

Antigua and Barbuda

Tourism E-Blast

February Edition



Mys-toric Tours
Island Adventure

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What is The Antigua & Barbuda Tourism E-Blast?

Welcome to the February edition of the Antigua and Barbuda Tourism E-Blast! The Tourism E-Blast is a monthly editorial piece that highlights travel and tourism happenings in Antigua and Barbuda, keeping all within the industry well-informed. You'll get a skeletal insight into tourism statistical performance and governmental destination management efforts and strategies. You'll also get information on events and travel-related updates, to arm all interested in the things happening in and around our islands, where the beach is just the beginning...

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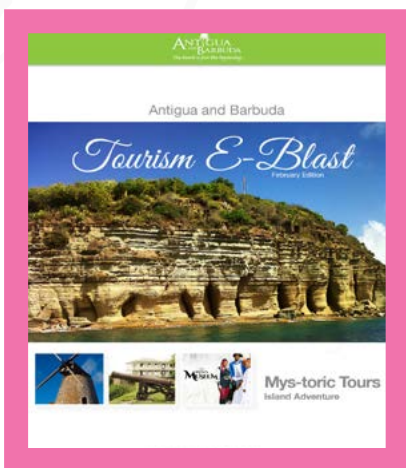
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ON THE COVER
HERCULES PILLAS

WADADLI HAPPENINGS

FEBRUARY

Copper and Lumber Seafood Fridays – February 1, 8, 15, 22.
www.copperandlumberhotel.com

Rum and Coco Cola: The Legacy of the American Bases
in Antigua during the Second World War. Multimedia. – February 2
www.antiguamuseum.org

Jolly Harbour Valentine's Regatta and Rum Festival – February 7 – 10
www.jollyharbourregatta.com

All Saints West Community "Love Run, Love Walk" – February
10 Contact 788-2629/464-0087/732-1873/720-8617
bevs16@hotmail.com | chanlahc@yahoo.com | www.facebook.com

Expressions: Poetry in Pub – February 12 & 26
augstrush.antigua@gmail.com | www.facebook.com

Antigua & Barbuda Yacht Workers' Association Seafood
Feast – February 16 - abywa0902@gmail.com
EAG: Hike from Willikies to Newfield via Ayres Creek – February 16
www.eagantigua.org

Wadadli Tinman Triathlon Club Half-Marathon Trials – February 17
www.facebook.com

Royal Ocean Racing Club (RORC) – Caribbean 600 Race – February 18
www.caribbean600.rorc.org

Annual Hare & Tortoise Swim – February 24
(Start at Catamaran Marina, Falmouth Harbour)
Contact -Marilyn Linnington at (268) 561-0845 or (268) 785 1302
www.antiguanice.com

Antigua Rainforest Canopy – Full Moon Night Flight Zip Line – February 25
www.antiguarainforest.com | (268)562-6363



MARCH

Wadadli Day – March 2

National Coca Cola Inter-Schools Athletic Championships - March 2
<http://www.facebook.com/HurricanePowerAthleticClub>

West Indies Sail Regatta – March 2 – 3
www.antiguayachtclub.com

Wadadli Tinman Triathlon Club Swim Marathon (10k swim)
& Aquathlon (2k swim, 10k run) Turners' Beach – March 9
antiguatinmantriathlon.com | www.facebook.com

Antigua Yacht Club Annual Laser – March 9 – 10
www.antiguayachtclub.com

Women's Billiards Tournament – March 10
www.AntiguaBarbudaBilliards.org | president@antiguabarbudabilliards.org

Expressions: Poetry in the Pub – March 12 & 26.
augustrush.antigua@gmail.com | www.facebook.com

EAG: Whale Watching Coastal Tour – March 16
www.eagantigua.org

Piggotts Sports Club "Fun Run, Fun Walk" – March 24
www.piggottsbulletsfc.com | www.facebook.com

Antigua Yacht Club Shamrock – March 17
www.antiguayachtclub.com

Antigua & Barbuda International Kite Festival – March 26 - April 3
www.facebook.com

