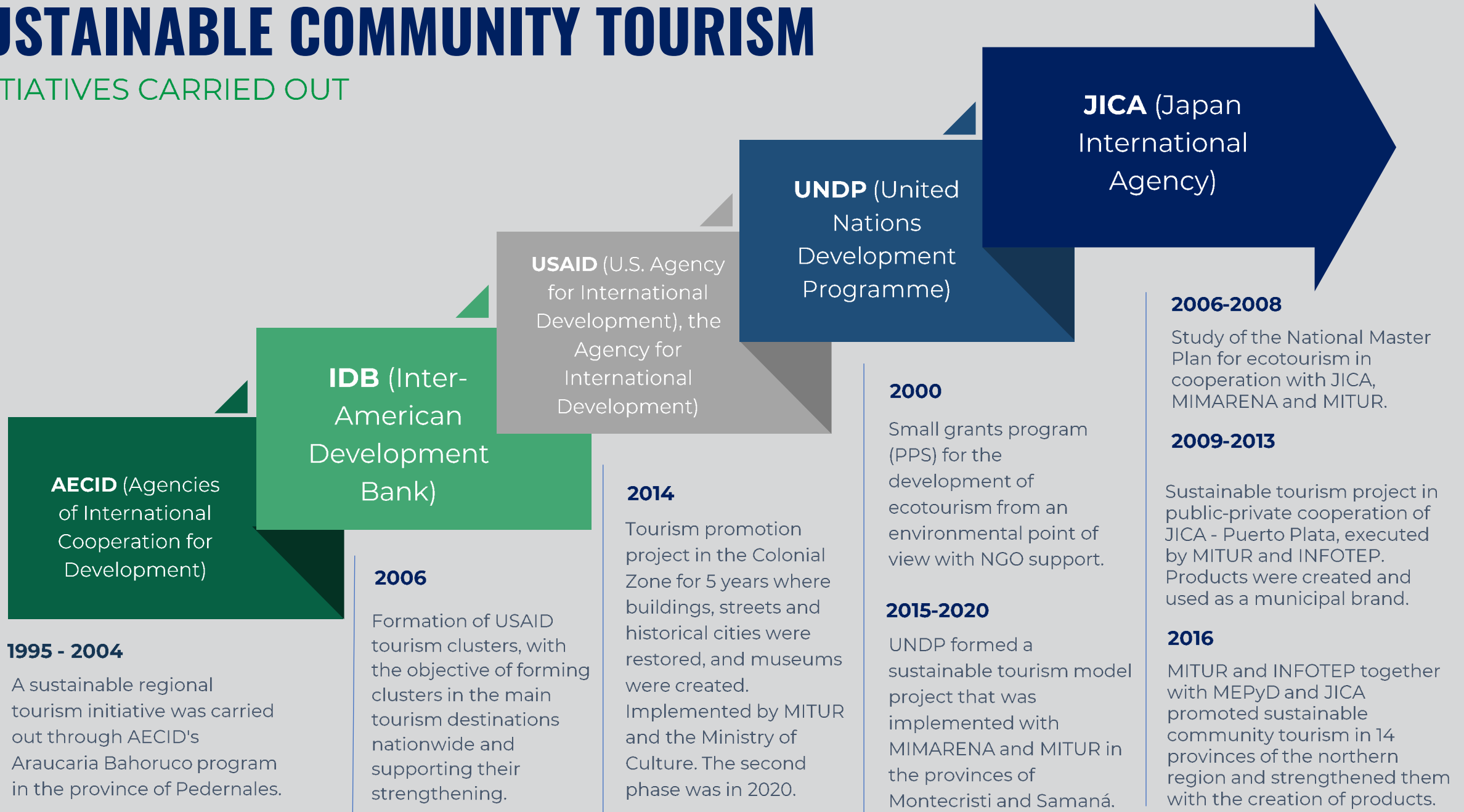
# STRATEGIC FRAMEWORK | TOURISM DEVELOPMENT

DOMINICAN REPUBLIC



# SUSTAINABLE COMMUNITY TOURISM

## INITIATIVES CARRIED OUT



# SUSTAINABLE COMMUNITY TOURISM (SCT)

Initiatives - Sustainable Tourism

## What is it?

"Project for the Strengthening of the Community Based Sustainable Tourism Development Mechanism in the Northern Region".

Under the SCT concept:  
"Sustainable Community Tourism"

Dominican Government  
&  
Japan International  
Cooperation Agency



They created  
an agreement  
in 2016

## What has been the impact?



**81.5%**

Merchants in the sector have  
increased their sales.



