

Antigua and Barbuda Tourism Authority appoints Director of Tourism, Canada

Newly-created role affirms twin-island nation's commitment to strengthening ties to building tourism

TORONTO, ONTARIO, CANADA, July 5, 2016 /EINPresswire.com/ -- The Antigua and Barbuda Tourism Authority is pleased to announce that Colin Skerritt, of Antiguan heritage, has been named Director of Tourism, Canada, based in Toronto, Ontario. He begins his tenure as of July 5, 2016.

“We are delighted to appoint Colin Skerritt, as Director of Tourism, Canada,” says CEO of the Antigua and Barbuda Tourism Authority, Colin C. James. “Our objective is to increase visibility and prominence of Antigua and Barbuda in Canada. With a new airport, increased opportunities for airlift and multiple new properties on the horizon, it is an exciting time to take on this role and Colin’s



experience makes him the most qualified to achieve these goals.”

Skerritt is an experienced and well-established travel tourism professional in the Canadian travel and airline industry, having implemented travel marketing programs across Canada and in Antigua and

Jamaica for more than 10 years. He joined Air Canada in 2010 as a Global Accounts Manager with responsibilities for travel revenue growth in North America, Latin America, the Caribbean and UK. While at Air Canada, Skerritt managed the airline’s largest corporate and leisure travel management partners and also lead Air Canada Vacations relationship. Prior to Air Canada, he worked for Virgin Atlantic Airways as a Corporate Sales Manager developing strategic travel partnerships in Antigua, Jamaica and St. Lucia with a focus on the expansion of Caribbean business travel to the United

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*Colin C. James, CEO,
Antigua and Barbuda Tourism
Authority*

Kingdom.

He recently gained significant press coverage as the host of the Air Canada Vacations national program rollout which featured a series of town hall press events for over 3,500 travel agents across

Canada.

“Antigua has always been a very special place for me as it is the island where my parents were raised. Antigua offers Canadians an extraordinary Caribbean tourism experience. It is truly an exciting time to be in this role as Antigua and Barbuda are well positioned for exciting growth,” Skerritt said.

In his new position, Skerritt will be responsible for the Antigua and Barbuda Tourism Authority operations in Canada. Mr. Skerritt holds a Graphic Communication Management Degree, from Ryerson University in Toronto, Canada.

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 or follow us on Twitter. <http://twitter.com/antiguabarbuda>; Facebook www.facebook.com/antiguabarbuda; and Instagram: www.instagram.com/AntiguaandBarbuda

PHOTO: Colin Skerritt, Director of Tourism, Canada, Antigua and Barbuda Tourism Authority

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