

Tourism E-Blast

July • August Issue Edition

Sweet
MISBEHAVIN
ANTIGUA CARNIVAL
2013



Come for the Carnival
Stay for the Cricket promotion!

Antigua Carnival 2013
Ricardo Drue's take
on tourism

IN THIS ISSUE

EVENTS

EVENT FEATURE

ISSUE FEATURE

ISLAND SPECIALS

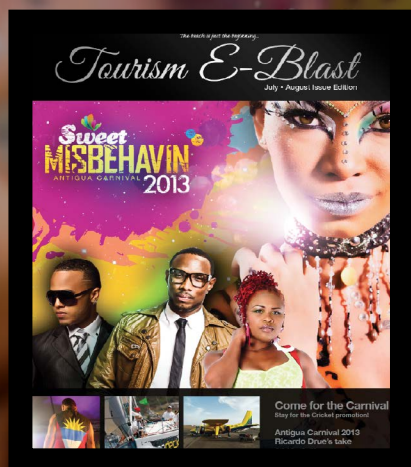
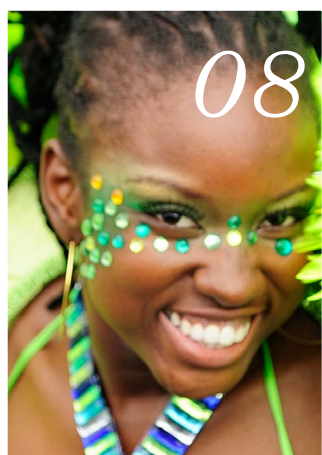
TOURISM UPDATE

RESTAURANT SPOTLIGHT

ADVENTURE SPOTLIGHT

TOURISM BUSINESS
SPOTLIGHT

Welcome to the July/August edition of the Tourism E-blast. In every issue our aim is to provide you with a sneak peek into what's happening in and around our beautiful islands of Antigua & Barbuda. We shine a spotlight on our people, give you a taste of adventure and introduce you to all that our product has to offer – our accommodations, spas, restaurants, tours and attractions. So, have a slice of our little bit of paradise, let's show you why in Antigua & Barbuda we say... 'the beach is just the beginning!'



ON THE COVER

CARNIVAL 2013

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Copper and Lumber Seafood Fridays – July 5, 12, 19, 26.
www.copperandlumberhotel.com

Expressions: Poetry in the Pub – July 9 & 23.
augustrush.antigua@gmail.com | www.facebook.com

8th Annual Mango Pineapple Culinary Competition – Mid-July
agricultureantiguabarbuda.com

EAG: Wallings and Signal Hill Hike – July 20
www.eagantigua.org

Antigua Rainforest Canopy – Full Moon Night Flight Zip Line –
July 22
www.antiguarainforest.com | (268)562-6363

Start of 56th Annual Antigua Carnival Celebrations – July 27 –
August 6
www.antiguacarnival.com

Turtle Watching Season – July - October
www.eagantigua.org

JULY



Carnival Monday / J'ouvert (Public Holiday) – August 5
www.antiguacarnival.com

Carnival Tuesday / Last Lap Jump Up (Public Holiday) – August 6
www.antiguacarnival.com

Young Warriors Football Club Youth Cup – August 8 - 18
warriorscup@gmail.com | (268)786-0115 | (268)726-2165 | (268)734-2165

Mango Festival – August 2013
agricultureantiguabarbuda.com

Copper and Lumber Seafood Fridays – August 2, 9, 16, 23, 30.
www.copperandlumberhotel.com

Expressions: Poetry in the Pub – August 13 & 27.
augustrush.antigua@gmail.com | www.facebook.com

EAG: Kayaking with Stingray City Antigua – August 17
www.eagantigua.org/

Antigua Rainforest Canopy – Full Moon Night Flight Zip
Line – August 21 www.antiguarainforest.com | (268)562-6363

Warrior Cup 2013 Championship Cup – August 24 – September 8
warriorscup@gmail.com | (268)786-0115 | (268)726-2165 | (268)734-2165

Turtle Watching Season – July – October
www.eagantigua.org

AUGUST



CPL ANTIGUA CRICKET MATCHES

Match 15:
Antigua v Barbados
8 pm, 13 August

Match 17:
Antigua v St. Lucia
8 pm, 15 August

Match 19:
Antigua v Guyana
8 pm, 17 August

Sir Viv. Cricket Stadium

COME FOR CARNIVAL STAY FOR CRICKET & WIN!

- ✓ FREE AIRFARE COMPLIMENTS OF LIAT
- ✓ ALL INCLUSIVE STAY AT JOLLY BEACH RESORT & SPA
- ✓ TICKETS TO CARNIVAL SHOWS
- ✓ TICKETS TO CRICKETS GAMES
- ✓ MYST CARNIVAL COSTUME
- ✓ LIME PHONES

Like the Antigua & Barbuda Tourism Facebook page & comment on why we are the ultimate cricket carnival destination.



