

# Antigua and Barbuda wow media during CTO Week

*Antigua Recognized with Prestigious Award and Assert Dominance at Media Marketplace*

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[/EINPresswire.com/](http://EINPresswire.com/) -- The destination of Antigua and Barbuda is continuing its path towards successfully dominating Caribbean Week 2016 by winning an award on June 2nd, at the Media Awards luncheon and displaying a stunning and engaging presence at the 'Media Marketplace.' Caribbean Week is the largest, most engaging regional tourism activity in the greater New York and US market, and typically attracts thousands of participants that results in extensive media coverage of the various events at a local, national, and international audiences that reaches millions. Now in its 43rd year, the week-long event, organized by the CTO (Caribbean Tourism Organization) showcases the sights, sounds, colors, culture and unique experiences of the Caribbean. It is a unique platform to interact with Caribbean government and tourism officials, the media, artists, performers, celebrity chefs, investors and stakeholders, particularly in combining business sessions and consumer-oriented events.

Thursday's events were geared towards interacting with the media in recognition of the positive and flourishing relationship the Caribbean tourism industry has with the media, beginning with the Caribbean Media Awards Luncheon followed by the Media Marketplace. The Caribbean Media Awards Luncheon recognizes media for positive coverage of the Caribbean and recognizes media for influencing their readers to travel to the Caribbean. Held at the New York

Marriott Marquis, there are 9 categories as well as a "Best in Show" winners. Antigua and Barbuda was presented with the "Golden Mic" award that was presented to Valeria D'Elia from New York 1 News for her broadcast feature, "Experiencing Antigua Like a Local." This is an incredible achievement considering there were over 140 entries for the 9 categories of awards, and the first time Antigua and Barbuda has won this award. On-hand to accept the award in Valerie D'Elia's absence



were Antigua and Barbuda Tourism Authority (ABTA) CEO, Colin C. James and Tourism Advisor Shirlene Nibbs.

In addition to the awards ceremonies, the CTO held the Media Marketplace, a three hour open forum for media to attend so as to network with the different participating regions, and find out the latest news from them directly. Antigua and Barbuda had the largest presence at the market, hosting a double-booth, designed to attract passerby's with colorful, enticing images, banners and branded giveaways as well as former Miss Antiguas dressed in Carnival costumes to promote Carnival 60 and the opportunity to experience tasty delights from Antiguan Chefs Melvin Myers and Christopher Terry, and rising star pastry chef, Zinzi Mpande, recent winner of the "U.S. Pastry Chef Champion." Every person left the media market talking about Antigua and Barbuda, armed with further information of why the twin islands are the hottest new destination of the Caribbean. Present during the course of the market was Antigua and Barbuda's Ambassador to the United Nations, His Excellency W, Aubrey Webson, ABTA CEO, Colin C. James, Tourism Advisor, Shirlene Nibbs and the US ABTA Marketing and Sales Team.

CEO, Colin C. James stated, "I am incredibly proud of the achievements Antigua and Barbuda has already accomplished these past few days. Being recognized with New York travel fixture, Val D'Elia for her broadcast piece highlighting some of the best places to visit in Antigua is an incredible honor. Antigua and Barbuda has been experiencing a record-breaking year in tourism, particularly in the US market. In display of this positive momentum, I was incredibly proud of our dynamic and engaging presence at the Media Market, highlighting the best and brightest talent in culinary and providing engaging and colorful promotion of Carnival 60, resulting in incredible interest from the media in attendance."

## 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, boutique 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) or [www.antiguabarbudabuzz.com](http://www.antiguabarbudabuzz.com) and follow us on Twitter. <http://twitter.com/antiguabarbuda> Facebook [www.facebook.com/antiguabarbuda](http://www.facebook.com/antiguabarbuda) or [www.facebook.com/AntiguaBTL](http://www.facebook.com/AntiguaBTL) (Antigua and Barbuda Tourism Live) Instagram: [www.instagram.com/AntiguaandBarbuda](http://www.instagram.com/AntiguaandBarbuda)

Photos: Top Left: Tourism Advisor Ms.Nibbs and CEO of ABTA, Mr. Colin C. James with the Award Top Right: Ms. Nibbs with from left, Pastry Chef, Ms. Mpande, Chef Christopher, and Ms. Arah Robins, ABTA, Bottom Center: Antigua and Barbuda UN Ambassador Webson with CEO, Mr. James and Miss Antigua Carroll

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