Critical to the success of this project was OBMI and T&L Europraxis’ deep understanding of creating destinations, the tourism industry and how essential sustainability matters are for the island of St. Lucia. Led by OBMI, the team developed a tourism benchmarking and competitive assessment for the island-nation alongside the World Bank. Contributing significantly to the evaluation of the infrastructure, resource management, sustainability, and transportation was with the assessment of the tourism stock. A benchmarking analysis was performed comparing St. Lucia to five competitive island destinations in order to design a three-pillar strategy based upon economic viability, social equity and environmental preservation of the island tourism. Action plans and flagship tourism projects were identified along with investment, branding, positioning and human resource strategies to grow a more sustainable tourism sector and increase the island’s global tourism competitiveness.