Event Feature Carnival

LIME JR CARNIVAL | SIC JR CALYPSO MONARCH
JULY 28

QUEEN OF CARNIVAL
JULY 29 | 8PM

THE SOURCE TEENSPLASH
JULY 30 | 8PM

LIAT MELTING POT
JULY 29 | 8PM

**ANTIGUA COMMERCIAL BANK
PANORAMA COMPETITION**
AUGUST 01 | 8PM

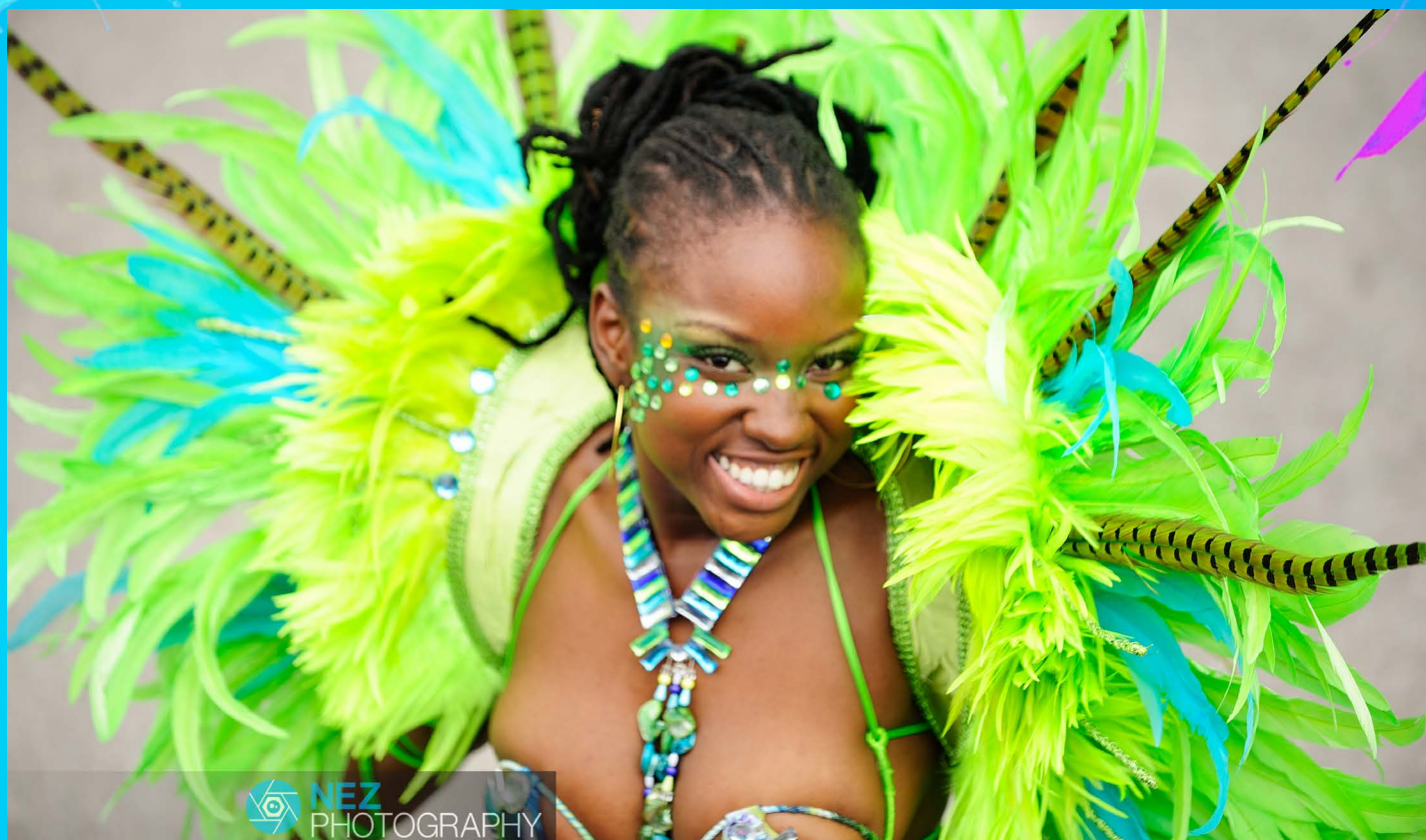
LIME PARTY MONARCH
AUGUST 03 | 8PM

WADADLI CALYPSO MONARCH
AUGUST 04 | 8PM

JUDGING OF THE BANDS
AUGUST 05

PARADE OF THE BANDS
AUGUST 06





NEZ
PHOTOGRAPHY

With the smell of Carnival permeating the air, there was no way one event alone would be enough to highlight. Take a look at the lineup up fetes leading up to the Carnival season as well as a recap of a few notable events that have already passed.

