

FOR IMMEDIATE RELEASE

DOMINICA WELCOMES CARIBBEAN AIRLINES REPRESENTATIVES AND MEDIA INFLUENCERS ON AN IMMERSIVE FAMILIARIZATION TRIP

Unveiling Dominica's Eco-Tourism Potential: An Immersive Experience

Roseau, DOMINICA (November 22, 2023) - The Discover Dominica Authority (DDA) has announced a press familiarization trip to Dominica. From Thursday, November 23 to Monday, November 27, 2023,



representatives from Caribbean Airlines, travel agencies, and prominent environmental influencers will embark on an immersive journey to experience the best of what Dominica offers.

The trip is designed to give participants a firsthand understanding of Dominica's rich biodiversity, eco-friendly initiatives, and unique tourism offerings. With a focus on eco-tourism, the DDA aims to enhance destination knowledge, promote responsible travel, and boost Dominica's reputation as a leading eco-tourism destination.

"Caribbean Airlines is more than just an airline partner; they are a vital link connecting the world to our unique

destination. Their broadening reach, both within and outside the Caribbean, provides a variety of options and creates exciting opportunities for travelers to discover the hidden gem Dominica," said Colin Piper, CEO of Discover Dominica Authority.

Monelle Alexis, Communications and Public Relations Specialist at DDA, added, "Dominica is a paradise for eco-tourists, and we are excited to showcase our island's commitment to sustainable practices. We believe that this FAM trip will not only enlighten our guests about the wonders of Dominica but also inspire them to promote our beautiful island on their respective platforms.

The itinerary includes a range of on-island activities and experiences, such as hotel visits, nature hikes, and cultural interactions, providing a comprehensive overview of the island's attractions. Additionally, the DDA will host a press conference and meet-and-greet on Thursday at 5:00pm.

**DISCOVER DOMINICA AUTHORITY**

Ground & 1st Floor Marpin House
5-7 Great Marlborough Street
Commonwealth of Dominica, W.I.
T: 767 448 2045 F: 767 448 5840
E: tourism@Dominica.dm
W: DiscoverDominica.com

The trip is also expected to facilitate a myriad of networking and partnership opportunities. By connecting with local businesses and tourism officials, participants can explore potential collaborations, ranging from package deals between airlines and hotels to sponsored content on influencers' platforms. As the state-owned airline of Trinidad and Tobago, Caribbean Airlines operates flights to the Caribbean, North America, South America, and beyond. With an extensive route network, they offer travelers various options to connect with different destinations worldwide.

For more information about the press familiarization trip or to arrange interviews, please contact the Discover Dominica Authority.

For more information on Dominica, contact *Discover Dominica Authority* at +1 767 448 2045. Or, visit *Dominica's* official website: www.DiscoverDominica.com, follow *Dominica* on [Instagram](#) and [Facebook](#), and take a look at our videos on [YouTube](#)

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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.

For More Information, contact:
Monelle Alexis
Communications and Public Relations Specialist
Discover Dominica Authority
(767) 275-6173
malexis@dominca.dm

Media Contact: DISCOVER DOMINICA AUTHORITY Ground & 1st Floor Marpin House 5-7 Great Marlborough Street Commonwealth of Dominica, W.I. T: 767 448 2045 F: 767 448 5840 E: tourism@Dominica.dm W: DiscoverDominica.com