

**FOR IMMEDIATE RELEASE**

**Roseau, Dominica – (October 19, 2015)**

**Discover Dominica Authority Weekly Tourism News Update**

**\*\*\* DDA hosts US writer from Uncommon Caribbean \*\*\***



Discover Dominica Authority recently hosted Steve Bennett, the Editorial Director/Co-Founder of Uncommon Caribbean from the USA on a press trip to Dominica. The objective of the press trip was to further assist with increasing destination awareness and to get the word out to travelers that Dominica is open for tourism business post tropical storm Erika. He was specially targeted because of his high volume and traffic to his website, in addition to his past inspiring and award winning articles on Dominica. Using fresh content received during his stay on island from October 14 -18, 2015, Dominica will receive two to three social media posts daily with his social media takeover on Uncommon's Facebook and Twitter, as well as published stories on his website. His story on Dominica will focus

*Jacko Falls Post TS Erika* | Credit: DDA Image Library on Tropical Storm Erika recovery.

His coverage on Dominica can be followed via the following:

Web: [www.UncommonCaribbean.com](http://www.UncommonCaribbean.com)

Facebook: [www.facebook.com/UncommonCaribbean](http://www.facebook.com/UncommonCaribbean)

Twitter: [www.twitter.com/UncommonCarib](http://www.twitter.com/UncommonCarib)

<http://www.uncommoncaribbean.com/dominica/>

This is all part of DDA's aggressive campaign to inform potential visitors in key source markets that Dominica is very much open for business.

**\*\*\* Past press trips continue to help spread awareness about Dominica post TS Erika \*\*\***



*Dominica's traditional wear at the Botanical Gardens | Credit: LargeUp.com*

Some of Discover Dominica Authority's past hosted press trips continue to show support by posting positive images and articles of Dominica to help spread positive awareness.

Jesse Serwer and Martei Korley from LargeUP were hosted on a press trip in 2012 during World Creole Music Festival. The pair has posted a remembrance tribute to Dominica

using photos from their earlier trip. In an effort to encourage people to donate to Dominica's relief funds and raise awareness of the situation, they have shared these stories and photos of Dominica:

[www.largeup.com/2015/09/04/beautiful-dominica/](http://www.largeup.com/2015/09/04/beautiful-dominica/)  
[www.largeup.com/2015/09/30/beautiful-dominica-roseau-walls/](http://www.largeup.com/2015/09/30/beautiful-dominica-roseau-walls/)

In addition, Scott Bennett, a German/ English journalist who was hosted earlier this year, has also been playing his part. He edits the travel news section for X-Ray Magazine and has updated Dominica news with new flight schedules to Dominica. The article "Airlines Resume Dominica Flights" can be found using this link: [www.xray-mag.com/content/airlines-resume-dominica-flights](http://www.xray-mag.com/content/airlines-resume-dominica-flights).

**\*\*\* Dominica is represented at the FCCA Conference and Tradeshow 2015 in Cozumel Mexico**

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*Hon. Senator Robert Tonge at FCCA Tradeshow | Credit: DDA*

The 22<sup>nd</sup> FCCA Conference and Trade show was held in Cozumel, Mexico from October 5 – 9, 2015. The Dominican delegation was led by the Minister of Tourism & Urban Renewal, the Hon. Robert Tonge. The opening ceremony was held on Monday, October 5<sup>th</sup>, where the Honorable Minister was called to the stage to accept cheques and plaques for this year's senior winner of the FCCA Essay Contest, Montell Phillip from the Castle Bruce Secondary School.

The conference offered ample opportunities to meet with, learn from and pitch products to over 100 FCCA Member line executives during the numerous one-on-one meetings. Attendees

were allotted meetings with their selected cruise executives from the lines' various departments. Meetings were held with Holland America Line, Carnival Cruise Lines, Norwegian Cruise Lines, Royal Caribbean Cruise Lines, MSC Cruise, Disney and Princess. Each meeting allowed 15 minutes for attendees to privately discuss with and receive personalized input from a cruise executive. Discussions ranged from selling a product or shore excursion onboard, increasing cruise ship calls, tailor-making an excursion/product and developing infrastructure that the cruise lines and destinations need.



*Hon. Senator Robert Tonge at FCCA Tradeshaw | Credit: Seatrade Cruise*

The FCCA's unique tradeshow provided the opportunity to showcase Dominica's cruise offerings and satisfy inquiring minds that Dominica is still open for cruise business. The traffic to the booth was overwhelming as cruise executives and other conference attendees offered empathy with regards to damages sustained by Tropical Storm Erika. Persons visiting the booth inquired about the island's natural attractions, tours, cultural events, festivals and location. Cruise executives, tour operators and tourism students formed the majority of people frequenting the booth.

Exhibitors included other Caribbean islands such as Barbados, St. Lucia, Grenada, Martinique, St. Maarten and Antigua.

Dominica secured a location between Grenada and Guadeloupe. The booth was beautifully decorated through the use of DDA's retractable banners. Giveaway items with DDA branding were also exhibited. Cruise executives, tour operators, travel agents and the island locals visited the DDA booth.

### **\*\*\* FWI Marketing Efforts Bear Fruit, Visitor Statistics Show \*\*\***



*DDA Hosted Mall Exhibition in the FWI | Credit: DDA*

During July 2015, 9,248 stay over arrivals were recorded, a 0.5% growth over July 2014 and 66.2% increase from June when we had 5,563 arrivals. Visitors from Guadeloupe at 2,183, the United States at 1,703, Martinique at 932, and the United Kingdom at 713 dominated arrivals during the month. While the summer months generally represent a period when Dominicans abroad visit the island, marketing efforts in the French West Indies through a series of mall exhibitions with local hoteliers and sales



calls earlier in the year, have borne fruit as there was an increase in visitors. This indicated that those visitors stayed at paid accommodations during the month. Hotel occupancy stood at 55.6%, according to reports.

### **\*\*\* 2016 Tourism for Tomorrow Awards Open \*\*\***



*Wind Turbine at Rosalie Bay Resort | Credit: RosalieBay.com*

Discover Dominica Authority joins the World Travel and Tourism Council and the Caribbean Tourism Organization in spreading the news that the 2016 Tourism for Tomorrow Awards is open. Award winners and finalists must exemplify how travel and tourism can create significant economic, social and cultural benefits on local people and places. Entries are welcome from all tourism businesses and suppliers.

Award categories include: Community, Destination, Environment, Innovation, and People. Given significant effort towards environmentally-friendly practices by some in the tourism sector in Dominica, DDA encourages appropriate entities that meet the criteria to apply online. All applications must be received by November 16, 2015.

For more information on the awards and application, please visit [www.wttc.org/tourism-for-tomorrow-awards](http://www.wttc.org/tourism-for-tomorrow-awards).

For more information on *Dominica*, contact *Discover Dominica Authority* at 767 448 2045. Or, visit *Dominica's* official website: [www.DiscoverDominica.com](http://www.DiscoverDominica.com), follow *Dominica* on [Twitter](#) and [Facebook](#) and take a look at our videos on [YouTube](#).

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