Jam Session in the Den (formerly Jam Corner)

The ultimate signal to the start of Carnival in Antigua is when Jam Corner is in session. Although usually held at the corners of Nevis and Cross Streets, Jam Corner has moved to the ever famous Lion's Den and is now 'Jam Session in the Den'. The venue change only makes the jam sweeter so every Thursday night in July until the official start of Antigua Carnival, all roads lead to Lion's Den.

- **When does it happen: July 4, 11, 18, 25**
- **Where: Lion's Den**

White Fete

As you enter through the gates, you're immediately transported to a tropical winter-wonderland, where white is the only acceptable colour in sight. The world's finest liquor brands sponsor specialized bars complete with bartenders to fix your favourite mix. But it's not all about the alcohol (and there is a lot of that to go around at this 'all-imaginable' inclusive fete), but it's about the production value that blows the socks off any veteran fete-goer. Soca fills the air, and everyone parties 'til dawn. What's that? You've just experienced a Caribbean Winter Snowstorm.

- **When does it happen: Saturday July 6th, 2013**
- **Where: Sandpiper Hotel, Crosbies Antigua**

Blue Jeans

The attire required at this fete should be a no-brainer to any party goer. Blue Jeans is a 'must-go' in the run up to Antigua's Carnival. Headlined by soca queen Claudette CP Peters (5 time Antigua Soca Monarch), everyone attends to have a good time in a casual setting. This All Inclusive fete thinks of everything, from specialized bars to food to good music and carnival spirit; all you need is a ticket and your blue denim!

- **When does it happen: Saturday July 13th, 2013**
- **Where: Hodges Bay**

Power Rumble

Feel electrified when the music fills your veins at APUA's (Antigua Public Utilities Authority) annual Power Rumble fete. Local acts serenade the crowd with their newly-released hits and the region's biggest soca hit-makers send the crowd in a frenzy. The quintessential Caribbean fete, you'll be sad when Power Rumble pulls the plug at the crack of dawn.

When does it happen: Friday 19th July, 2013

Where: Police Recreation Ground, Sir Sydney Walling Highway Antigua

Red Eye 'The Breakfast Fete'

You won't be complaining when you board this Red Eye flight to soca-madness! One of Antigua Carnival's largest fetes, Red Eye brings a larger-than-life line-up of soca stars locally and from abroad, where raving is the only mandated activity. Party until dawn, then grab an authentic Antiguan Breakfast to top off an epic evening of Antiguan Sweet Misbehaving!

When does it happen: Saturday 20th July, 2013

Where: Antigua Recreation Grounds

Colours Fete

A fete for a cause, this Rotary Club organized event is a staple on the Antigua Carnival feting calendar. Every year brings a different theme and everything from decor, to food to drinks follows suit, taking you into that special zone. Colours fete attracts a more mature crowd and has drawn soca mega stars like David Rudder of Trinidad and Tobago and King Short Shirt of Antigua and Barbuda. Colour up your carnival festivities with a nice evening with your crew.

- **When does it happen: Saturday 20th July, 2013**
- **Where: Splash Antigua**

Lion's Den Jam

The Antigua Carnival experience would be incomplete without a trip (or two) to the Lion's Den. Fear not the den, for it is nothing but a haven for the true carnival lover who knows how to party hard! Headlined by world famous Red Hot Flames and Burning Flames, appearing on alternating nights, Lions is known to be a 'back-to-basics' fete; with good music, lots of drinks and an amazing time. Don't be surprised to find party goers in full costume! Lion's is the place where you release your inhibitions and party to authentic Antiguan Benna all night long. Relax, you're in paradise!

- **When does it happen: TBD**
- **Where: The Headquarters for the Lion's Club, known as "The Lion's Den"**

Island Highlights



Although one can't be everywhere, there are a few notable events that passed in June that you should look out for come 2014...



Grown and Sexy in Antigua III was a whirlwind of parties and activities that took place from Friday 14th – Sunday 23rd June 2013. Started in 2008 by Radio Broadcaster/DJ Dave VJ, Grown and Sexy in Antigua brings an influx of visitors to the island who are looking for a great time in paradise.

This year, the destination welcomed close to 100 partygoers from the UK and US who were ready for the time of their lives. The festival was packed with parties at top venues in Antigua like Sage on the Water in English Harbour, Castaways and the luxurious Sugar Ridge Club. DJ's from UK, USA and

Antigua played everything from 70's Disco, 80's and 90's Old School to Soul and R&B, 80's Reggae, Soulful House, Rare Grooves and so much more.

