
FOR IMMEDIATE RELEASE

DOMINICA CELEBRATES TOURISM AWARENESS MONTH 2023

ROSEAU, Dominica – May 30, 2023, The Discover Dominica Authority executed a series of events to celebrate Tourism Awareness Month in May. The emphasis of this year's events focused on sustainability and tourism's contribution to Dominica's sustainable development.

A variety of informative, educational, and promotional activities celebrated this year's theme and activities. The activities included:

Focus on Government and Development. Ms. Nathalie Peter Walsh, Festivals and Events Manager of the Dominica Festivals Committee, and Ms. Kimberly King, Destination Marketing Manager, were invited to speak on the radio talk show hosted by Mrs. Dionne Durand about how festival tourism contributes to the objectives of tourism development and how marketing cooperates to achieve these sustainable development goals.

Dominica: A Wellness Destination. The Dominica State College Tourism Event Management class organized a panel discussion, to which the destination marketing manager was invited. The forum's objective was to improve awareness of wellness tourism and its significance to Dominica's niche tourism industry. The College significantly contributed to promoting sustainable tourism development and presenting Dominica as an attractive wellness destination by increasing knowledge and awareness among the general public.

Sustainable Tourism TV Series. The Product Development Department coordinated the creation of a television series to promote sustainable tourist operations at local businesses. The production came to an end, and snippets may be seen on the Discover Dominica Authority's YouTube channel. It will be shown locally and regionally. Rosalie Bay, Citrus Creek Plantation, Mango Garden, Coulibri Ridge, and Wild Dominique are among the businesses that are being featured.

Tourism Excellence Awards The Product Development Department also led the revival of the Tourism Excellence Awards during Tourism Awareness Month. This award recognizes service professionals from the various tourism sectors who have contributed to a better quality of life in the destination and provides a unique visitor experience. The award categories are Excellence in Sustainable Tourism, Tour Operator, and Taxi Service Provider of the Year. Details on the winners are to follow.

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Collaboration with Local Content Creators. The Marketing Department collaborated with local content creators Yuri Jones, Nicole Morson, and Simon Morris to execute a mini-series highlighting tourism sites, stakeholders in Dominica, and their sustainable business practices. This was published to the Discover Dominica Authority's social media platforms - Instagram, Facebook, and Tik Tok.

Adicia Burton, Miss Dominica 2023, and Mr. Colin Piper, Chief Executive Officer, will present an edition of Talking Tourism on DBS Radio in Dominica as part of the month-long campaign to raise awareness of tourism. In addition to featuring the Authority's management team and highlighting the events of Tourism Awareness Month, the show will provide the public with industry updates.

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 traveling by sea, travelers may connect to Dominica on the L 'Express des Iles ferry service from Guadeloupe, Martinique, and St. Lucia, and Val'Ferry from Guadeloupe and Martinique.

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