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**Showcase Antigua and Barbuda is back**

*Inviting our global travel partners to reconnect with us*



**August 11, 2021, Antigua and Barbuda**: On October 13 and 14, the Antigua & Barbuda Hotels and Tourism Association, in collaboration with the Antigua and Barbuda Tourism Authority will be presenting the 7th installment of the travel trade business to business destination event, Showcase Antigua Barbuda.

Absent in 2020 due to the pandemic, the ABHTA and ABTA are delighted to again welcome travel partners from all the major source markets to face to face business meetings. Tourism related businesses, that are members of the Antigua & Barbuda Hotels and Tourism Association will again have the unique opportunity to meet with key travel partners who are directly responsible for bringing bulk business to the destination.

Mr. Vernon A. Jeffers Snr, Executive Chairman of the ABHTA remarked that *“Showcase has become a staple for our destination and is critical for us to make that direct connection to our members and to our travel partners. Giving our partners the opportunity to experience the destination firsthand is important now more than ever, as we seek to allow them to connect to the sun, sea and safe environment which our local stakeholders have worked to create for our visitors.”*

Colin C. James, CEO of the Antigua and Barbuda Tourism Authority wants our travel partners to continue to keep Antigua and Barbuda top of mind. He stated *“We have done a lot of work this past year to promote Antigua & Barbuda as a unique space where visitors can feel safe to vacation, even during the most difficult period for travel. Today, we must make another connection by bringing our travel partners back to our islands. They must feel and experience all that we have put in place and know that their clients will be safe when traveling to Antigua & Barbuda.”*

Showcase Antigua and Barbuda will include a welcome event on the 13th and a full day of business meetings on the 14th. Travel partners and local stakeholders can also look forward to a new element being added to this year’s event which will include sessions of consultations on the destination and exploring avenues for growth and development of the industry.

Antigua and Barbuda Travel Trade partners desirous of attending the event are asked to save the date October 13 and 14. More details on registration will be shared in the coming weeks.

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**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 2015, 2016 and 2017 *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](http://www.visitantiguabarbuda.com) or follow us on **Twitter**. <http://twitter.com/antiguabarbuda>  **Facebook** [www.facebook.com/antiguabarbuda](http://www.facebook.com/antiguabarbuda); **Instagram**: [www.instagram.com/AntiguaandBarbuda](http://www.instagram.com/AntiguaandBarbuda)

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