With most parties open to mature locals looking to party with like-minded people, it's definitely an event to check out come 2014.



Ministry of Tourism's annual Staycations Expo was held this year on Friday 14th June in the heart of St. John's on Lower Nevis Parking Lot. The expo showcased various Tourism Stakeholders who offered special rates to locals as an incentive to have a vacation stay on island instead of travelling abroad.

Check out any of the following participants of this year's Staycations Expo for specials still open to locals:

- | | | |
|-------------------------------|----------------------------|--------------------------------|
| 1. AHTA | 8. Island Spa | 14. Willoughby Antigua (Villa) |
| 2. Sugar Ridge Resort | 9. Bajez Soaps/Alies Craft | 15. Heritage Hotel |
| 3. Tranquility Bay, Antigua | 10. Diamonds International | 16. ABHTI |
| 4. Jolly Beach Resort & Spa | 11. Barbuda Tourism | 17. Colombian Emeralds |
| 5. Koral Antigua | Department | 18. Local Treats and Drinks |
| 6. Stingray City Antigua | 12. Party Paradise | 19. Antigua Yacht Charters |
| 7. Lamblion Holiday Apartment | 13. Segway Antigua | |

IT'S SO DRUE

2013[®]

Issue Feature

Talking Tourism with Ricardo Drue



Issue Feature

In this issue of the Tourism E-blast, the team had the pleasure of interviewing the charismatic soca artist Ricardo Drue. With the idea that 'Tourism is everybody's business', the E-Blast team sought to gain insight as to how a young and vibrant soca artist who wields a fair amount of influence, especially with the younger demographic, sees his part in the bigger picture that is Antigua & Barbuda tourism.

Here's what Mr. Drue had to say...

Tourism E-Blast: What does tourism mean to you?

Ricardo Drue: I consider tourism to be one of the fastest growing economic sectors in the world, it provides people with opportunities for jobs across the island, and it's a export industry which really helps our balance of trade and allows us to show off this island and our great musical culture, to the world.

Tourism E-Blast: Do you think that the meaning of tourism in Antigua & Barbuda has changed over the years? How so?

Ricardo Drue: I believe the biggest thing to change is that people don't understand the meaning and great importance of tourism within the country anymore. Once upon a time we had paid great attention to its importance, and it quite possibly could have been a part of each individual's civic duty to pay attention to our tourist product. It is my dream that one day we will once again rise to be the premier destination for Caribbean tourism, with the people and this great land, as its main commodities

Tourism E-Blast: How do you think tourism impacts Antigua & Barbuda?

Ricardo Drue: I believe tourism has a major impact on Antigua and Barbuda. As I mentioned earlier tourism helps with employment for many people in the country, from ground transportation, to vendors, to accommodation's and much more. The better our tourism... the better it is for our people, our music and our economy."

Tourism E-Blast: What role do you see yourself playing as it relates to the tourism industry?

Ricardo Drue: I would like to believe that our carnival is a major tourist attraction for the country; however; you cannot have a great carnival without great music. That is my role, to create great, quality music that represents our country well...and to inspire others to do so. Music is a universal language that speaks to millions and can encourage those who have been here to return. It also encourages many to visit our

wonderful island. In this sense, I am an Ambassador for Antigua and Barbuda.

Tourism E-Blast: How can tourism be related to the younger demographic?

Ricardo Drue: When I think tourism, I usually think of a more mature audience of adults in their late 30's or older who have been working for quite some time. Now things have changed, younger people are spending more, and are looking for more exciting, newer things to do. I would suggest reaching out to the younger demographic through forms of social media, phones & apps, showing them the many fun things there are to do on the island. As it stands now social media is the way to the world, especially the younger demographic.

Tourism E-Blast: What would be your call to action to fellow artists and the general public as it relates to maintaining the Antigua & Barbuda tourism product?

Ricardo Drue:

I believe that we need to play more of an active role in promoting our product, culture and country outside of Antigua (now more than ever), as we have so much to offer. Artists like myself and others who tour, have an opportunity to promote our country to thousands at a time effortlessly, and we need to do so. Every time I am travelling, I always see/hear couples from Europe and America saying that this is their 10th, 15th even 20th year coming to Antigua; obviously we have a great product. We the people just need to do our part; travel the world and spread the word.



July•August

ISLAND SPECIALS



Jolly Beach 50% Off Lifesaver Special- Throw Your Love Life a Lifesaver

Take advantage of this very special offer from Jolly Beach – 50% Off AND No Minimum Stay. Talk about a life-saver!

Booking Window: April 15 – June 30

Travel Window: Apr. 16 to December 20, 2013



Grand Pineapple Beach Resort Antigua - UP TO 65% OFF

Visit Grand Pineapple Beach Antigua and you'll spend endless hours enjoying crystal-clear waters, magenta sunsets and an unimaginably beautiful beach.