**95.4%**

Workers increased their  
pride in the region



**95.4%**

Increased their local  
participation

## Results

### Community business

**31** Local tourism businesses  
**101** New products  
**1,800** Direct beneficiaries

### Marcas Territoriales

**14** Territorial Marks  
**7** Thematic routes  
**21** Model Tours

### Promotions with TIC

**62** Google Maps Points  
**84** TripAdvisor points  
**10** SCT Influencers.

### Human Resources

**3** SCT-INFOTEP Programs  
**3,204** Trained SCT  
**3,255** Sensitized SCT

### Supporting governance

**200** Materials - SCT  
**5** SCT Manuals  
**18** Practical Guides - SCT

### Resiliencia del Turismo

**52** Community Groups  
Supported  
Recovery plan - UNWTO  
**Resilience Guide - 4 R's**



# SUSTAINABLE TOURISM DEVELOPMENT

Northern Region - Dominican Republic

## Planned Activities

### Training

**Ecotourism**  
Infrastructure  
**Courses** -  
INFOTEP

Training of **local stakeholders** in sustainability. (PNUD – SCT)

### Infrastructure and Improvement

Government request for **improved access** roads and signs.

**New tourism products** (natural and cultural)

### Promotion

Cibao **promotion events** (Fairs and campaigns)

Promotion in **Ports and Airports** of Cibao.

### Public-Private Partnerships

Territorial **development strategies** together with SMEs.

Creation of **parking lots**, management of **museums** together with the city council.

### Tourism Development

Financing for **Ecolodge** and **Glamping** projects.

**Tourist Information Centers** managed by the clusters.



March 2023

**Seminar : Sustainable Community Tourism**  
Moca, Espaillat.

## Which clusters are they part of?

Espaillat

Santiago

Valverde

Dajabón

Montecristi

Bonao

María Trinidad Sánchez

Puerto Plata

Constanza

Jarabacoa

Samaná

Maimón

Hnas. Mirabal

# SUSTAINABLE COMMUNITY TOURISM (SCT)

## BENEFITS TO THE COMMUNITIES



*Increased revenues*



*Establishment of central and local support system*

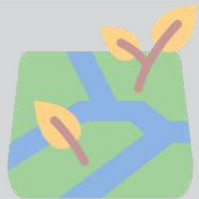


*Employment creation*

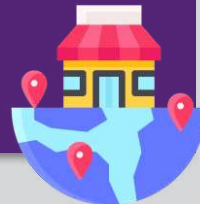


*Dissemination of regional tourism management models more autonomous*

*Formalizing cases leading to regional empowerment*



*Territorial marks are spread throughout the national territory*





# SUSTAINABILITY INITIATIVES

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*IN HOTELS*

# Bahía Príncipe Hotels & Resorts

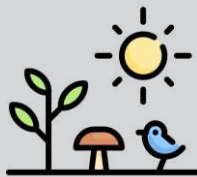
Iniciativas – Turismo Sostenible

## Sustainability policy

Approved in 2016, it establishes the commitments that Bahía Príncipe assumes in terms of sustainability. It comprises the following axes:



**Resource management:** energy, water and waste and waste management.



**Conservation of biodiversity**



€ 7,569,135

Environmental Investment  
2020

## Strategic alliances

Cooperation with the Ministry of the Environment for the promotion of sustainable tourism.

## Environmental Indicators

As a basis for sustainability projects, the Bahia Principe Group uses and periodically monitors the following environmental indicators:



(%)  
Contracted green energy



Consumption/Stance



Water consumption



Environmental investment



Recovered recyclable waste



CO2 emissions



Sustainable mobility

# Bahía Príncipe Hotels & Resorts

Initiatives - Sustainable Tourism

## How do they do it?

### Energy

They use:

Photovoltaic Energy



With guarantee of origin

80%

Renewable Energy

-30%

Energy Consumption



### CO<sup>2</sup>



Contracting energy with **guaranteed renewable origin** in hotels.

A **reduction** of

**-13.0%**

In **CO<sub>2</sub> emissions** per stay

### Mobility

The **90%**

of the vehicles used to transport hotel guests are **electric**.



Creation of the company

**EMOS**

100%electric mobility for the tourism sector.

### Waste

It implements a:

**Selective waste management system.**

What is it?

Users directly separate waste into:

Recyclables

Dangerous

Organics

Valuable



**13,600 t**  
Recovered waste

### Biodiversity

Landscaping and **biodiversity consulting** project with the **IDB**.



Restoration **600 mts** of dune | Mexico



**3,000**

Native trees

Planted

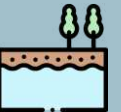


### Water



Smart consumption meters.

Analysis of the state of the **aquifers**.



Treatment plants in the hotel.

**-31.9%**  
In **water consumption** 2020-2021

# Bahía Príncipe Hotels & Resorts

Initiatives - Sustainable Tourism

## In Dominican Republic

### BAHIA PRÍNCIPE - ECO-BAHÍA FOUNDATION



Restoration of the **whale**  
lookout point - Punta Balandra



Delivery of **waste**  
separation containers



Inauguration of  
**composting centers.**

### BAHÍA PRÍNCIPE – GERMAN AGENCY "GIZ".

*Biodiverse, clean and sustainable Samaná*

*Environmental education*

*Waste management.*

*Restoration*

### BAHÍA PRÍNCIPE – BOTANICAL GARDEN

Creation of a catalog of  
endemic flora.



Construction of an  
endemic plant nursery.

Inventory of tree  
species of interest.



### BAHÍA PRÍNCIPE – (CEBSE)

Promotion of Samaná  
as a tourist destination.



Incentive for tourists  
staying at the hotel to visit  
the whale museum.