Antigua Rainforest Canopy – Full Moon Night Flight Zip Line – March 27
www.antiguarainforest.com | (268)562-6363

Good Friday (Public Holiday) – March 29

Hayden Walsh Easter Classic – March 30 - 31
www.libertasportsclub.com | liberta_sports_club@hotmail.com





Jolly Harbour Valentine's Regatta and Rum Festival

The Jolly Harbour Valentine's Regatta and Rum Festival, by all accounts, was an event not to be missed. Held for the first time in 1993, the Regatta celebrated its big 20th anniversary this year and quite appropriately, organisers diversified the event by adding a Rum Festival onto the Regatta. This Rum Festival feature is a new one, and organisers are confident



that it will become a permanent addition to the Regatta.

The JH Valentine's Regatta offered a little something for everyone – sea and land lovers' alike! The event took place on February 7-10, 2013, and the racing began at about 10 am to 3 pm on Friday,

Saturday and Sunday. The races, although relaxed, were professionally-managed for 10-foot draft maximum boats, and classes were also available for CSA-rated boats, bareboats, Carriacou sloops, Lasers, Dragons and other one-design boats and dinghies.

Persons who preferred individual versus fleet starts weren't left out, as there was a pursuit race series and an especially exciting feature, a poker run! This, along with the dinghy racing, provided for some great spectating opportunities.

On the flipside of the Regatta, the Rum Festival was held at the end of each day of racing from around 5 pm, except on Sunday when rum festivities began earlier at 2pm. A variety of rum brands from the Caribbean region were on display – namely **Angostura, Appleton, Bacardi, Clements, El Dorado Rum, English Harbour Rum and Mount Gay Rum**. With this tasty mix, the Rum Festival featured three different themes: “Rum and

Bites” on Friday, English Harbour “Rum and Rhythms” on Saturday and “Rum on the Beach and Awards Party” on Sunday.

Between the exhilarating racing and fun parties, the Jolly Harbour Valentine's Regatta and Rum Festival proved to be a heady mix for all who attended.

For more information, check out www.jollyharbourregatta.com



ANTIGUA
MUSEUM





The Museum of Antigua and Barbuda Mys-toric Tours

Antigua and Barbuda is a chest of historical treasures that many people take for granted. Many know of prominent historical sites such as Nelson's Dockyard and Betty's Hope, preserved for their historical worth. But there are other places that, although changed, retain an underlying agedness; a historical and mysterious past. One such place is St. John's City.

The Mys-toric Guided Walking Tours, cleverly coined by the Museum of Antigua and Barbuda, are, as the name states, guided walking tours throughout the city of St. John's, given by trained tour guides of the Museum. The tours help to provide a deeper knowledge and appreciation for St. John's and the mysterious and historic qualities it still possesses.

The Museum offers four tours to suit anyone's tastes:

- The 'City Tour,' which takes you through the historic streets of St. John's, explores the mysteries and stories surrounding the 18th and 19th century homes
- Government House
- The St. John's Cathedral, the St. John's Courthouse, and historic monuments and places.

Food and anthropology lovers would love the 'Market Tour' that takes in the sights, sounds and people of the Public Market, where guests can purchase fresh fruits, vegetables and crafts.

The 'Historic Architecture Tour' is unlike any other on island and explores in detail the last of the fine 18th and 19th century stone, brick, and wood architecture buildings in Redcliffe Quay.

Our pick, the 'Most Wicked Town Tour', so named by a description of St. John's, given by Col. Daniel Parke, lets visitors walk and sit along the boardwalk at Redcliffe Quay, as the guides explain the mysteries of our wicked town.

Although "wicked" isn't the word we would readily use to describe St. John's, the tours are definitely worth a try!



**Tours are \$15.00us p.p. Children less than 12 years of age are free;
Group rates available. For advanced bookings, call (268) 462-1469 or (268) 462-4930.
For more information, email museum@candw.ag or visit www.antiguamuseum.org**

February Island SPECIALS!



