

**ANTIGUA AND BARBUDA TO AGGRESSIVELY GROW**

**EUROPEAN MARKET**

*Antigua and Barbuda’s Minister of Tourism The Hon. Charles Fernandez and the Antigua and Barbuda Tourism Authority’s CEO Colin C. James during meetings with airlines and tour operator partners*

**March 11, 2019 (ST. JOHN’S, ANTIGUA) –**Antigua and Barbuda Tourism Officials have returned to Antigua and Barbuda having participated in the ITB Travel Trade Show, held from March 6 – March 10, 2019 in Berlin, Germany.

The trade show is considered the World’s leading travel trade show and the largest exhibition of its kind in Europe, with over 10,000 exhibitors from 185 countries and over 109,000 visitors. The event brings together trade from not only Germany but also Italy and emerging source markets in Eastern Europe to do business with destination’s worldwide.

Antigua and Barbuda’s delegation led by Minister of Tourism, The Honourable Charles Fernandez, included, Antigua and Barbuda Tourism Authority’s CEO Colin C. James, and Director of Tourism for UK & Europe Cherrie Osborne. Royalton Resorts, Ocean Point Resort and Spa, The Great House, Villas at Sunset Lane, Carib World Travel and St. James Travel and tours, were also partners on the Antigua and Barbuda tourism stand.

Coming out of meetings, the Tourism Minister said, “The German speaking market remains an important source market for the destination being the third largest European source market after the UK and Italy. While the onset of Brexit is creating some uncertainty in the marketplace, the strategy of aggressively growing European business is at the forefront of the destination’s focus.”

Antigua and Barbuda recorded over 21,000 continental European arrivals at the end of 2018 reflecting a growth of 4% with potential for further growth.

“Antigua and Barbuda will continue to support the growth in the market, by working with Condor airlines and our tour operator partners within the region,” said Minister Fernandez.

The German travel trade were excited at the news of major television coverage in Germany for Antigua and Barbuda this year.

German film productions ‘Grenzenlos – Die Weltentdecken’ and ‘Traumschiff’ are expected to bring great awareness to the destination. The travel documentary Grenzelos will air on Saturday 7th April and will reach an audience of 1 million.  Traumschiff**,** which is currently being filmed on island, is ahighly popular, family-orientated, prime-time German TV-series produced for the second largest German Television Network. The show will be broadcasted in Germany, Austria and Switzerland.

Antigua and Barbuda Tourism officials also used the ITB exhibition to preview amongst a group of 30 influential bloggers the destination’s upcoming summer campaign ‘What Cool Looks Like’.

The Antigua and Barbuda team conducted a packed schedule of meetings with tour operators, cruise operators and airlines. European tourism partners also received updates, on the latest plans for hotel developments in the destination and the increased prospects for tourism in Antigua and Barbuda.

###

**ABOUT ANTIGUA AND BARBUDA**

Antigua (pronounced An-tee'ga) and Barbuda (Bar-byew’da) is located in the heart of the Caribbean Sea. Voted the World Travel Awards *Caribbean’s Most Romantic Destination*, the twin-island paradise offers visitors two uniquely distinct experiences, ideal temperatures year-round, a rich history, vibrant culture, exhilarating excursions, award-winning resorts, mouth-watering cuisine and 365 stunning pink and white-sand beaches - one for every day of the year. The largest of the Leeward Islands, Antigua comprises 108-square miles with rich history and spectacular topography that provides a variety of popular sightseeing opportunities. Nelson’s Dockyard, the only remaining example of a Georgian fort a listed UNESCO World Heritage site, is perhaps the most renowned landmark. Antigua’s tourism events calendar includes the prestigious Antigua Sailing Week, Antigua Classic Yacht Regatta, and the annual Antigua Carnival; known as the Caribbean’s Greatest Summer Festival. Barbuda, Antigua’s smaller sister island, is the ultimate celebrity hideaway. The island lies 27 miles north-east of Antigua and is just a 15-minute plane ride away. Barbuda is known for its untouched 17 mile stretch of pink sand beach and as the home of the largest Frigate Bird Sanctuary in the Western Hemisphere.  Find information on Antigua & Barbuda at: [www.visitantiguabarbuda.com](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.visitantiguabarbuda.com&d=DwMF-g&c=gOrgfQB8xVH7F0lP7MQhi8CyVXMBvYqNyP3LuSSb8Lw&r=Sikww-u5U7crjB0ZWB4QweOumf9Se8r42AkVmzb2QKg&m=epF3E7FKFR7NA0Nw643qATsr5pkfQO08fGj5b7Uvwhw&s=xUBue1f7SkVwzWug3NYnrS33DVWC4yo4RX3v3EraWsY&e=) and follow us on:

Twitter: [http://twitter.com/antiguabarbuda](https://urldefense.proofpoint.com/v2/url?u=http-3A__twitter.com_antiguabarbuda&d=DwMF-g&c=gOrgfQB8xVH7F0lP7MQhi8CyVXMBvYqNyP3LuSSb8Lw&r=Sikww-u5U7crjB0ZWB4QweOumf9Se8r42AkVmzb2QKg&m=epF3E7FKFR7NA0Nw643qATsr5pkfQO08fGj5b7Uvwhw&s=C7zwqTbtoiryOBWX7l2mAdeIapBGt3fm1lV_BezpvbM&e=)

Facebook: [www.facebook.com/antiguabarbuda](http://www.facebook.com/antiguabarbuda);

Instagram: [www.instagram.com/AntiguaandBarbuda](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.instagram.com_AntiguaandBarbuda&d=DwMF-g&c=gOrgfQB8xVH7F0lP7MQhi8CyVXMBvYqNyP3LuSSb8Lw&r=Sikww-u5U7crjB0ZWB4QweOumf9Se8r42AkVmzb2QKg&m=epF3E7FKFR7NA0Nw643qATsr5pkfQO08fGj5b7Uvwhw&s=URVO85T4CzUL_myg6UHc2etMg7oZEt9mLqWy4fyOjGQ&e=)

**For media enquiries, please contact:**

Maria Blackman

Antigua and Barbuda Tourism Authority

T: 1 (268) 562 7600/464-7601

E: maria.blackman@visitaandb.com