



# DIRECTOR GENERAL

## MINISTRY OF TOURISM

# LATIA DUNCOMBE

Latia Duncombe is the Director General of The Bahamas Ministry of Tourism. In the fall of 2021, Mrs. Duncombe joined the Ministry as Deputy Director General, and since January 2022, she has been at its helm, providing strategic leadership and direction. She is the seventh Director General and the third woman appointed as the Technical Head.

Duncombe has over thirty years of leadership experience across banking and finance, wholesale and retail, beverage distribution, and energy sector where she served as a Senior Executive and Head of Sales & Marketing for The Bahamas and the Turks & Caicos Islands. This diverse professional background has shaped a disciplined and results-oriented approach to her work in public service.

As Technical Head, Duncombe leads all technical functions of the Ministry, including global sales and marketing, communications, and partnerships with airlines, cruise lines, and tour operators, while guiding the development of innovative tourism products. Under her leadership, The Bahamas has delivered three consecutive years of record-breaking tourism performance, culminating in 12.5 million visitors in 2025. Her tenure has been defined by a strategic focus on digital innovation, the advancement and promotion of the 16 islands of The Bahamas, highlighting the diversity of experiences across the destination, the expansion of niche markets such as SMERF (Social, Military, Educational, Religious, and Fraternal), and a strengthened commitment to sustainable tourism practices. She has also strengthened the Ministry's global footprint and international representation, expanding presence in key markets, including Los Angeles, to enhance access and drive sustained stopover demand.

Duncombe represents The Bahamas on both regional and global platforms, contributing to tourism policy and strategy development. She serves on several local boards in addition to the Board of Directors of the Caribbean Tourism Organization and engages with leading international bodies, including the World Travel & Tourism Council and the United Nations World Tourism Organization.

Among her honours, Duncombe received the CMEx Leadership Award in 2024 and was awarded the PATWA Gold Award for Excellence in Destination Management (Caribbean) in March 2026. She has been recognised by TravelPulse as one of the Most Influential Women in Travel 2026, featured in the Top Women in Travel & Hospitality 2026, by Women Leading Travel, and named among Forbes' "10 Visionary Hospitality Leaders".

A proud Bahamian from Abaco, Duncombe holds an MBA with Merit from the University of Liverpool and an Associate of Arts in Accounting with Distinction from the Bahamas Baptist Community College. She is a devoted wife and mother and remains committed to advancing the sustained growth, resilience, and global competitiveness of The Bahamas' tourism sector.

