

Nevis Wins Media Award in New York

The Small Island Has The Strong Showing At CTO's Caribbean Week

NEW YORK, NY, USA, June 11, 2015 /EINPresswire.com/ -- There was the slight aroma of 'Killer Bee' in the air at the annual Caribbean Week in New York City, NY this past week (June 1st-5th), as Greg Phillip, Chief Executive Officer of the Nevis Tourism Association (NTA) and Yvette Jackman, NTA North America Manager joined Caribbean ministers of tourism and officials representing island nations while walking away with the media award for Nevisian Fare.

The activity packed week started with a Trade Show and Educational Seminar for Travel Agents that was both enlightening and productive for Nevis who used this as an opportunity to educate agents further on the product. Additionally, before arriving in New York, Phillip and Jackman carried out a series of travel

agent seminars in the US, culminating in New York City. The tour was so successful that it resulted in a number of carriage trade agents coming to Nevis on familiarization trips in the near future. "We were happily surprised by the keen interest in Nevis particularly from the state of Connecticut", Phillip said. "This sales blitz gave us the opportunity to share the story of Nevis with a select group of agents and as a consequence they have agreed to visit Nevis in the summer months in order to experience the tourism product first hand and ultimately sell it to their clients with confidence".

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Greg Phillip, CEO Nevis Tourism Association

Phillip and Jackman, joined by Nevis Tourism Sales Representative Andrew Rowe, used Caribbean Week as a perfect chance to share information on Nevis' special events for 2015 including the Mango Festival, Culturama, The Annual Nevis Marathon and Running Festival and the Nevis Triathlon.

The culmination of Nevis' participation came at the annual Caribbean Media Awards Luncheon at the Wyndham New Yorker Hotel when Nevis took center stage after the Master of Ceremonies announced that the Best Feature by a Caribbean Journalist was Peter Swain's article on Nevisian cuisine, entitled Nevisian Fare for MACO CARIBBEAN LIVING Magazine. The judges commented that Mr. Swain gave an accurate depiction and a beautifully executed painting with words, summarizing a typical stay on the secluded island paradise.



Greg Phillip, Chief Executive Officer of NTA (right) talks Nevis with Dr. Elinor Garely (left) of eTurboNews while Sara Shameem of PM Group listens intently.

At the Caribbean Media Marketplace later that day, NTA CEO, Greg Phillip, met with many influential journalists from varying publications including writers and Editor-in-Chief's from tourismexecutives.com, Travel + Leisure, LuxuryWeb Magazine, travelsquire.com, Urban Broadcasting Company, and ohthepeopleyoumeet.com.

The NTA also attended the 'The Caribbean Romance Pavilion', which provided them the opportunity to promote the destination to over 500 couples that are in the throes of planning their weddings and honeymoons. The aspiring newlyweds to be, were able to interact directly with the NTA representatives and learn about the options available for saying their vows on Nevis. Many couples expressed strong interest in Nevis as its secluded and untouched beauty made it even more desirable for those seeking a more intimate and romantic location. This message was further reinforced by the fact that Nevis has been ranked "The Most Romantic Caribbean Island" by Caribbean Journal and "The Best Romantic Island" by USA Today.

Amidst the busy schedule and events taking place at Caribbean Week, Phillip scheduled a meeting with directors at Playbill Magazine to seek ways of partnering with them to promote Nevis and associate the island with the hit play Hamilton that opens on Broadway in September.

Bookings to and from Nevis can be made via the Nevis website: <http://www.NevisIsland.com>

About Nevis:

Nevis is part of the Federation of St. Kitts & Nevis and is located in the Leeward Islands of the West Indies. Conical in shape with a volcanic peak at its center known as Nevis Peak, the island is the birthplace of the founding father of the United States, Alexander Hamilton. The weather is typical of most of the year with temperatures in the low to mid-80s°F / mid 20-30s°C, cool breezes and low chances of precipitation. Air transportation is easily available with connections from Puerto Rico, and St. Kitts. For more information about Nevis, travel packages and accommodations, please contact the Nevis Tourism Authority, USA Tel 1.407.287.5204, Canada 1.403.770.6697 or our website www.nevisisland.com and on Facebook – Nevis Naturally.

John Hartanowicz
PM GROUP
+1-267.255.5865
email us here

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