Offer valid for travel through December 21, 2014.

Travel Dates: Jan. 1 - December 21, 2013 and Jan. 1 - Dec. 21, 2014

Visit www.grandpineapple.com/specials for more details.



Curtain Bluff Resort - SUMMER SPECIAL

From May 12 - July 26, 2013 - Special savings of 17% in our Deluxe and Bluff Room Categories. The nightly deluxe special summer rate is \$625 based on a minimum stay of 3 nights. The nightly Bluff Room special summer rate is \$660 based on a minimum stay of 3 nights. Book a Junior Suite or higher room category and you get four nights for the price of three, or seven nights for the price of 5 (that's a 29% savings!).

Visit www.curtainbluff.com for more details. Available from 14 April to 23 August and 12 October to 30 November 2013



Carlisle Bay Resort – Why Wait? Summer Rates

Between 14 April and 23 August 2013 Carlisle Bay is offering 4 nights for the price of 3 and 7 nights for the price of 5 in Ocean Suites only when booking the Why Wait? Summer Rates promotion. Go to www.campbellgrayhotels.com/carlisle-bay/home for more details.



The Villas at Sunset Lane, Antigua's #1 All-inclusive, adults-only Boutique Hotel offers a fun Caribbean fusion menu which celebrates our rich Caribbean Culinary heritage. Spend 5 nights in our premium suites, pay for only 3 nights.

All-inclusive package: Airport transfers, Accommodation, Breakfast, Light Lunch and 3-Course Dinner, Locally made Drinks and House Wine by the glass, Locally-made Beer, WiFi 24/7, Flat-screen Cable TV.

Book by June 30, 2013
Travel valid now thru August 31, 2013

Promo Code: **VSLSU1**

Restrictions:

- Must book at least 3 days in advance
- Non-refundable prepayment required at time of booking.
- Booking cannot be changed.
- Offer is subject to availability.

BOOK NOW!

Cocobay Resort - Midsummer Romance Special.

Stay anytime from July 20th to August 4th 2013 and earn 20% off any available room type. Simply enter the Promo Code JULYLOVE when making your online reservation. Minimum stay is three (3) nights. Offer applies only to new bookings made after May 16th 2013.

For more information, go to www.cocobayresort.com

Jumby Bay Resort - MORE ROSEWOOD SPECIAL

Stay four nights and receive the fifth night free. Valid May 1 – Oct. 31, 2013. Stay must be a consecutive-night stay and complimentary night is only applicable on that stay. Not combinable with other offers.

Visit www.rosewoodhotels.com/en/jumbybay/special_offers/offers/

Blue Waters Resort - Family Offer: First Child Stays Free!

It's the perfect time to get away with the family! This summer, your first child stays free when you book any Junior Suite, Luxury Suite, or One-Bedroom Hillside Villa. Children 11 and under only.

For more information, go to www.bluewaters.net

Trade Winds Hotel Carnival Specials!

Carnival Weekend Special: Stay 3 nights and pay for 2 and receive a Complimentary upgrade to a Junior Suite Ocean View with a complimentary welcome drink on arrival – BOOK USING PROMO CODE TWHANU2. Offers available July 15 – August 15, 2013

Go to www.twhantigua.com for more details

Villas at Sunset Lane – Escape to Paradise in Antigua

For more information, visit www.villasatsunsetlane.com



Tourism Industry News

Antigua and Barbuda Marketing Presence:

The BACHELORETTE

Shhhh! The secret's out...

Don't miss the two-part season finale of ABC's very popular reality show **"The Bachelorette"** filmed in Antigua & Barbuda. Tune in to The Bachelorette Mondays (8:00 - 10:00 p.m. EST) on ABC and fall in love with the islands of Antigua & Barbuda during the two-part Season Finale airing on July 29th and August 5th.

Experience the romance, adventure and beauty of Antigua.

HD Destination Commercial Premiers in US on NBC6 Miami

The ABTA Destination Commercial has been added to the rotation on channel NBC6 South Florida and will play in conjunction with the Ultimate Honeymoon Campaign 2013. The promotion runs from until the end of June 2013, and provides the destination with advertising via the NBC6.com website, channel NBC 6 South Florida, a Travel Expo in Aventura Mall, Miami, and an ad in the Travel Expo Guide.



ABTA Premiers New Tourism PSA entitled "Pieces of the Tourism Puzzle" as part of it Tourism Awareness Campaign

The ABTA recently unveiled its PSA "Pieces of the Tourism Puzzle" featuring Tian Winter as part of its "Tourism Awareness Campaign." The PSA spoke to the fundamental idea that each person plays a vital role in maintaining the Antigua and Barbuda tourism product.



