Grenada Tourism Cluster — Compete Caribbean-Funded Destination Rebranding (2013–2015)

City Innovation Library · Good practice · Grenada

Quality score: 57/100

Evidence strength: Moderate

Summary

A Compete Caribbean-funded rebranding and marketing campaign helped Grenada's tourism cluster lift stayover arrivals by roughly 30% from 2013 to 2015 (about 88,000 to 136,000), though independent evaluators note a new Sandals resort opening the same period also drove demand.

Key dimensions

Dimension	Score
Evidence of impact / measured results	2/3
Transferability / demonstrated replication	2/3
Scalability	2/3
Sustainability / continuity	2/3
Innovation	1/3
Inclusiveness / equity	1/3
Multi-stakeholder collaboration	2/3

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-09-05

Grenada Tourism Authority & Grenada Hotel and Tourism Association, with Compete Caribbean Partnership Facility (IDB) — accessed 2026-09-05

Caribbean Journal: Grenada Reports 18.4 Percent Increase in Tourist Arrivals — accessed 2026-09-05

Compete Caribbean Final Evaluation Report (Technopolis Group, 2016), p.64 — accessed 2026-09-05

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