

CARIBBEAN TRAVEL



The Premier B2B Marketplace for the Caribbean
Where Business Meets Opportunity

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Join the most cost-effective & impactful business-to-business
event designed exclusively for the Caribbean.

Following successful engagements with regional travel trade partners at SMART in St. Maarten, the **Antigua and Barbuda Tourism Authority (ABTA)** continued its proactive regional outreach with visits to **St. Kitts (April 2–4, 2025)** and **Dominica (April 7–9, 2025)**. The mission: to promote the highly anticipated **Caribbean Travel Marketplace**, set to take place in Antigua from **May 18–22, 2025**.

ABTA was joined by **Patrice Simon**, Executive Director of the Antigua and Barbuda Hotels and Tourism Association, and **Vanessa Ledesma**, CEO of the Caribbean Hotel and Tourism Association. The team, led by **Charmaine Spencer**, Director of Tourism for the Caribbean and Latin America, hosted destination presentations for key media representatives and travel trade partners in both destinations.

The outreach focused on sharing the latest developments from Antigua and Barbuda, highlighting the vibrant event calendar and tourism offerings for 2025. Central to the discussions was the **Caribbean Travel Marketplace**, the region's premier B2B tourism event.

In both St. Kitts and Dominica, **media interviews** were arranged to engage the public, build destination awareness, and spark excitement about attending Caribbean Travel Marketplace.

Signature events showcased included:

- **Antigua Sailing Week** | April 27 – May 2
- **Antigua and Barbuda Culinary Month** | May
- **Antigua Carnival: The Greatest Summer Festival** | July 25 – August 5
- **Antigua and Barbuda Art Week** | November 26 – December 2

These outreach initiatives are part of ABTA's broader strategy to foster stronger regional collaboration, increase destination visibility, and ensure a successful staging of Caribbean Travel Marketplace 2025.

