



DISCOVER DOMINICA AUTHORITY

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FOR IMMEDIATE RELEASE

ROUND UP OF DDA’S ACTIVITIES UNDERTAKEN DURING THE MONTH OF NOVEMBER

Roseau, Dominica – (December 3, 2019) - As a member of the Caribbean Tourism Organization (CTO), Dominica joined the rest of the Caribbean in celebrating Caribbean Tourism Month, during the month of November 2019. With this year being the year of festivals, the month was celebrated under the theme ‘Building One Caribbean legacy through festivals. Throughout the month, radio quizzes were held focusing on general tourism and festivals.

Whilst celebrating the month, Discover Dominica Authority (DDA) undertook several tourism related activities in keeping with its mandate to increase visitor arrivals and expenditure. Below are a few snippets of the major activities for Caribbean Tourism Month in November.

Dominica wins Awards and Accolades

There is a lot to celebrate! Dominica not only dominated the World Travel Market awards where it placed first in both the Best National Newspaper and combined Best Online & Blog awards and third in the Best Broadcast award. The destination also won the Global Resilience in Business award at the 4th annual Global Resilience Summit, and The Brighter Group, a Finn Partners Company, the UK marketing agency for the Discover Dominica Authority scooped the top award – Best Marketing Agency at the International Travel and Tourism Awards. Dominica was also selected as one of Travel Lemming's Top Emerging Travel Destinations for 2020.

2019 World Travel Market

Colin Piper, CEO, Discover Dominica Authority held over 42 meetings with UK tour operators, travel agents, and influencers who were all interested in hearing more about the island and her

recent influx of visitors throughout 2019. Several media interviews were also held and the Director of Tourism also joined a panel session about 'Courting Hollywood' to attract production companies to invest in Dominica and film on the island.

Karibik Trophy

Dominica welcomed 12 yachts carrying 70 sailors for the 29th Karibik Trophy (Fun-Regatta) from November 18 - 21. The Karibik Trophy has long since become a household name amongst sailors.



For almost three decades, this event has been held in various regions of the Caribbean. The enthusiasm for it is still unbroken and this is evident by the number of sailors who continue to participate, repeatedly.

Sailors join the Karina Cultural

and were treated to a welcome party, with entertainment provided by the Karina Cultural Group and a local band. They also participated in several land and marine activities, and patronized restaurants and bars in the Portsmouth and Roseau/ Newtown areas.

Dominica Kempinski Mega FAM 2019



Presentation to VIP Travel Professionals at Cabrits Kempinski Resort

Discover Dominica Authority in collaboration with Cabrits Resort & Spa Kempinski Dominica recently welcomed forty-five (45) VIP Travel Trade Professionals to the island from Europe and North America, from November 12 - 16. The group comprised of travel agents, tour operators, product managers, regional airline partners and media, who came to Dominica to gain greater insight into the unique attributes of the

destination. The Dominica experience started with a panel discussion with invited executives from airline partners before heading to explore Dominica's many natural wonders and attractions. Visits were made to the Freshwater Lake, Titou Gorge, Trafalgar Falls, Red Rock and

Turtle Point and Toucari Bay beaches. The group was also treated to a taste of Dominica's traditional culture, talent and entertainment coupled with island cuisine. From all feedback everyone had a great and memorable time during their 4 nights/5 days stay coupled with on-island mouthwatering food experiences.

Discover Dominica Authority launched Jungle Bay Resort Video

Discover Dominica Authority launched a video on the contribution that Jungle Bay Resort has made to the local community of Soufriere. The launch of the video coincided with the region's celebration of Caribbean Tourism Month last November, an activity spearheaded by the Caribbean Tourism Organization. The video portrays the impact that working at Jungle Bay



Jungle Bay Resort

Resort has had on villagers from the neighbouring communities of Soufriere, Gallion and Scotts Head. Jungle Bay Resort and Spa relocated to Morne Acouma in Soufriere after the original

property at Pointe Mulatre in Delices was destroyed during Tropical Storm Erika in 2015. The newly constructed Jungle Bay Resort opened its doors to visitors on June 30, 2019 and offers 24 villas comprising 30 rooms. Once completed, the resort will be expanded to offer a total of 85 rooms to clients. The video can be accessed at

<https://drive.google.com/open?id=19oxKuzhwC5nsP8ZZoAf6N-xiNXrniJii>.

Blue Element Free Diving Competition

The third edition of the Blue Element freediving competition was held in Dominica from November 20-27, 2019. The freediving depth competition was held in the warm waters of Soufriere Bay, which offers some of the best freediving conditions on Earth! No Waves, No Current and No Depth Limit!



Three Dominicans, Vivian Titre, Simon Walsh and Noah Magloire competed in the event.

For more information on *Dominica*, contact *Discover Dominica Authority* at 767 448 2045. Or, visit *Dominica's* official website: www.DiscoverDominica.com, see *Dominica's* updates on the tourism sector post Hurricane Maria: www.dominicaupdate.com, follow *Dominica* on [Twitter](#) and [Facebook](#) and take a look at our videos on [YouTube](#).

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About Dominica: *Dominica* (*pronounced Dom-in-EEK-a, and not to be confused with the Dominican Republic*) is a haven for adventure travelers seeking a unique vacation that includes: hiking and adventure, cultural events/festivals, diving and water sports, whale/dolphin watching and canyoning adventures. *Dominica* lies south of Guadeloupe and north of Martinique in the Eastern Caribbean. Air travelers can connect to *Dominica* on Air Antilles, Air Sunshine, Coastal Air Transport, LIAT, Seaborne Airlines, or WINAIR from the surrounding hubs of Antigua, Barbados, Guadeloupe, Puerto Rico, St. Maarten, and the U.S. Virgin Islands. If travelling by sea, travelers can connect to *Dominica* on L'Express Des Iles ferry service from Guadeloupe, Martinique, and St. Lucia and on Valferry from Guadeloupe and Martinique.