Carlisle Bay Resort and Spa

Right in time for Valentine's Day, Carlisle Bay is offering The Ultimate Celebration 2013 package that is suitable for honeymoons, anniversaries and even birthdays. Honeymoon couples receive a guaranteed upgrade from a Garden to Ocean Suite if available at the time of booking.

Carlisle Bay even has an Advance Purchase Offer where all couples receive a 5% discount on the Celebration Package for bookings made 90 days in advance for stays between 6 January and 13 April 2013.

Curtain Bluff Resort - Jan. 2 - April 12, 2013

If you're looking to alternate your quiet vacation moments with exciting activities, unique experiences and island exploration, check out the Active Package offered by Curtain Bluff Resort and Spa. Package includes such extras as rain forest canopy tours and swimming with stingrays in one high-value deal. Package based on 4 nights stay.



Sugar Ridge Resort and Spa

The SpaVenture package includes tickets for Rain Forest Canopy Tour; or a half-day kayaking tour through the mangroves or a one-day circumnavigation of the island by catamaran as well as three-night accommodations, spa treatments and the use of Sugar Ridge's range of activities from the complimentary yoga and Pilates fitness classes. For more details, visit www.sugarridgeantigua.com



Trade Winds Hotel

Two-for-one specials: Enjoy a fantastic holiday with that special someone with the 2 for 1 special Room Rate. With this special you could save as much as US\$50.00 daily. For more info, visit www.twhantigua.com or e-mail info@twhantigua.com.

Tourism Industry News

Marketing Presence:



Look out for a Carnival edition coming soon.

Antigua & Barbuda Tourism Prepares for Cruise Shipping Miami 2013

Plans are on track for a great showing at this year's Cruise Shipping Miami. An opportunity for decision makers in the industry to meet with cruise line executives and for local tour operators to secure cruise line contracts, Cruise Shipping Miami is the largest Cruise specific trade exhibition of its kind in the Americas.



Regional Promotions:

ZiNG- LIAT's In-flight Magazine

Look out for the Antigua and Barbuda Tourism advertising featuring Carnival, in the LIAT in-flight magazine **ZiNG!**, the next time you take to the Caribbean skies! The ad currently in circulation focuses on Antigua and Barbuda's yachting events.

monthly newsletter.

International Yachting exposes Antigua as the 'Yachting Capital of the Caribbean'

Antigua yachting ads are in circulation in the Caribbean Compass Yachting magazine and All at Sea Magazine. Online presence continues with banner boards on Yachts and Yachting Online.



ABTA UK partners with Airlines on Winter Campaigns

Antigua and Barbuda Tourism Authority UK has partnered on winter campaigns with airlines British Airways and Virgin

Atlantic. Ads currently run online and in print.

Antigua & Barbuda Cruise Ads in High Circulation

Antigua & Barbuda Tourism has secured and placed ads in various cruise industry magazines, to solidify its presence as a major player in the cruise tourism business in the Eastern Caribbean. Ads are



Tourism 2013 Events Calendar in Circulation

To inform those of your guests of things happening in and around Antigua and Barbuda, arm yourself with the 2013 Events Calendar

released in January. If you know of an event not listed, or you are planning one that you'd like to get publicized, let us know. Send us a mail at info@aandbtourism.com.

featured in the Cruise Business Review November/December 2012 Edition, Cruise Industry News' March 2013 Edition, and the FCCA's

AIRLIFT UPDATE



American Airlines Rebrands and Merges with US Airways!

The American Airlines brand that we've become used to has changed. The new look compliments the newly merged airline, and is now poised as the largest carrier in the world. The new airline carries the American Airlines name. American Airlines and US Airways serve Antigua from Miami, Charlotte and New York JFK.



LIAT to Receive ATR's in June 2013

Regional carrier LIAT has confirmed order of 3 new ATR 42-600 aircraft to arrive just in time for the summer season. The new prop-driven aircraft features seating capacity for 48 and boasts fuel efficiency and cabin comfort to assist in LIAT's island-hopping operations.



