



The Antigua and Barbuda Marine Association - Serving Yachting Visitors and the Marine Industry in Antigua and Barbuda.

Membership Renewals



As we near move into 2013 we start a new membership year for the ABMA. By now you should have received your invoice for 2013 from Eggie. If you have not please email Eggie on info@abma.ag requesting your invoice.

If anyone would like us to collect their membership cheque please just let us know otherwise the office is open from 9am to 1.00pm Monday to Friday.

During the Christmas and New Year period we will be closed on Christmas Day, Boxing Day and New Year's Day, otherwise it will be business as usual.

Re-Join the ABMA

If your membership has

Dear Members and Yachting Stakeholders

Season's Greetings to you all. As we near the end of the year I wanted to wish each and every one of you a Merry Christmas and Prosperous New Year and hope that the yachting sector continues to grow from strength to strength in 2013.

Please read on for an update on initiatives which should assist in this including clarification on ABST, an invitation to join in the Toronto Boat Show and an update on advertising along with an opportunity to share ad costs in the future.

Kind regards,

Franklyn Braithwaite
President.

ABST UPDATE

There has been much confusion in the news recently about Antigua's ABST legislation as it applies to yachts in transit.

We can now confirm that a letter received by the Commissioner of National Parks and the Chairman of the Antigua Charter Yacht Show on the 13th December confirms that 15% ABST **will not** be applied to visiting yachts staying in Antigua up to a **period of nine months**.

lapsed and you would like to get back involved and benefit from our upcoming initiatives, please email info@abma.ag or call the office between the hours of 9am - 1 pm Monday to Friday on 562-5085.



Antigua Yachting Ad Campaigns Continue

We continue to work with the Antigua and Barbuda Tourism Authority on our yachting destination ads. The message is 'The Yachting Capital of the Caribbean' and currently focusses on the key international racing events. As we move further into the season this will be changed to include Sport Fishing, Sail Training and Cruising. There is also an introduction to marine services.

In **November** double page spreads were placed in **Yachting World** and **Yachts and Yachting**.

For **December** a full page ad (inside back page) is in **All at Sea** will also be placed in the **February** and **April 2013** issues.

In **January** a half page ad will be in **Caribbean Compass** and will also be repeated in the **March** and **May** 2013 issues.

We will also be trading ads on <http://www.sail-world.com> and <http://www.ybw.com> starting in **January**.

Hopefully many of you will have also seen the posters funded by the Ministry of Tourism which were placed on notice boards in the English and Falmouth Harbour area in time for the Charter Yacht Show. More of these will be produced to put in other key locations around the island.

The yachting calendar was also updated and available for visitors to the Antigua Charter Yacht Show. A limited number of these are available at the ABMA office.

SHARE IN AD COSTS IN THE FUTURE

We are looking into opportunities to place some co-op advertising in 2013. The ABMA will negotiate best rates on a one page or double page spread in key yachting magazines and divide that rate between the number of advertisers interested in listing. As an example with Yachting World- we have a rate of GBP 450 for a 1/6 page ad as part of a co-op double page spread.

To give you an idea of the phenomenal saving this offers – 1/8 of a page is 706 GBP and 1/4 is 1324 GBP. If you are interested in getting involved in these opportunities for 2013 please email Alison on news@abma.ag. If you have any ideal publications or dates that you are most interested in please let us know.

Please note this is only available to members of the ABMA and Yachting and Marine related events.

TORONTO BOAT SHOW - YOUR CHANCE TO ATTEND

The Toronto Boat Show takes place from 12-20 January 2013. The Antigua and Barbuda Tourism Authority will again have a booth for the entire event and have invited members of the ABMA who are interested in joining them on the stand to get in touch.

They are inviting businesses to join them to promote themselves AND the yachting industry in Antigua and Barbuda and be part of the team for anything from a few days to the entire event. Rates of CAD US\$95 per night are available at the Sheraton and the Westin Harbour Castle although places are going fast. More information can be found on the website at <http://www.torontoboatshow.com/show-info/accommodations/>

If you want to go please get in touch with Carolle in the Canadian office at info@antigua-barbuda.ca and don't forget to let the ABMA know. If you can take marketing materials with you please let us know on info@abma.ag.

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