Antigua Carnival featured on MACO Caribbean Online

Antigua Carnival recently received a glowing write-up on MACO Caribbean Online, an online travel guide to the best in Caribbean vacations.

Link: <http://www.macocaribbean.com/lifestyle/fabulous-festivals/one-wild-carnival/>

UK 365 Mega Fam Trip a Huge Success

The ABTA UK and Caribbean offices collaborated on the 365 Mega FAM that was hosted with Elite Island Resorts and British Airways from May 17 – 21, 2013. Twenty-two travel agents and one journalist were able to experience the Elite properties in addition to other hotel properties while on the island. While a full FAM trip report detailing agents' perspective on properties is yet to be submitted, the general feedback was extremely positive. The journalist's report on the FAM trip is due in the UK magazine Travel Weekly in September 2013.

LIAT Destination Drive in San Juan, Puerto Rico a Success

The ABTA Caribbean Office once again partnered with LIAT on its Destination Drive in Puerto Rico where destination promotional material was distributed to consumers at the Plaza Las Americas Mall. As part of a presentation, one lucky winner won a trip for two to Antigua and Barbuda in conjunction with LIAT attempting to rejuvenate airline business from San Juan to the other Caribbean islands. ABTA and MOT representatives were able to engage a large audience of potential visitors to the destination and were met with positive responses.

Antiguan Beach featured on CNN's World's 100 Top Beaches

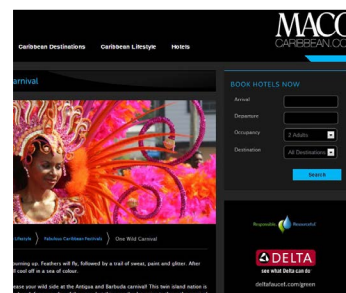
Antigua's famous Ffryes Beach, located on the Southern coast of the island, ranked number 83 on CNN's World's Top beaches. Others featured are Sun Island Beach, Maldives and Canggu Beach, Bali Indonesia.

Link: http://edition.cnn.com/2013/05/28/travel/100-best-beaches/index.html?sr=sharebar_linkedin

Antigua awarded Trip Advisor's Travelers' Choice Destination Award 2013

Antigua continues to be a favourite among travelers as it received Trip Advisor's Traveler's Choice Destination Award 2013 for Top Ten Destinations in the Caribbean.

Link: www.tripadvisor.com/TravelersChoice-Destinations-cTop-g147237.



AIRLIFT UPDATE



Airlines' Summer Schedules in Effect

As the winter tourist season comes to a close, airlines are reducing operations from their hubs to Antigua to cope with less demand. Notable routes include British Airways' London Gatwick to Antigua operations reduced to 5 times weekly (Tue, Wed, Fri, Sat, Sun), United's Newark to Antigua operations reduced to once weekly (Sun) in May and WestJet's Toronto to Antigua operations reduced to once weekly (Sat) from May – October. Air Transat (operated by CANJET), and Air Canada's Montreal operations have ceased until the 2013 winter season. Blue Panorama will not be offering a summer flight this year.



ABM Air

We're sure this one had you guessing! ABM Air (an acronym for Antigua Barbuda Montserrat Air) is the air-bridge that connects Antigua and Barbuda, and also neighbouring Montserrat. ABM Air usually makes two runs in each direction between Antigua and Barbuda and Antigua and Montserrat daily, making one trip in the morning and another in the evening. Ticket prices are reasonable for the 15 minute crossing to Barbuda, fixed at EC\$253 roundtrip for adults and EC\$132 roundtrip for children under 11 years old. For Montserrat, adult roundtrip fare is EC\$507.5 while for children 2 to 11 years, the fare is EC\$300. Visit them online at www.abm-air.com for more details and flight information!

SEA FOCUS

Summer Cruise Update



About Our Contributor:

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

In this month's Sea Focus, we get an update on the Cruise Tourism sector's performance, plans for the summer and an exciting Training Initiative that will be launching soon.

Tourism E-Blast: How has Antigua and Barbuda's Cruise Sector been performing?

What are the figures like for the summer cruise calls?

Nathan Dundas: Antigua & Barbuda Cruise sector performed comparatively well to last year. Antigua and Barbuda continues to be a main itinerary for most of the major Cruise Lines.

We saw four (4) new vessels making their inaugural call to Antigua and Barbuda during last year season including M S Riviera from Oceanic Cruises, Carnival Breeze from Carnival Cruise Lines, Celebrity Eclipse from celebrity Cruises and Jewel of the Seas from Royal Caribbean Cruise Lines.

We maintained a sufficient amount of calls from the European Lines including Costa & the MSC Cruise Lines. Royal Caribbean Cruise Lines continues to be the Line that makes the most call for A&B.

Tourism E-Blast: What are the plans for the summer season?

