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National Ordinance stipulating  
the Budget of Country Sint Maarten  
for the service year 2025  
(National Ordinance Budget 2025)  
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STATEN VAN SINT MAARTEN			
Ingek. 16 JAN 2025			
Volgnr. 15/478/24-25			
Par.	8	W	GR

**AMENDMENT BY THE MEMBER LABEGA**

Received January 14, 2025

The undersigned proposes the following amendment:

The National Ordinance stipulating the Budget of Country Sint Maarten for the service year 2025 (National Ordinance Budget 2025) is amended as follows:

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In Appendix 1, the Ordinary service expenditure of the Ministry of Tourism, Economic Affairs, Transport and Telecommunications is amended as follows:

1. Under budget post 8240/80004 Latin American Market budget –"225,000" is to be replaced with: 150,000.
2. Under budget post 8240/80040 Festivals – "496,200" is to be replaced with: 421,200.
3. Under budget post 8240/80024 Product development – "100,000" is to be replaced with: 250,000.

**Explanatory Note:**

The submitter of this amendment believes that the Caribbean is seeing a shift in the preferences of modern travelers, with a growing demand for experience-based activities. The submitter also believes that Sint Maarten must adapt its strategic marketing to align with this trend. The Tourism Bureau needs to use our local athletes, media personalities, musical artists and other creatives to promote the island through their perspectives as local ambassadors. By doing this we can highlight the achievements of our people in a positive light while offering visitors an authentic cultural experience, guided by the insights

achievements of our people in a positive light while offering visitors an authentic cultural experience, guided by the insights of our local ambassadors, and showcase the island's true essence to the world while stimulating our Orange Economy.

The Tourism Bureau's marketing budget is Nafl. 4,224,767 with Nafl. 100,000 allocated for Product development. Increasing this amount by an additional Nafl. 150,000., bringing the total to Nafl. 250,000 will allow the Tourism Bureau to effectively market our local ambassadors through strategic marketing campaigns. Given the decline in marketing activities within the Latin American market as alluded to by the Minister of Tourism, Economic Affairs, Transportation and Telecommunication during the answering of questions posed during the first round of Public meeting no.9 handling the draft Budget 2025. The Minister also stated the marketing focus will be towards the American, Canadian, and European market. The submitter proposes a reduction of Nafl. 75,000 from the allocated budget for the Latin American market.

Additionally, the submitter proposes a further reduction of Nafl. 75,000 from the Festival's budget. This budget is not always exhausted and reallocating funds to product development will also promote the island through local ambassadors.

Therefore, the submitter proposes the adoption of this amendment by Parliament to reallocate the amount of Naf. 150,000 within the Tourism Bureau's marketing budget towards Product development. This ensures the Tourism bureau will have the necessary resources to adequately use local ambassadors to market Sint Maarten.

The Submitter/The Member

Dimar C. Labega

