

Antigua and Barbuda Tourism Authority appoints Director of Tourism, US

Integral New Role Will Focus on Continued Growth of US Tourism Arrivals

NEW YORK, NEW YORK, USA, July 7, 2016 /EINPresswire.com/ -- The Antigua and Barbuda Tourism Authority is pleased to announce that Kim Jack Riley has been named Director of Tourism, USA, based in New York City. She began her tenure on Wednesday, July 6, 2016.

“We welcome Kim Jack Riley to her new position at the helm of the US Tourism Authority,” says Antigua and Barbuda Minister of Tourism, Economic Development, Investment and Energy, Asot Michael. “Antigua and Barbuda has seen incredible growth in the US market in 2016, and our objective is to continue this momentum with continued exponential growth in tourism arrivals, increasing airlift, and affirming our position as the Caribbean destination of



choice. Ms. Jack Riley’s wealth of experience in travel, communications and marketing will be a strong asset to the team to carry through our strategic tourism plan. We welcome her wholeheartedly.”

Kim Jack Riley an experienced and well established Travel Marketing and Hospitality specialist with expertise in content production, integrated marketing and digital traffic growth. Riley began her career in the travel industry in 1997 when she operated a successful home-based travel agency specializing in personalized tours of The Caribbean and Europe. In 2007, she led a phenomenally successful start-up joint venture for mega-marketers Proctor & Gamble and NBC Universal. From there, Riley joined Flight Center USA (FCUSA) as a Marketing Team Leader where she used her expert knowledge of the North American demographic to install marketing and social media strategies to grow awareness across air, land and sea products

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Asot Michael, Antigua & Barbuda Minister of Tourism

(FlightCenter.com, HotCaribbeanDeals.com and DiscountCruises.com). She has also held roles with field sales (MSC Cruises) and destination marketing for various hotels and tourism boards.

Ms. Jack Riley's career includes working for established New York City publishing houses such as Scholastic, Inc., Time Out, and The Source Magazine, where she restructured the editorial and research division and where the magazine earned the distinction of "#1-selling music magazine in the US" under her leadership. Additionally, she worked for the prestigious Planned Parenthood Foundation of America (PPFA), where she spearheaded the launch of a multi award-winning website with innovative and interactive marketing tools.

Jack Riley comes at a time when Antigua and Barbuda tourism is seeing positive growth from the US market with arrivals being up by an average of 20% as was announced earlier this year, and where the tourism product overall has experienced very positive results, due largely to increased airlift, enhancements to the island and intensified sales and marketing efforts.

"I am honored to take on this new position for Antigua and Barbuda, as it is an incredibly exciting time for the country with surging tourism arrivals, and multiple new properties on the horizon. I look forward to the opportunity of helping the twin-island nation achieve even greater visibility and growth in the US," Jack Riley says.

In her new position, Jack Riley is responsible for the Antigua and Barbuda Tourism Authority operations in the US. Kim resides in New Jersey with her husband and celebrated radio journalist, Mark Riley, along with their daughter, Viveca.

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

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