

FOR IMMEDIATE RELEASE

Dominica's Premier Yachting Festival Launched

Roseau, Dominica – (March 23, 2023) The PAYS Dominica Yachting Festival was officially launched on March 9th, 2023, at the Purple Turtle Beach Club in Portsmouth. A partnership between the Portsmouth Association of Yacht Services (PAYS), the Ministry of Tourism and Discover Dominica Authority, the festival aims to increase visitor arrivals, build on Dominica's competitive advantage as a yachting destination, and generate revenue for PAYS and northern stakeholders.



Hon. Charles with PAYS Members | Cr: Ministry of Tourism

From March 19 – 26, 2023, the inaugural festival will follow the theme 'Celebrating Yachties in our Communities' by attracting and enticing yachties through tours, beach activities, entertainment, community service, and local culinary art.

The PAYS Dominica Yachting Festival should significantly enhance what was traditionally the annual Yachtie Appreciation Week – a weeklong program of events implemented in 2016 to show appreciation to the yachties who frequently visit Dominica. Over 70 yachties participated in last year's Yachtie Appreciation Week with activities such as the planting of 120 trees at the Point Ronde Bridge and the farm-to-table experience, which was rated the best experience by many yachties.

The Hon. Minister commended PAYS for their diligence, commitment, and perseverance over a number of years to build this sector in Dominica. She applauded the commendable efforts of the yachting sector's stakeholders and extended gratitude, success and best wishes to the organizers, yachties, participants and all involved who have consolidated their energies towards this festival.

Hon. Denise Charles, Minister for Tourism stated, "We look forward to a spectacular week of events, to name a few, the Northern Treasures Tour, Roseau Valley Adventure Tour, the open class Yacht Race, and the Seafood Lime in Toucarie during March 19-23. We invite everyone in the yachting community to come to Dominica! We can't wait to host you."

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The yachting sector has been identified as a crucial sector in the quest to increase visitor arrivals and position Dominica as the premier eco-tourism destination in the region. Much effort has been given to increase the island's visibility as a yachting port regionally and internationally, by networking with major industry players at yachting shows and print promotion in recognized yachting magazines. The Ministry of Tourism and Discover Dominica Authority are very excited to partner with PAYS on the PAYS Dominica Yachting Festival as the destination aims to attract 200,000 stayover visitors by 2025.

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

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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 direct from Miami on American Airlines, and make regional connections on Air Antilles, Air Sunshine, Coastal Air Transport, interCaribbean Airways, LIAT, Caribbean Airlines, Silver Airways - (Code share: American Airlines, Delta, JetBlue), 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. ***