

DIRECTOR GENERAL - MINISTRY OF TOURISM

JACKSON ALEXANDER WEECH

Jackson Alexander Weech is the Director General of The Bahamas Ministry of Tourism, effective October 1, 2026. A veteran Bahamian hospitality executive, Mr. Weech brings more than 35 years of leadership experience across The Bahamas, the wider Caribbean and the United Kingdom. His career has taken him through virtually every dimension of the tourism business—from hotel operations and workforce development to financial management, sales and marketing, labour relations, industry advocacy and national tourism strategy.

Weech's leadership is distinguished by the breadth of his experience within the tourism ecosystem and his ability to connect the operational realities of the industry with its broader economic and strategic priorities. Having led major resort operations, represented the interests of the country's tourism industry and worked directly with government and international partners, he brings to the Ministry a perspective shaped by both the day-to-day delivery of the visitor experience and the long-term competitiveness of the destination.

Prior to joining the Ministry, Weech served as Vice President and General Manager of The Royal Towers at Atlantis Paradise Island, where he provided executive oversight of hotel operations, financial performance, guest experience, capital planning and senior leadership development. He previously served as Vice President of Hotel Operations at Atlantis, helping to guide operations across one of the Caribbean's largest integrated resort destinations.

His career across the Caribbean has included senior leadership positions with Sandals and SuperClubs. As General Manager of SuperClubs Breezes Bahamas, a position he held for 15 years, Weech led one of the country's leading all-inclusive resorts while also working across properties in Jamaica.

Weech has also been a prominent voice for the Bahamian tourism industry beyond the hotel sector. He served as Senior Vice President of the Bahamas Hotel and Tourism Association (BHTA) from 2021 to 2024 before being elected President in December 2024. As the association's principal spokesperson and strategic leader, he worked with government, tourism stakeholders and international industry partners on issues central to the sector's growth and resilience, including airlift development, workforce development, infrastructure, product improvement and destination competitiveness.

This combination of operational leadership and industry-wide engagement now informs his role as Director General. At the Ministry, Weech provides technical leadership as The Bahamas builds on strong tourism performance and continued growth in stopover arrivals. His priorities include strengthening the tourism sector's capacity for sustained growth, supporting the continued development of the destination and ensuring that the economic opportunities generated by tourism reach Bahamians across the country.

A career spent inside the tourism industry has given Weech a particularly broad understanding of what drives the success of a destination: the quality of its people and product, the strength of its businesses and infrastructure, the connectivity that brings visitors to its shores, and the partnerships that allow the industry to evolve. As Director General, he brings that industry-grounded perspective to the national tourism agenda.

Weech holds a Higher National Diploma in Hotel Management from Shannon College of Hotel Management in Ireland and a Diploma in Hotel Management from the Bahamas Hotel Training College. He also completed the Executive Development Program at Cornell University.