

FOR IMMEDIATE RELEASE

DOMINICA'S DIVE FEST RETURNS IN 2023

ROSEAU, Dominica – June 28, 2023 Discover Dominica Authority is thrilled to celebrate the return of Dive Fest. The Authority encourages the public to participate in this weekend's appealing activities, suitable for experienced and amateur watersports lovers. Presented by the Ministry of Tourism and Soufriere Scott's Head Village Council, the annual festival aims to raise awareness of Dominica's amazing marine life as a tourism product and potential career. The full calendar of activities features both wet and dry events from scuba diving and freediving to cook-ups and competitions.



Athlete Susie Gao freediving during Dive Fest 2023 | Cr: Mehdi Allam with Oceanic Motion

We have had a very successful competition so far, with multiple records made. We invite everyone in Dominica to join us at the main stage in Soufriere on June 30th at 6:30pm as we have our award ceremony for the winners and kick off Dive Fest main event. ~ Emily Padjen, Owner/ Co-Founder of Deep Dominica Freediving

This Friday, June 30th, features a freediving competition from 9AM to 1PM, followed by the main stage event from 8PM to 2AM, both in Soufriere. Live entertainment will feature local DJs Shystar, Drixx, and the Unstoppable DJs, as well as the local bands Sakis, First Serenade and Triple Kay. Saturday, July 1st brings kayaking at Soufriere Outdoor Center and boat tours. On Sunday, July 2nd, the curtains come down with the celebration of St. Peter's Feast at Soufriere and Scott's Head featuring races with prizes to be won, a fisherman's competition, and live entertainment by DJ Shystar, DJ Drixx, First Serenade and Extasy Band.

Launched in 1994 in the scenic southern fishing communities of Soufriere and Scott's Head, Dive Fest is the first and longest running event of its kind in the region. The event attracts visitors to the destination, serving as a major pull factor to increase economic movement for businesses and SMEs in the communities. The destination was named the Caribbean's best island for diving by *Condé Nast Traveler* in 2022 and is the perfect destination to host this event. Earlier this year, the destination's resident sperm whale population and its premier Waitukubuli Sea Trail – another first in the region – were featured on CBS 60 Minutes and Paddle TV.

Dive Fest offers many businesses the opportunity to promote and sell their products and services, while affiliating their brands with a recognized event, promoted locally, regionally, and internationally. This year's Dive Fest is proudly sponsored by the government of Dominica, through the Ministry of Tourism, Discover Dominica Authority, Belfast Estate-Kubuli, Trading International Group, and Pirates Ltd.

Discover Dominica Authority embraces this popular festival which promotes the island's aqua, events and community-based tourism. The Authority continues to develop the major pillars of Dominica's tourism, inclusive of aqua tourism, with the goal of attracting 200,000 stayover visitors by the end of 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.

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