



DISCOVER DOMINICA AUTHORITY

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FOR IMMEDIATE RELEASE

Service Excellence WOW Edition Workshop

Roseau, Dominica – (September 22, 2021) Providing excellent service to cruise guests is more challenging and more important than ever. For those who are interacting with guests, the demands are greater, and the expectations are higher. Discover Dominica Authority (DDA) has partnered with Aquila Center for Cruise Excellence to host the *Service Excellence WOW Edition* workshop, which is designed to respond to the current situation and provide anyone who connects with guests with the skills and confidence they need to deliver excellent service while following the necessary protocols and procedures implemented by the cruise lines and the destination. Additionally, it covers who impacts the guest experience and how everyone's role in tourism is important. The half-day virtual workshop will be held on September 23, 2021 and will target park wardens, port security officers, tour operators, tourism information officers and staff at the various tourism sites.

The workshop will be facilitated by trainers from Aquila Center for Cruise Excellence, the exclusive training partner of the Florida-Caribbean Cruise Association. Aquila has presented workshops in dozens of countries throughout the Caribbean and Central America since 2012. These workshops enable destinations to understand the roles of ports, destinations and tour operators in the success of a destination's cruise industry; examine the cruise lines' expectations; learn how shore excursions work and their importance for the cruise industry and provide the best ways to provide excellent customer service.

DDA recognizes the need for all tourism partners to be knowledgeable in delivering first-rate service and will continue to provide opportunities for development.

For more information on *Dominica*, contact *Discover Dominica Authority* at +1 767 448 2045. Or, visit *Dominica's* official website: www.DiscoverDominica.com, follow *Dominica* on [Instagram](#) and [Facebook](#) and take a look at our videos on [YouTube](#).

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: 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