

Antigua & Barbuda Tourism Authority Appoints Overseas Team

*Marie Walker named Vice President, Sales & Marketing, USA and Canada
Jean-Marc Flambert named Vice President, Sales & Marketing, UK and Europe*

ANTIGUA AND BARBUDA, ANTIGUA AND BARBUDA, February 4, 2015 /EINPresswire.com/ -- Antigua and Barbuda's Minister of Tourism, Economic Development Investment and Energy, the Honorable Asot Michael has announced the appointment of tourism executives, Marie Walker and Jean-Marc Flambert as Antigua and Barbuda Tourism Authority's (ABTA) Vice Presidents with responsibility for Sales and Marketing for the twin islands tourism portfolio. Mrs. Walker is responsible for the United States and Canada and Mr. Flambert has responsibility for the United Kingdom and Europe.



Jean-Marc Flambert

Marie Walker

Jean-Marc Flambert and Marie Walker



Antigua & Barbuda- The Beach is just the beginning

In making the announcement the Minister described Walker and Flambert as expert strategists with successful track records of overseeing and directing high-impact tourism marketing campaigns for destinations.

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CEO, Colin James

With over twenty five years of tourism marketing experience, Walker most recently served as the Director of North America for the Anguilla Tourist Board, successfully opening the island's first overseas tourism office. Prior to that she worked for the Jamaica Tourist Board (JTB) in the capacity of the JTB's Advertising Relations Manager for North America. Walker is also the principal of TurnStyle Marketing Collections, a boutique tourism agency that promotes luxury resorts and villas.

Walker is the recipient of several awards including the Anguilla Progressive Association of New York Diaspora

Award; New York Certificate of Recognition for significant contributions to the Great City of Mount Vernon; St. Jago Past Students Association, USA Community Service Award for work with the

Jamaican diaspora; Caribbean Tourism Organization's Jerry Award for work in the travel industry to promote the Caribbean; the Consul General of Jamaica, Point of Light Award for outstanding service to the Jamaican community; the Jamaica Tourist Board Award for exemplary service; the American Marketing Association Silver Effie for Advertising Effectiveness and the American Society of Travel Agents (ASTA) award for contribution to their regional conference.

A member of the Caribbean Tourism Organisation, (CTO); NY Association of Travel Marketing Executives and the American Society of Travel Agents (ASTA), Walker has served as Chair of the University of the West Indies Capital Fund Auction; Chair of the CTO annual Caribbean Week events and participated on the Audrey Palmer Hawks Foundation and is an Advisor for the Graduate Program at Monroe College in New York.

Walker graduated magna cum laude from Iona College with a BSc in advertising and has a certificate in Marketing and Public Relations from New York University. She is married to the Hon. Sam D. Walker, New York State Supreme Court judge.

Mr. Flambert studied hospitality, completed the CIM Diploma in Marketing (UK) and has an MBA. He is a tourism professional with over 10 years' experience working as a hotelier and Destination Management Company, (DMC) representing countries in the Indian Ocean and the Caribbean, namely Sri Lanka, Haiti and Saint Lucia.

Flambert has been credited with driving the growth of visitor arrivals to these islands whilst creating strong partnerships with tour operators, the media and hotels. His approach is based on working as a team of stake holders, and ensuring that all partners are moving in the same direction to achieve the synergistic effect that is expected. His mandate from the Antigua and Barbuda Tourism Authority is to further develop the strategy to grow the numbers and value of visitors from the United Kingdom and Europe to the twin islands.

In welcoming Walker and Flambert to the team the ABTA's CEO, Colin James said, "We are confident that Marie and Jean Marc will leverage their industry expertise in overseeing the planning, development, and execution of our initiatives to promote and sell Antigua and Barbuda".

ABOUT ANTIGUA AND BARBUDA

Antigua (pronounced An-tee'ga) and Barbuda (Bar-byew' da) is located in the heart of the Caribbean Sea. The largest of the Leeward Islands, Antigua & Barbuda comprises 108-square miles. The 365 white and pink sand beaches, one for every day of the year, are just the beginning of the treasures that await visitors. Antigua's rich history and spectacular topography provide a variety of popular sightseeing opportunities. Nelson's Dockyard, the only remaining example of a Georgian fort commissioned by the British in 1755, is perhaps the most renowned landmark. Betty's Hope, built in 1674, is the site of one of the first full-scale sugar plantations on Antigua, and offers a chance to step back into time by visiting the restored mills. Another unique attraction is Devil's Bridge, located at the eastern tip of the island in Indian Town National Park, where Atlantic breakers have carved out a natural limestone arch. Antigua boasts a varied tourism calendar including events such as the World Class Antigua Sailing Week, Classic Yacht Regatta, Antigua Sports Fishing and also the annual Carnival; known as the Caribbean's Greatest Summer Festival. Island accommodation ranges from luxury resorts and all-inclusive hotels to smaller more intimate boutique guesthouses and cottages. For information about Antigua & Barbuda visit www.visitantiguabarbuda.com

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