

- 'Win a Trip Promotion' – to stimulate interest and capture data from the destination's various source markets.
- 60 discount offers published on websites: these include www.visitantiguabarbuda.com , www.antiguanice.com www.anitguahotels.org
- Up to 60% discount offers - e.g. hotel offers, discounts on excursions, events over summer, cricket matches, Carnival events, Mas Costumes.
- Special discounts for persons over 60.
- Travel Agents Incentives.

Hotels, Restaurants, Tours and Attractions:

The Antigua and Barbuda Tourism Authority would like to invite our tourism service providers, such as our hotels, restaurants, tours and excursions to partner with us on our promotion by providing us with information on any 'special deals', or 'insider offers' along with your terms and conditions. Allow us to promote these special offers throughout the duration of the promotion and to share this information with our airline and travel partners. Offers such as:

- Hotel net rates for tour operators
- Hotel credits
- Special offers
- Discount offers
- Free drinks
- Free gifts

PR and Promotion

- Antigua and Barbuda Archer Street Bar take over in London.
- Tourism social media channels.
- Live promotional giveaways on Facebook.
- Ticket giveaways to events.
- Travel agent and Tour Operator consumer marketing and databases.
- Press releases in source markets.
- Promotion at Tourism trade shows and Road Shows for the duration of the promotion.
- Inflight promotions on certain air carriers.

Media Channels

- TV, Radio, SMS, Online banners, Social Media, Newspaper, E-Newsletters (including partners), Websites (including partners).
- Promotional hashtag - #summer60.
- Airline partners.
- Billboards in select markets.

Win-a-trip Promotion

- To increase arrivals in the short term over the shoulder periods June, September, October through a tactical promotion.
- The competition will be in the form of raffles, text-to-win, and online competitions to win a holiday in Antigua and Barbuda.
- We invite our destination tourism partners, such as restaurants, bars, hotels, tours and attractions to participate in our promotion by providing prizes as part of our 'win-a-trip' promotion to receive international visibility and advertising.
- Partners who participate in the 'Summer of 60' promotion will also be entered to win two airline tickets on Liat (excluding blackout periods).

Target Markets (for Caribbean)

Northern OECS

Guadeloupe

Virgin Islands

Trinidad and Tobago

Travel Agent Incentive

As part of the launch, the Tourism overseas offices will be expected to run a travel agent incentive using the **Summer of 60** concept during a specific booking window for travel September and October 2017. E.g. £60 shopping vouchers, 6 drinks each for a table of 10 at Archer street beach shack for agent with most bookings (prizes for agents will be market specific).

Promotional Items

We would also like to invite our partners to feel free to provide us with their promotional collateral for use as giveaways and prizes throughout the duration of the promotion (or while supplies last).