

FOR IMMEDIATE RELEASE

DISCOVER DOMINICA AUTHORITY HOSTS EDUC-TOURS IN THE FRENCH WEST INDIES

ROSEAU, Dominica – June 27, 2023, The Discover Dominica Authority (DDA) hosted a two-day educ-tour in Martinique and Guadeloupe. The educ-tour aimed to help agents and tour operators learn more about and ‘discover’ the destination’s various accommodation types, attractions, and experiences.



Local stakeholder one-on-one meeting with French travel agents

Rosalie Bay Resort, Island Style Fishing, Fort Young Hotel, Cobra Tours, and Coulibri Ridge were among the stakeholders who joined the Authority. Following the presentation and information session by the Destination Marketing Manager and Air Antilles, travel agents, and tour operators were invited to meet one-on-one with stakeholders and officials from the Authority.

The travel agents in attendance also had an opportunity to participate in a short trivia to test their newly acquired knowledge of the Nature Island and the lucky winners will get to experience their own personalized FAM at Fort Young Hotel and Rosalie Bay Eco-Resort and Spa.

Traditionally, the French West Indies contribute twenty-five percent of the destination’s total arrivals and is a significant source market for Dominica.

Ms. Kimberly King, Destination Marketing Manager said, “the educ-tours in Guadeloupe and Martinique at this time were important for us as persons in this market are planning their long summer holidays. Travel agents and tour operators are very instrumental in the planning of these holidays, and we want to ensure that they can confidently sell Dominica.”



French travel agents engage a local tour operator.

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.