

# Listen NAVILUTION BYOD+

## The Smart Solution for Multi-language Audio Tours

DESTINATION MARKETING SOLUTION

Renowned for its gorgeous scenery, pristine aqua waters, picturesque gardens and lively people, the island destination of St. Kitts is home to some of the best beaches in the world, authentic Caribbean food and beautiful 5-star hotels.



### PROBLEM

St. Kitts is an idyllic island, perfect for sun-seeking tourists—but destination marketing groups, local officials and tour operators were missing out on the full tourism opportunity. Major cruise lines, carrying thousands of passengers per ship in the Caribbean each year, were passing by St. Kitts as a port of call, a loss of hundreds of thousands of tourists per year.



### LOCAL ACTION

Local officials and destination marketing organizations, including tour operators, ministry of tourism, ministry of infrastructure, port authority, and ship's agents formed a delegation to talk to European cruise operators. The cruise lines were blunt about their needs: theirs is a global business with passengers who speak a multitude of languages. They were discouraged by local tours using clunky audio systems in one language or interpreters with limited language skills.



### SOLUTION

The delegation knew they had to step up to the challenge and accommodate the needs of cruise lines. The port authority committed to a \$48 million project to build new berths and expand facilities in their ports.

Tour operators installed an advanced audio tour system from Listen Technologies with capacity for multi-language tours, each tailored to the vehicle in use and the sights along the tour. "Now the experience is seamless," says Hites, who had worked with Listen Technologies before for his railway tour in Alaska. "Whether you're listening in German, Spanish, French or Mandarin, the experience is the same. And the sound quality is incredible." No more clunky systems, no more awkward translating, and no-one left out.

## St. Kitts Tourism

***"I cannot speak highly enough of the Navilution multilingual commentary system. It is a great success in Alaska. I knew it would work in St. Kitts as well, and our business would grow."***

**STEVE HITES, OWNER/OPERATOR OF ST. KITTS SCENIC RAILWAY**



Find out how Listen Navilution can increase visitors to your destination:  
[www.listentech.com](http://www.listentech.com) [sales@listentech.com](mailto:sales@listentech.com)

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TECHNOLOGIES



## RESULT

Ports of call by major cruise lines and total visitors to the island have increased by over 20%. St. Kitts is now expecting 1.1 to 1.6 passengers per year in 2021 and 2022.

Tour operators have seen increases in ticket sales up to 300 percent. Within three months of the launch of the Navilution system by Listen Technologies, the Scenic Railway has purchased new engines and built additional train cars to support demand.

Visitors love the experience, posting 5-star reviews to tell the story of St. Kitts as a not-to-be-missed experience.



“The seamless narrative of the island’s history and culture delivered through the Navilution system helps foreign-language guests create more memories and emotional connections to the island. That’s a good thing for the people of St. Kitts and it’s generating great reviews online for our tours.”

**BRYAN MONKHUSE**  
**BLUE WATER SAFARI**



## Listen **NAVILUTION BYOD+**

With the Navilution wireless commentary solution, visitors to St. Kitts enjoy a seamless, engaging experience with a multi-language, advanced audio tour system from Listen Technologies. Creative storytelling adds to the experience, providing tours that surprise and delight, and make people want to experience more.



Find out how Listen Navilution can increase visitors to your destination:  
[www.listentech.com](http://www.listentech.com) [sales@listentech.com](mailto:sales@listentech.com)