### BEACHES | COASTAL RESTORATION

Coastal Restoration -  
La Romana Beach



Geo environmental studies  
- Bávaro Beaches

Coastal Restoration -  
Cayo Levantado



# Iberostar Group

## Initiatives - Sustainable Tourism

### Who are they?

It is a family hotel group that consists of 16 hotels of which the Dominican Republic consists of 7 of them. In 2017 they launched the "Wave of change" campaign that deals with the protection of the oceans and also encourages the sustainable tourism model, to promote the responsible consumption of fish and seafood.

The "Wave of changes" campaign has **5 long-term** global **commitments**.



*All your hotels will be **single-use plastic-free** by 2020, **waste-free** by 2025 and **carbon neutral** by 2030.*



*Fish and seafood consumption in its hotels will be **100% responsibly sourced** by 2025.*



*Investing in the health of the **ecosystems** around your hotels with a commitment to improvement by 2030*

*That **90%** of its customers staying at its hotels will be aware of this initiative by 2023 and that this will be a factor in **60%** choosing it as their vacation destination by 2025.*

*Twice as many of the hotels in Iberostar's portfolio will have adopted Iberostar's own responsible **tourism certification** or verified partners by 2030..*

# Iberostar Group

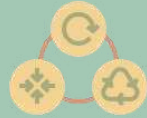
Initiatives - Sustainable Tourism

## Pilot project 2

**Weekly** recurrence, in which two local communities, the El Chocal cooperative and the Association of Artisans of Petrified Wood, **visit the hotel** and carry out a community tourism experience with the guests.



## Environmental programs in the Dominican Republic



The "3Rs" Reduce-Reuse-Recycle



They have **eliminated** the use of **single-use plastic**, saving **607 tons** of plastic waste.

They have **reduced their electricity consumption and** have the DR the second most energy-saving opted for cleaner options, making Latin American country.





# Iberostar Group

Initiatives - Sustainable Tourism



## Environmental programs in the Dominican Republic



### Reef protection and recovery

Investing in the **health of the ecosystem** around its hotels (these projects are being implemented in Bávaro-Punta Cana where there are two test coral nurseries and in La Altagracia-Bayahibe).



### Mangrove protection and recovery



The **mangrove project** has been in the DR for more than two years and people claim that it has improved the environment of the area due to **the planting and protection of the mangroves**.

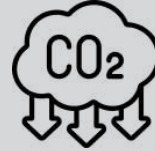
The third mangrove forest was **planted** in Puerto Plata, which is key to the improvement of the coast.

# Iberostar Group

Initiatives - Sustainable Tourism



**35,632.53**  
CO2 emissions  
(2022)



*Reduced their CO2  
consumption to **0.59%**  
by **2022**.*

## BLUE CARBON

**Blue carbon** is a term that refers to the carbon obtained through the oceanic and coastal ecosystem.



*Iberostar planted mangrove forests to capture and store blue carbon.*



*They have planted the mangrove forest located in **Bávaro** strategically near the water treatment outlet, so that the red mangrove separates the nutrients from the pollutants.*

*Under investigation to determine its efficacy*



# SUSTAINABILITY INITIATIVES

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*SARGASSUM*

# "Challenges and Opportunities of Sargassum Management for tourism in the Dominican Republic".

On April 25, 2023, with the presence of the Minister of Tourism and President Luis Abinader, the **international seminar** on challenges and opportunities of **sargassum management** was held with the objective of leading to the implementation of **best practices** and **public policies** in sustainable coastal management.

The seminar featured **5 panels** of experts:

**Panel I:** Regional perspective. Sargassum management challenges.

**Panel II:** Sargassum in the Dominican context.

**Panel III:** Impact of sargassum management on tourism.

**Panel IV:** Possible solutions for sargassum management.

The massive **accumulation** of sargassum on the coasts is capable of producing imminent **health risks**, causing the death of marine fauna and turning into gases that are harmful to human health, once the leaves have begun their decomposition process and have had constant exposure to the sun.



# "Challenges and Opportunities of Sargassum Management for tourism in the Dominican Republic".

## Overview

**13 MM**

Tons of sargassum  
April 2023



### At what time?

It can occur at any time of the year, but for the DR it arrives in greatest quantities between **May and August**.



### Where?

It affects the coasts of our country, mainly those of the **Eastern Zone**.

## Impact



It reduces **tourist arrivals**.



Risk for **sun and beach tourism**.



Limits **infrastructure investment**



Affects **coastal commercial activities**.

## Opportunities

### Academy initiatives:

Sargassum – **Wastewater treatment**



Instituto Tecnológico de Santo Domingo

Sargassum - **Supplement for Cattle**



Universidad Nacional Pedro Henríquez Ureña

### Private Sector:

#### SOS Carbon:

**Litoral Collection Module (LCM)**

Collection mechanism of sargassum algae using boats.

#### AlgeaNova:

**Floating retaining barriers**

Collection of sargassum by means of barriers and harvesting barges, which is then used as organic fertilizer.



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# SUSTAINABILITY INITIATIVES

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*Tourism Sector | Dominican Republic*

*June 2023*