More Virgin Atlantic Flights in October

Travellers will be able to choose from 4 days when flying to Antigua, as Virgin Atlantic expands operations from its London Gatwick hub to Antigua from 3 times to 4 times weekly. Utilizing its Airbus A340 aircraft, Virgin will operate flights every Tuesday, Thursday, Friday and Saturday effective October 27, 2013.

Regional Flight Options on British Airways

If you or your guest's travel plans include one of these destinations, you should consider British Airways as an options! BA operates double-hops from Antigua 6 days a week with service to Tobago on Mondays, St. Kitts on Tuesdays and Saturdays, and Punta Cana on Thursdays and Sundays. BA also flies to San Juan every Friday, but the route is currently not a BA sold route. Tickets can be bought at www.ba.com

American Eagle Discontinues Antigua Services Effective March 1, 2013

American Eagle will cease operations from its San Juan hub, and discontinue flights to the entire Eastern Caribbean effective March 1, 2013. American Eagle (operated by Executive Airlines) operated Super ATR 72's on its daily service to Antigua from San Juan, Puerto Rico.

SEA FOCUS

Cruise Destination



About Our Contributor:

Nathan Dundas is the President of the Antigua and Barbuda Cruise Tourism Association (ABCTA) and General Manager of Brysons Shipping.

It's a feat on its own that a small nation of just under 100,000 comfortably welcomes over 600,000 cruise excursionists every year, and that number is growing.

In this month's Sea Focus, we seek an update as to the Cruise Tourism sector's performance in the past year, and forecasts for this upcoming season. Here's what we found out...

Tourism E-Blast: How did Antigua and Barbuda's Cruise Sector perform in 2012?

Nathan Dundas: We recorded over 300 calls last season making us one of the top destinations in the Eastern Caribbean, as a preferred Port of Call for the Cruise Lines.

Antigua continues to be the first Port of Call for the European ships crossing the Atlantic to commence the winter season after the summer season in Europe.

Tourism E-Blast: What improvements are in the pipeline to improve the Antigua and Barbuda cruise product?

Nathan Dundas: Antigua authorities are working on a major enhancement of the downtown St. John's area to specifically improve the aesthetics of the city.

A Cruise Tourism Fitness Study sponsored by the St John's Development (SJDC) of the entire city was conducted and completed last year and the SJDC has already started on phase 1 of the exercise in improving the parking and traffic flow relating to movement and operation of the taxi drivers.



www.visitantiguabarbuda.com

An Antiguan Cruise...
The difference Between Life and Living

The Port Authority and the Pier Group are also actively involved in plans to improve the maritime sector of the Cruise product with planned harbor maintenance and dredging of the harbor. So overall there is going to be an improvement in both the land base and the sea base cruise tourism product.

Tourism E-Blast: Barbuda as a cruise stop is a viable business direction. How are we performing in selling this to cruise lines?

Nathan Dundas: Barbuda is viewed as a hidden jewel by us in the Cruise Tourism business. To keep the island as untouched as it currently is, we have been targeting the Cruise Lines that carry only a maximum of 200 passengers and we are already seeing signs that there's interest in Barbuda. For the season thus far, we have had two Cruise Lines booking calls to visit Barbuda.

As the destination grows its cruise profile, we hope to also develop the Barbuda cruise product. To support this strategic vision, special incentives from the Government are provided as an added bonus for those lines that making stops in both Islands within a 24 hour period.

The beach is just the beginning...