Nathan Dundas: The traditionally slow summer with three (3) Cruise calls per month will see a spike during the month of July when we will get a total of six (6) cruises calls for that specific month. During the summer season the Cruise stakeholders will be seeking to enhance our cruise product both from an infrastructure and human resource capacity by training courses for service providers as well as physical infrastructural development downtown St John's and enhancement of the Cruise facilities in St John's.

Tourism E-Blast: Talk about the upcoming Tourism Excellence Training Programme.

Nathan Dundas: The excitement is in the air for the Tourism excellence Training programme. We believe that the Cruise Tourism product is one of the most dynamic in the tourism industry and as such there is constant need for upgrading the skills and service excellence of our biggest tool and attraction – our people. Our best marketing tool is our people. There is nothing more important than our people selling our country with top class service excellence. The training programme will offer to our service providers another opportunity to refresh what most of them already know and will serve as a reminder to put out their best in this area.

We look forward to this and many other training workshops for the enhancement of our Cruise and tourism product on the whole.



Presents

The Florida Caribbean Cruise Association Endorsed Workshop
Canadian Training Company
Aquila
Service and Shore Excursion Excellence
Workshop

Friday July 26th 2013

The program is geared towards building improvements in the tourism market and helping stakeholders to understand their role in creating a successful Cruise market with a focus on providing excellent customer service for all independent visitors to the destination.

VENUE:

The Multipurpose Cultural & Exhibition
Centre, Perry Bay

TIME:

9:00 am to 11:00 am: General Workshop
11:00 am to 1:00 pm: Tour Operator with
Cruise Line Contracts

Registration FEE:

EC\$ 30.00

For more information, contact the Antigua and Barbuda Tourism Authority
•Phone: 268 562 7600 • E-mail: tameka.wharton@aandbtourism.com

Tourism Statistics June & 2nd Quarter 2013 Performance

June 2013 Tourist Air Arrivals			
Country	June 2013	June 2012	% Change
TOTAL	16,433	17,224	-5.18
United States of America	6,790	7,593	-10.19
Canada	1,208	691	74.82
United Kingdom	4,254	4,598	-7.48
Caribbean	2,567	2,672	-3.93

2nd Quarter Tourist Arrival by Air Performance

Country	Year to Date 2013	Year to Date 2012	% Change
TOTAL	129,391	136,461	-5.27
United States of America	49,141	54,718	-10.13
Canada	19,339	15,117	27.93
United Kingdom	35,411	36,061	-8.10
Caribbean	13,206	15,584	-15.26

Hotel Occupancy June 2013

June Occupancy 2013	48.1%	June Occupancy 2012	53.7%
Sorted by Size	2013	2012	
Large Hotels - +150 Rooms	51.0%	51.7%	
Mid Size Hotel – 50-150 Rooms	37.3%	55.2%	
Small – Less than 50 Rooms	54.6%	58.1%	
Sorted by Class			
Luxury	50.0%	55.3%	
Mid Range	48.4%	54.0%	
Budget	26.6%	30.0%	



The Sea Grape Restaurant

RESTAURANT SPOTLIGHT

The Sea Grape Restaurant at the Curtain Bluff Resort & Spa is a delightful respite from run-of-the-mill dining. Set right on the Bay beach, The Sea Grape offers open-air dining in a casual setting for lunch and transforms itself into an elegant dining venue on Tuesday, Wednesday, Friday and Saturday with an Italian/Antiguan fusion cuisine.

For lunch, there are a la cart and buffet-style menus that cater to almost any palate. The E-Blast Team sampled delicious items from the buffet menu and has nothing but good things to say about what we had. Our entire lunch was accompanied by live steel pan music which only added to the eating experience.

For starters, there was savoury local goat water and fresh garden salad. The salad bar offered a variety of fresh, raw vegetables, fruits, potato salad, and coleslaw with the best blue cheese dressing the team has ever had.

For the main course, one could choose from grilled flank steak that was tender and perfectly seasoned, barbecued ribs and chicken, seafood stuffing, baked pasta, and seasonal stir fried vegetables.

After a hearty meal, the team was completely blown away by the dessert offerings. We sampled chocolate chip cookies, pecan pie, apple tart, fudge brownies and Key lime pie. Most memorable was the Key lime pie for two reasons: it was the first time sampling Key lime pie and it was absolutely delicious; a perfect balance between tartness and sweetness and it had a smooth and creamy consistency. This was an excellent finish to a great lunch.

The delectable food and distinctly warm, island ambience will be a pleasure for all to enjoy – visitors and locals alike.

The Sea Grape restaurant is definitely one of Curtain Bluff's many gems and is a place to be experienced.

