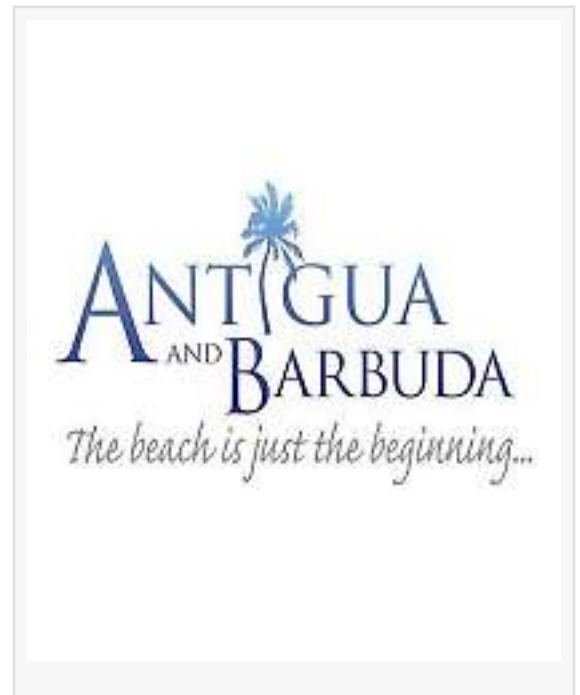


# Antigua and Barbuda Tourism launches “Prix Fixe ‘Ur Summer’

NEW YORK, NY, USA, May 29, 2015 /EINPresswire.com/ -- The Antigua and Barbuda Tourism Authority North America has launched “Prix Fixe ‘Ur Summer,” a promotion capitalizing on the ever-popular prix fixe menu across fine dining restaurants in North America. The destination is however taking this staple a step further by including all resort summer packages and tours and attractions specials under the same offer. The new cost savings campaign will be available to visitors during the months of June through September and seeks to position Antigua and Barbuda as a fun escape for families who are seeking value when planning their summer vacation. More than fifteen participating vendors have signed on to the initiative and have offered their best rates and a variety of discounts to visitors.



“As summer is traditionally a heavy travel period for families, the one thing synonymous with Antigua and Barbuda’s ‘Prix Fixe ‘Ur Summer’ promotion is value and cost savings and

we are confident that our clients will make wise choices by switching their plans and escaping to Antigua and Barbuda this summer,” said Marie Walker, Vice President of Sales and Marketing North America. Walker also stated, “This promotion would be of even greater value to existing clients who would recognize the great savings on their ‘tried’ and enjoyed favorites on island.”

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... in order to increase arrivals and create repeat visitors to the island, we must continue to be strategic in order to remain competitive

*ABTA’s CEO, Colin James*

Walker also confirmed, that “Prix Fixe ‘Ur Summer” is in keeping with the ABTA’s commitment to building public/private sector programs that will stimulate business and reap greater returns on investment. Initiatives such as this are the way forward in a highly competitive environment and calls for all stakeholders working together in creative and innovative ways.

The new campaign will take on a multi-channel integrated marketing communications approach that will include driving awareness and engagement across traditional and non-traditional platforms to include direct-to-consumer initiatives with partners such as Trip Advisor, travel agent outreach, public relations and a strategic social media campaign. The “Prix Fixe ‘Ur Summer” program will be hosted on the newly launched AntiguaBarbudaBuzz.com website which focuses on enticing, engaging and informing savvy consumers and travel agents by offering up-to-date information on the destination and includes on-going offers that will attract visitors.

ABTA’s CEO, Colin James, endorsed the collaborative initiative. “The ABTA recognizes that the travel industry is constantly evolving and in order to increase arrivals and create repeat visitors to the island,

we must continue to be strategic in order to remain competitive,” said James. “We definitely see this initiative being of great value to the destination, especially during the slow season. We have to commit to creating programs that will entice visitors to our shores not just during the winter season, but all year round. The ABTA is fully supporting the ‘Prix Fixe ‘Ur Summer’ program and look forward to more initiatives of this magnitude and approach,” continued James.

Visitors to [www.antiguabarbudabuzz.com/](http://www.antiguabarbudabuzz.com/) will have access to a list of offers from each participating vendor and details on how to book these specials and packages.

## 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](http://www.visitantiguabarbuda.com) and follow us on Twitter. <http://twitter.com/antiguabarbuda> Facebook [www.facebook.com/antiguabarbuda](http://www.facebook.com/antiguabarbuda);

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