
FOR IMMEDIATE RELEASE

Dominica Relaunches Online Travel Training for Travel Advisors

Roseau, Dominica – July 24th, 2023 - The Discover Dominica Authority (DDA) is delighted to re-launch its online training program with OTT, a leading online training and marketing platform for travel advisors worldwide. The program gives travel partners an immersive view into this beautiful and multi-faceted island located in the middle of the Caribbean Archipelago: Dominica – The Nature Island of the Caribbean.

Dominica, a spectacular green island of rugged mountains, lush rainforests and rushing rivers in the Eastern Caribbean, continues its path to being the quintessential sustainable, eco haven in the region.

This program offers travel professionals the opportunity to become Dominica specialists and showcases ways in which the destination fits with existing and emerging demographic segments among their client bases. The program is available to travel professionals in the United Kingdom, United States, Canada, French West Indies, France, and Germany.

The five key modules that make up an engaging and essential learning tool for selling Dominica are:

- ***Discover Dominica:*** The island is a paradise for travelers seeking a unique escape off the beaten track, exploring the Caribbean beyond its renowned beaches.
- ***Land Adventures for all:*** Dominica is one big outdoor gym and spa; with soft to extreme adventure activities as well as spa and wellness experiences!
- ***Water Adventure for all:*** Great underwater experiences await you with world class diving and whale watching tours.
- ***Where to Stay, Events & Cuisine:*** Experience different accommodation types, events, and traditional unique village feasts; exotic local foods & rums.
- ***Selling Dominica:*** The Nature Island' of the Caribbean – a destination which offers an abundance of activities and experiences that make Dominica a perfect holiday destination for many types of visitors.

Travel agents can enroll and begin the program at their leisure via the following links:

UK	www.dominicaexpertsuk.com https://www.onlinetraveltraining.com/free-courses/providers/discoverdominica-training
US	www.dominicaexpertsus.com https://www.onlinetraveltraining.com/free-courses/providers/discoverdominica-us
Germany	www.dominicaexpertsde.com https://www.onlinetraveltraining.com/free-courses/providers/discoverdominica-de
France	www.dominicaexpertsfr.com https://www.onlinetraveltraining.com/free-courses/providers/discoverdominica-fr

Ms. Kimberly King, Destination Marketing Manager, said, “the continued engagement of the travel professional community forms a key strategy for the destination, where their product knowledge is essential given the critical role, they play in the travel industry. The DDA remains committed to their continued education and wants to ensure that travel advisors are well equipped to confidently sell and promote the Nature Island.”

Upon completion, travel professionals will become Dominica Specialists and will then automatically be entered into a prize draw for a future Dominica FAM Trip.

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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