For reservations and/or more information, call Curtain Bluff at 462-8400 or visit their website at www.curtainbluff.com



Photo credit to Robert Samuel

***Review conducted by Matara Thomas**

Island Adventure

Ondeck Yachting

What better way to explore the 'Yachting Capital of the Caribbean' but to get up close and go Ondeck!

.....
If you ever follow the saying, "when in Rome do as the Romans do"! Well in Antigua & Barbuda here we say "do as the sailors do"!

What better way to experience Antigua & Barbuda than by boat and Ondeck sailing allows you to do just that! Take to the water and navigate a boat of your own, you can feel like a pirate, a sailor or even a Captain for a few when you take a tour with Ondeck Sailing, Antigua. Ondeck is a maritime training and yacht charter company with its Caribbean base in Antigua, where there's some of the best conditions around for world-class sailing! For those of us eager to learn anything about sailing this professional yachting training agency offers a variety of sailing options from relaxing day charters, gorgeous sunset sails or for the more avid boater, Ondeck also provides tailor-

made sailing events and races geared for large groups.

Additionally the outfit provides a professional learn to sail programme, with RYA/MCA training courses with certification.

On my tour the boat was commanded by two Ondeck employees the Captain and the first mate, and the rest of us became the 'handy-dandy' crew. The day on the water begins with learning to navigate the sail boat out of Falmouth Harbour, but first things first you have to release the ropes, remove the fenders and quite quickly learn something about the rigging. This hand-on interactive experience is the best way to try your sea legs. By the end of the journey you will figure out which side of the boat is the starboard side, the port side, the bow and stern. And as any good sailor knows always remember the wind direction it can be your friend or your foe... 'there she blows'! For a moment you can let your imagination soar as you become captain on the high seas and steer the boat off into



the sunset.

Whether you just want a day on the water or need professional certification, Ondeck caters to the novice or the professional alike with a variety of courses from beginners to qualifications for progression in the yachting industry. They also provide Online Interactive courses that can be completed in the comfort of your own home.

The company is accredited by the RYA (Royal Yacht Association) and the UK's MCA (Maritime and Coastguard Agency). Courses delivered range from Beginners to Ocean Yachtmaster (Master 200t).

Tourism Business *Spotlight*



This issue brings a new twist on the Tourism Employee Spotlight feature where the E-Blast Team usually highlights a specific employee in the Tourism & Hospitality industry who gives exemplary performance in their role as a Tourism Ambassador. This time around, the E-Blast team will have a Tourism Spotlight where a business or property or establishment within the Tourism & Hospitality industry is highlighted for their performance, implemented initiatives and/or community outreach.

Name of Company/Property: **Jolly Beach Resort & Spa**

Initiatives/Programs: **I-Care Program and Jolly Kidz Essay Contest.**



ICARE Program

Jolly Beach recently implemented their ICARE Program which stands for "Intentionally Choosing to find Amicable solutions to guests needs with Respect and Empathy." The groundbreaking program aims to remind all employees at Jolly Beach that their most important amenity that can be offered is exceptional customer service. The intended goal of this program is to ensure that no guest departs with any unresolved issues or requests.

Employees have ICARE badges which identify them to the guests as having an increased awareness of the value of customer satisfaction. Vernon A. Jeffers, General Manager of Jolly Beach explained "Truly delivering a positive experience for our guests and earning a reputation for friendly, five-star service will allow us to stand out and compete with everyone in the hospitality market." As standing out is indeed something that many, if not all, properties strive to do, Jolly Beach may have found the recipe for success. Their catchy "magic" phrase re-emphasizes the attention to detail that is to be paid to guests and employees – "Take Care of the Customer; Take Care of Each Other; and Take Care of Yourself!" Some other notable improvements made to the property to increase guests' comfort and convenience were



Jolly Kidz Essay Contest

Jolly Beach also did some giving back when it had its Jolly Kidz Essay Contest that was open to all primary school students in grades 4 to 6. The essay question, "What Makes Your Family Special?" was well received and garnered a tremendous amount of entries. The lucky winner who shone through was Ajarie Blucher of the Mary E. Piggott Primary School. Vernon A. Jeffers, General Manager of Jolly Beach explained "Ajarie's [essay] was chosen as he really captured many of the ideas and presented them in a strong and loving text."

As his prize, Ajarie and his family will enjoy an all-inclusive stay at Jolly Beach Resort & Spa. In addition, his teacher, Mrs. Donmarie Gerald-Simon, has been awarded a Day Pass for two, and Ms. Gayle Samuel, Principal of Mary E. Piggott Primary, receives a complimentary dinner for two.



Do you know a tourism employee/establishment deserving of the spotlight in the monthly Tourism E-Blast? Nominate your shining star by submitting their name, place of employment, and brief details as to the qualities you see demonstrated, deserving of acknowledgement as an Antiguan and Barbudan Hospitality Ambassador. Email your submission to info@aandbtourism.com

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