Tourism Statistics January 2013

January 2013 Tourist Air Arrivals

Country	January 2013	January 2012	% Change
TOTAL	23,946	24,245	-1.23%
United States of America	8,265	8,238	9.88%
Canada	4,814	4,074	18.16%
United Kingdom	6,568	6,217	5.56%
Caribbean	1,793	2,540	-29.41%

Hotel Occupancy January 2013

January 2013 Tourist Air Arrivals

January Occupancy 2013	67.4%	January Occupancy 2012	64.6%
Sorted by Size		2013	2012
Large Hotels - +150 Rooms		66.5%	63.9%
Mid Size Hotel – 50-150 Rooms		67.8%	68.0%
Small – Less than 50 Rooms		70.3%	62.1%
Sorted by Class		2013	2012
Luxury		72.9%	70.2%
Mid Range		67.3%	64.4%
Budget		32.1%	33.9%



The Villas at Sunset Lane

HOTEL SPOTLIGHT

A huge success story in local hotel development is what best describes this month's Hotel Spotlight, the renowned Villas at Sunset Lane in McKinnon's, Antigua.

Ranked as the top hotel in St. John's by popular traveller review website Tripadvisor,

Villas (our new nickname for the property) has gotten the comfort and enjoyment of its visitors to a precise science.

An adult-only, all-inclusive boutique hotel, the almost 180 degree breathtaking

view of the Caribbean Sea is amongst one of the best on the island. Watching the sunset over Dickenson Bay with views of Montserrat,



about! Fresh gourmet is how it's described,

and many from world renowned 'foodie cities' such as New York, L.A. and Europe rave that the food at Villas is the best they've ever had in their life.

Rooms are spacious, comfortable



and royally decked, some even offering in-room Jacuzzi tubs. The blue of the pool is a stunning contrast to the beautiful island pink that covers the walls at Villas. One feels the esteem of success lounging

on the property, where the feeling is usually exclusivity; it's almost like being at a private club that one is lucky to be a member of. But

there is something about a property where relaxation is guaranteed, and all luxuries imaginable are included. Proprietor Jackie does all the thinking for her guests. She'll pack you sandwiches to take with you on your way to the beach or Ryan (affectionately called 'Superman' by guests) will take you anywhere

you desire to go. Many guests enjoy times spent with the staff, an opportunity to chat, to catch up, to connect, to learn a thing



or two in the kitchen from Jackie. We think it's the mix of all-inclusive luxury and local warmth

that makes Villas the big hit that it is. Jackie means business, always seeking ways to improve her product and her offerings to her valued guests. Day visitors now have the opportunity to have the Villas experience, in high demand these days. It is often recommended that one follows the crowd when in a foreign land, and travellers 'in-the-know' that require the highest levels of service head for Villas at Sunset Lane on their visits to Antigua and Barbuda.

Local rates are available in the summer season. Call for an inquiry. Jackie would be happy to assist!

The Villas at Sunset Lane
Sunset Lane, Paradise View
McKinnon's, Antigua W.I
Telephone: 1-268-562-7791
Cell: 1-268-785-3269
Website: www.villasatsunsetlane.com
Facebook: Villas at Sunset Lane



Island Adventure

If one word best describes my recent experience on the Adventure Antigua 'Xtreme Adventure Circumnav' tour it's...AWESOME! From start to finish this tour was filled with excitement. But it wasn't only the exhilarating thrill ride onboard a high performance 45-foot speedboat that left me wanting more, it was also the great service that I received from the exceptional Xtreme Adventure crew - Captain Sean, Natalie, and Trevis - that made me feel like I was a part of the team. The Xtreme crew ensured that their guests were both educated and entertained on this whole-day tour, while always keeping safety top of mind.



The 'Xtreme Adventure Circumnav tour' is a water-based excursion and for those of us that like a little adrenaline and adventure included in a vacation, this action-packed tour doesn't disappoint! Not for the too faint

of heart, this tour is a great way to pack in a number of awe-inspiring experiences into one great day!

Created by Eli Fuller, this round the island tour encompasses an eco-educational component with a twist. In addition to the speed, there are many exciting highlights on this tour. I picked up the tour from Dickenson's Bay and the first stop was exploring the surrounding islands of the north sound, learning about the unique marine life, coral reefs and rock formations.

The next stop is an exclusive visit to the Stingray City Marine Park, where guests get



the rare opportunity to be up close and personal with the stingrays and even have a picture taken with a friendly ray. Or if you are a little camera shy, just simply relax and take in the surreal experience of swimming amongst these magnificent creatures of the deep. The tour continues to take visitors around the east side of the Antiguan coastline into the Atlantic Ocean, showcasing the many coves, bays and harbours that make up Antigua's

365 beaches and provide natural conditions for some of the World's best sailing!

