**Tourism Authority Partners to Develop ‘Explore Antigua’ Mobile App and Tourist Map**

Hashtag Communications, with the endorsement of the Antigua and Barbuda Tourism Authority, has announced the release of a new and interactive tourist map through technology.

Packaged in a mobile application dubbed ‘Explore Antigua’, the undertaking is yet another indication of the island’s commitment to safe travel and tourist experience.

With social distancing and reduced physical contact being the new normal the world over, the Explore Antigua App has sought to marry technology with adventure and ease of discovery.

It features hotels, restaurants and bars and popular tourist attractions around the island and is complete with a Google-integrated map for GPS navigation.

The App, which is available free for download in the Google Play and Apple iOS stores, will be a feature at all ports of entry, leading hotels, restaurants and bars, car rental companies and other locations island wide. Visitors and residents alike will all have the opportunity to access the technology through a simple QR Code scan or by visiting the relevant stores for direct download.

Although the physical copy of the tourist map will be made available in limited supply, emphasis will be placed on using the app in keeping with protocols.

Since the reopening of its borders in June 2020, Antigua and Barbuda has seen a steady climb in visitor arrival and the return of some semblance of normalcy to the tourism business community.

It is hoped that the application will bring further comfort and freedom of movement throughout the island.

Chief Executive Officer of the Antigua and Barbuda Tourism Authority, Colin James, said, “The Covid-19 pandemic called for our tourism sector stakeholders to quickly adapt their business, and make the most of digital technology in order to safely communicate their messages to travellers. We congratulate Hashtag Communications on the development of this app, which will impact the way travellers navigate the country now and post pandemic.”

His sentiments were echoed by Managing Director of Hashtag Communications, Alex Holder, who added, “Technology has allowed us to break barriers and with the global climate being what it is today, we are now forced to think outside of the box and create what was previously unthought of. We expect a lot of usage from our millennial and budget travelers who rely on technology to get around.”

Hashtag Communications is a Public Relations, Advertising, Marketing and Design company in Antigua.

“It is also our hope that visitors, residents and businesses take full advantage of the platform. The more the tracking system is used the more accurate our geolocation system becomes, which then makes it easier to find what you want, where you want, when you want,” Holder said.

Together Antigua & Barbuda will again cement its presence on the global tourism stage.

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