

THE GRENADA BOARD OF TOURISM

September 9, 2008

NEWS RELEASE

GRENADA BOARD OF TOURISM EMBARKS ON U.S.A. ROAD SHOWS

Dateline St. George's: A Grenada delegation comprising hoteliers and tourism officials will travel to the United States of America for a series of travel agents seminars in the north eastern section of that country and a special Appreciation Cocktail Reception and Awards Ceremony in New York.

The main purpose is to provide information to travel professionals, tour operators and the media about Grenada's current status as a destination for both business and leisure visitors. This comes at a time when it is considered necessary to communicate to the travel trade, consumers and the media about preparations to welcome the resumption of flights to Grenada by American Airlines on November 2. It will also elaborate on other arrangements for additional top airline carriers, the construction of four and five-star resorts, as well as the redevelopment of local tourist attractions.

On Monday September 15, the Minister of Social Services, Ecclesiastical Affairs and Labour will represent the Minister of Tourism & Foreign Affairs Honourable Peter David at a Grenada Appreciation Cocktail Reception and Awards Ceremony. At that event, major tour operators, dive operators, airlines, top travel agents and other special awardees will be recognized for their contribution towards the growth of Grenada's tourism industry. More than 100 of the USA's top travel industry representatives will attend.

From September 16 to 19, Travel Agent Seminars will be convened for specially invited guests in Long Island, New Jersey, Philadelphia, and Baltimore. Among incentives that will be available for the travel agents are trips to Grenada, as well as other prizes that allow for their appreciation of Grenada's mix of products.

In addition to Minister Roberts, the Grenada delegation includes Mrs. Arlene Buckmire Outram – Permanent Secretary in the Ministry of Tourism, Mrs. Jocelyn Sylvester Gairy – Director of Tourism, U.S. Sales Executive Mrs. Christine Noel-Horsford and the Senior Marketing Officer of the GBT Mrs. Nicole Moultrie. Other participants come from the Coyaba Beach Resort, Flamboyant Hotel & Villas, La Source, Mount Cinnamon, Calabash Hotel, Wave Crest Holiday Apartments, Point Salines Hotel, True Blue Bay Resort, Grenadian by Rex Resort, Blue Horizons Garden Resort, and the Spice Island Beach Resort.

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