



## **Transcript for Colin C. James, CEO, Antigua and Barbuda Tourism Authority**

0:03

I'm Colin James, CEO of the Antigua and Barbuda Tourism Authority.

0:07

Right now, the traditional ways of marketing and reaching visitors and consumers has changed radically with the advent of the Internet.

0:14

So Facebook, Twitter, TikTok, those are the ways and the methods that really help us to transform how we can reach our perspective visitors coming to Antigua and Barbuda, and also how we can engage with the travel trade.

0:26

So it's very, very important that we harness the technology, we use it efficiently and we can reach a much, much wider audience.

0:34

And then I think that's one of the things that we most proud of and the tourism authority, how we've been able to step into that digital transformation era and use it to effectively market and promote the destination.

0:45

With digital marketing you can be laser focused, everybody has a handheld device these days.

0:49

And so meeting our consumers where they are is critical.

0:52

The thing is that a strong part of our marketing strategy is to the travel trade, the travel agents, the tour operators, the people who consolidate our bookings.

1:01

And so we engage in campaigns across their websites and the online travel agencies like Expedia, TripAdvisor, Booking.com, those are agencies that we work with very, very closely.



1:13  
And it's all digital.

1:14  
We're not a large country.

1:16  
And so the marketing dollars that we have, we have to use them very wisely.

1:19  
And that digital media space gives us a prime opportunity to punch well above our weight and to be effective in what we do.