



## DISCOVER DOMINICA AUTHORITY

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**FOR IMMEDIATE RELEASE**

### **Tourism Awareness Month Activities Kick Off**

**Roseau, Dominica – (May 7, 2021)** May is Tourism Awareness Month. Tourism Awareness Month is observed annually in May to increase public awareness of the important contribution of the industry to Dominica’s economic growth. The month of activities is organized jointly by the Ministry of Tourism, International Transport and Maritime Initiatives, Discover Dominica Authority and the Dominica Hotel and Tourism Association. Tourism Awareness Month has been observed annually since 2007.

This year’s celebration will focus on five key objectives:

1. To create greater awareness of Dominica’s community-based tourism product offerings.
2. To increase awareness of the importance of tourism to Dominica’s economy through a dedicated public awareness campaign, with particular focus on the role of stakeholders in developing the industry.
3. To inform residents of Dominica of the work of key tourism organizations such as the DDA, DHTA and Ministry of Tourism.
4. To increase public awareness on the importance and benefits of the Nature Island Standards of Excellence certification programme.
5. To drive economic activity to tourism stakeholders through select activities organized for Tourism Awareness Month.

As customary, the full calendar of DOMFESTA events is included on our calendar of activities which include

- the Artistes of Tomorrow show on May 8,
- the Primary Schools Kweyol Spelling Bee on May 12,
- the Dominica Writer’s week from May 10 - 15, and
- the DOMFESTA Art Exhibition from May 19 – 26.

Several educational talk show programmes will be held on DBS's Talking Point show on

- May 7 – Resumption of cruise calls and importance of getting vaccinated
- May 14 – Hike Fest and DHTA membership benefits
- May 18 – Small Business assistance to tourism stakeholders
- May 27 – Staging of an event during the pandemic

The Dominica Hotel and Tourism Association has tweaked its offering of hikes for Hike Fest this year, another staple event on the Tourism Awareness Month calendar. The schedule of hikes are:

- May 8 - Community hikes
- May 15 – Victoria Falls
- May 22 - Night Hike to Cabrits National Park
- May 29 - Morne Diablotin challenge where teams of three will vie to conquer Dominica's tallest mountain in the fastest time.

We encourage those who are able, to register for at least one Hike Fest hike this year. For additional details on Hike Fest 2021, the DHTA can be contacted at 440 3430 or 275 7454.

Discover Dominica Authority has also partnered with the Dominica Solid Waste Management Corporation's anti-litter campaign and will be involved in its panel discussions planned for May 10 and May 31 as well as its school poster and slogan competition. Staycation packages, with specials on accommodation and tours for residents, will also be launched this May.

While the extent of the activities organised for Tourism Awareness Month this year will be in keeping with the health and safety protocols to curb the spread of COVID-19, we encourage everyone to participate in whatever way possible.

For more information on *Dominica*, contact *Discover Dominica Authority* at +1 767 448 2045. Or, visit *Dominica's* official website: [www.DiscoverDominica.com](http://www.DiscoverDominica.com), follow *Dominica* on [Twitter.](#), [Instagram](#) 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, interCaribbean Airways, LIAT, Caribbean Airlines, Silver Airways - (Code share: American Airlines, Delta, JetBlue), 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. If travelling by sea, travelers may connect to Dominica on L'Express des Iles ferry service from Guadeloupe, Martinique, and St. Lucia and on Val'Ferry from Guadeloupe and Martinique. \*Travel restrictions may apply due to the coronavirus pandemic. Please verify schedules with air and sea carriers.\*