

**FOR IMMEDIATE RELEASE**

## **Minister for Tourism offers hope at the start of Tourism Awareness Month**



*Hon. Denise Charles*

**Roseau, Dominica – (May 7, 2021)** In her address on national radio to commence Tourism Awareness Month, Dominica’s Minister for Tourism, International Transport and Maritime Initiatives, Hon. Denise Charles offered tourism service providers hope about the future of the industry. Since the onset of the coronavirus pandemic stayover visitor arrivals have plummeted by at least 94% between April 2020 and March 2021. Notwithstanding this plummeting of visitor arrivals and tourism revenue, Minister Charles was optimistic that the sector would rebound and urged stakeholders to “look forward to a brighter and better Dominica tourism industry.” Minister Charles informed the

nation that two cruise calls were confirmed for June 2021 and four for July 2021. She further stated that the Government would play an instrumental role in developing a new cruise village along the Dame Mary Eugenia Charles Boulevard, including uplifting the Old Market Square and enhancing the frequently visited cruise sites and attractions.

Honourable Charles reinforced that, “As we prepare to relaunch tourism, and set the foundation for the international airport, the Nature Island Standards of Excellence must be a critical aspect that we all commit to. Therefore, in accordance with our Tourism Regulations, all tourism service providers must be certified, having met key minimum industry standards.”

Additionally, the Government of Dominica will make \$27 million available to small tourism businesses through the AID Bank. This is in addition to the existing funding provided to stakeholders to ensure that a wide cross section of tourism stakeholders can benefit from this assistance.

Minister Charles further highlighted the need for stakeholders and residents to play their part in marketing the destination digitally by using the various social media platforms to promote the destination as an ideal place to visit.

Tourism Awareness Month has been celebrated annually for the past 14 years. Activities for Tourism awareness Month are jointly organized by the Ministry of Tourism, International Transport and Maritime Initiatives, Discover Dominica Authority and the Dominica Hotel and Tourism Association. An exciting Tourism Awareness Month this year will include radio talk show programmes, social media campaigns, DOMFESTA activities, DHTA's hike fest and public awareness campaign.

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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.\**