

FOR IMMEDIATE RELEASE

DDA LAUNCHES CALENDAR OF VOLUNTOURISM ACTIVITIES

ROSEAU, Dominica – May 4, 2023 Discover Dominica Authority (DDA) has launched a calendar of voluntourism activities to attract potential visitors who prefer a more challenging yet rewarding way to explore the Nature Island. Voluntourism is a form of tourism which involves visitors traveling to another destination to volunteer their time, skills, and energy with an organization, issue, or cause, as



Volunteers performing a beach cleanup in Soufriere | Cr: Soufriere Guest House

part of a vacation package. The calendar of voluntourism activities focuses on assisting communities to improve the lives of residents through specific projects such as education, agriculture, and environmental activities.

This niche within tourism is different from general tourism, as there is greater interaction with locals. Voluntourism follows the current trend toward economically, environmentally, and socially responsible tourism, with the end goal of improving lives. Visitors with good experiences become ambassadors by spreading positive word of mouth about the destination. They are likely to become repeat visitors, to bring along a friend, and to tell friends, family, and other networks.

The calendar has been launched with six voluntourism projects to date including beach cleaning, tree planting, and school painting.

Activities can be accessed by visiting <https://discoverdominica.com/en/voluntourism>. DDA is currently working with private and public sector agencies to create and promote additional opportunities for visitors. To find out more, or to provide information on volunteer opportunities, kindly contact us at mgachette@dominica.dm or 255-8221.

DDA is excited to launch this calendar as it will undoubtedly attract additional visitation and expenditure to the destination. The Authority aims to attract 200,000 visitors to the island by 2025.

For more information on Dominica, visit www.discoverdominica.com, explore the destination's [YouTube Page](#) and follow Dominica on [Instagram](#) and [Facebook](#).

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ABOUT DOMINICA

Dominica (pronounced Dom-in-EEK-a) recently ranked by [Forbes](#) as a top travel destination for 2023, lies in the Eastern Caribbean between Guadeloupe to the north and Martinique to the south. 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 the L'Express des Iles ferry service from Guadeloupe, Martinique, and St. Lucia, and on Val'Ferry from Guadeloupe and Martinique.