**St. John's, Antigua (July 15, 2019) -**The Antigua and Barbuda Tourism Authority's #WhatCooLLooksLike campaign is well on its way and picking up momentum in Canada.

Sales and Marketing Manager for the Canadian Market, Tameka Wharton  said, "I am confident that with the additional sales activations brought on by the Global #WhatCoolLooksLike campaign and the renewed engagement of our in- region trade partners to include our most valuable asset within the market - our travel agents and tour operators, that we will see positive returns from the Canadian market."

The Antigua and Barbuda Tourism Authority's Canadian team  started a promotional marathon throughout the market which kicked off this month with a series of LCD screen advertising at major events to include the

Burlington Sounds of Music Festival where patrons were exposed to the sights and sounds of Antigua and Barbuda.

#WhatCoolLooksLike was also exhibited at the Montreal Formula 1 and Montreal Jazz Festival, where thousands of event-goers  were exposed to the destination via mobile LCD screens displayed on a U-Haul type vehicle. The  vehicle was outfitted with screens on 3 sides, giving onlookers a view of what cool really looks like. The Antigua and Barbuda adverts caught the eyes of many, as the vehicle moved around the various quarters of the city. The Antigua and Barbuda Tourism Authority's next screen stop will be at the 'Montreal Just for Laughs' event taking place later this month.

The team also had a strong showing at the Sandals Beach party, hosted by one of Canada's well recognized agencies, Vision Travel in Kitchener. This mini trade fair attended by invited clients ended with on-stage presentations by tourism partners from various Sandals resort locations. Wharton noted that, "while Antigua and Barbuda shared the spotlight with other regional destinations, clients were strongly encouraged to join the cool movement by making our destination a part of their "2020" vision".

The next stop for the Canadian team, is the OLA travel show in Winnipeg, where Antigua and Barbuda  will be the featured destination presented to a mixed crowd of high-profile individuals.