



DISCOVER DOMINICA AUTHORITY

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FOR IMMEDIATE RELEASE

Dominica Launches *In Our Nature* Campaign

Destination Offers COVID-Safe Experiences for Visitors

Roseau, Dominica – (April 26, 2021) In light of increasing consumer confidence and positive traveller intent, Dominica has launched “[*In Our Nature*](#),” an initiative signalling Dominica’s readiness to welcome global travellers.

The new global campaign, “[*In Our Nature*](#),” embodies the island’s rejuvenating and transformative natural experiences including geothermal rainforest spas, farm- and sea-to-table cuisine, and one-of-a-kind adventures on land and underwater. The country of Dominica, located in the Caribbean, is renowned for its natural beauty, friendly people, unique experiences and laid-back vibe.

“Through the [*In Our Nature*](#) campaign, we hope to increase awareness of the destination internationally, invite tourists to immerse themselves in our unique experiences, and inspire and stimulate travellers to visit Dominica,” says the Honorable Denise Charles, Dominica’s Minister for Tourism, International Transport and Maritime Initiatives.

Colin Piper, Director of Tourism, adds that the integrated marketing campaign is being carried out across multiple digital platforms and geo-targeted within source markets in North America and Europe. Visitors to the campaign website can get detailed information about the many bucket list opportunities available during their stay.

Dominica’s COVID cases have been low and well-controlled and at a minimum. Currently, 39% of the eligible population have received their first doses of the COVID-19 vaccine.

The country's successful [Safe in Nature](#) managed experience program safeguards travellers from high-risk destinations for the first 5-7 days of arrival and offers unique and certified land and water-based experiences. The Safe in Nature commitment includes certified accommodations, transport providers, attractions, spas, and restaurants. In addition, the island has been awarded the Safe Travels Stamp by the World Travel and Tourism Council which reassures that the destination's health and safety protocols meet globally accepted standards.

Dominica is also offering a unique extended stay visa [Work in Nature](#) program. Visitors who wish to stay longer than a typical vacation may be able to stay and work remotely on the island for up to 18 months.

Visit the website, [Dominica: The Caribbean's Best Kept Secret | Discover Dominica](#) and learn more of the many things you can do *In Our Nature*. The journey starts here, Dominica Awaits! Check into a one-of-a-kind holiday you will cherish for a lifetime. Book your Dominica adventure with your favorite travel advisor, directly or with an OTA.

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About Dominica: **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 LIAT, Air Antilles, interCaribbean Airways, Caribbean Airlines, Seaborne Airlines/Silver Airways (Code share: Delta, JetBlue, American), or WINAIR from the surrounding hubs of Antigua, Barbados, Guadeloupe, Puerto Rico, St. Maarten, St Lucia, the British Virgin Islands and the U.S. Virgin Islands. *Travel restrictions may apply due to the coronavirus pandemic. Please verify schedules with air and sea carriers. *