The thrills experienced on a speed boat sure makes one work up an appetite! On the next stop, guests are treated to an island-style picnic set on a picturesque beach on secluded Green Island; and if having an island all to yourself isn't enough, then perhaps the delicious lunch may better satisfy your appetite. Consisting of traditional island flavours and local fresh juices, lunch time isn't to be missed. If you are up for the challenge, try the delightful-tasting banana bread and see what will be your limit.

After lunch, the tour continues on to the historic district of Nelson's Dockyard and with your own local guide on-board you will learn why Antigua was one of the British Empire's most vital naval outposts within the Caribbean. This, coupled with a snorkel trip at the awesome Pillars of Hercules, with its



volcanic boulders below the surface, will leave any adventurer feeling like they conquered the ocean for a day!



As the day winds down, the crew tempts you one last time on the last leg of your tour, as the boat cruises into secluded Rendezvous Bay, you are invited to comb the beach for exotic sea shells, stroll on the powdery-soft sand, take your last swim in the clear, azure waters or just sit back and soak up the sunshine and sip a Caribbean rum punch that you are sure to remember.

You can rest assured that if a little adventure is what you seek, then a whole lot of adventure is what you are going to get when you go on the Xtreme Adventure tour.

Remember to hold on and enjoy the ride!



CPT. Sean

Natalie

Trevis

Adventure Antigua has been taking guests to the most beautiful coastal destinations by boat since 1999. Started by Eli Fuller, a third generation Antiguan adventurer, this company is different than many other snorkeling and sightseeing tour companies because each trip was carefully designed to make sure that guests get the most educational and authentic day out on the water possible. All of the crew have joined the team because of their love of the ocean and on their days off they can be spotted fishing, diving, snorkeling and boating too. Their goal is to make sure that your day out with them is like one spent with long lost relatives and one which will be the best days of your holiday in Antigua and Barbuda.



Tourism employee spotlight: Trevor Brown

Works at:

Tropical Adventures

Does:

Island safari driver/supervisor

Special Distinctions & Awards:

Tropical Adventures in-house incentive awards

2010 Season - Princess Cruise Line Awards for Island Safari.

What sets Trevor Apart?

Trevor likes to start the day early. He is a positive worker and never complains. He is diligent and dedicated to each assignment.

What keeps him going? What is his Motivation?

He is motivated by good music and being able to play it, because he is a musician.

What does being an Antiguan and Barbudan Hospitality Ambassador mean to him?

It means a whole lot to him; meeting people and ensuring that they have a wonderful time whenever he gets a chance to go on tours and also sharing information about his country.

How long has he been working at Tropical Adventures?

4 years as a safari driver; 6 years as a safari driver/supervisor

It is the commitment to customer satisfaction that is evident in the attitudes of Tropical Adventures employees who have a love for their island and a passion for sharing its beauty with tourists and locals alike. Almost anyone who has been on an excursion with Tropical Adventures knows that quality of customer care is high as you are shown all Antigua has to offer. After all, when you're in the tours business, happy customers mean repeat customers. Trevor Brown understands that concept well and his hard work and dedication is recognized as a fine example of employee excellence. He has been showing guests, through the variety of

land and sea tours offered at Tropical Adventures, the natural beauty of Antigua for over a decade and his love for his island never wanes. Born and raised in Freetown, Brown is also a lover of music as well as his island.

The care

Be it an Island Safari Adventure tour, Excellence Catamaran Circumnave cruise or a Mystic Tour to Bird Island, just to name a few, the staff at Tropical Adventures are friendly, knowledgeable and capable individuals who are committed to satisfying the customer.



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Social Media Links

www.visitantiguabarbuda.com



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www.youtube.com/GoAntiguaBarbuda



www.twitter.com/antiguabarbuda

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