ANTIGUA AND BARBUDA'S MINISTRY TO UNDERTAKE TOURISM CARRYING-CAPACITY STUDY TO GUIDE SUSTAINABLE GROWTH

Study to provide critical data for long-term tourism planning and development





NEW YORK CITY, NY, UNITED STATES, September 21, 2026 / EINPresswire.com/ -- St. John's, Antigua; (September 21, 2026), The Ministry of Tourism, Civil Aviation, Transportation and Investment is advancing a forward-looking policy and planning agenda to ensure that the continued growth of Antigua and Barbuda's tourism industry is sustainable, inclusive and aligned with the country's long-term interests.

Minister of Tourism, Civil Aviation, Transportation and Investment, the Honourable Charles Fernandez, outlined the approach during remarks at the Antigua and Barbuda Tourism Authority's (ABTA) 2026 Tourism Marketing Strategy Meeting, which brings together tourism leaders, industry stakeholders and the Authority's local and overseas teams. While acknowledging the importance of effective destination marketing, Minister Fernandez emphasized that tourism growth must also be guided by sound policy, careful planning and reliable data.

He announced that the Ministry will undertake a comprehensive tourism carrying-capacity study for Antigua and Barbuda, aimed at determining how much growth the destination can sustainably accommodate while protecting the natural, cultural and social assets upon which the

tourism industry depends.

The study will provide an evidence base for planning as the country experiences continued development across the sector, including increased airlift, cruise activity, hotel room capacity and investment. It will also examine the capacity of infrastructure, communities and natural resources, while considering the economic value retained in Antigua and Barbuda.

Minister Fernandez stressed that tourism growth must be measured by more than visitor arrival numbers, noting the importance of protecting the beaches, reefs, coastlines, heritage, culture and communities that form the foundation of the destination.

He also emphasized the need to plan for the tourism industry Antigua and Barbuda wants to have over the next 10, 20 and 30 years, with strategic consideration given to infrastructure, air connectivity, investment, product development, environmental protection and sector resilience. The Minister reiterated that tourism must remain a national priority and a powerful contributor to Antigua and Barbuda's development, with its continued growth guided by sound policy, empirical data and strategic planning.

The Ministry will therefore continue to strengthen the policy and planning framework necessary to support sustainable tourism growth while safeguarding the resources that will sustain the industry and benefit Antiguans and Barbudans for generations to come.

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ABOUT ANTIGUA AND BARBUDA
Antigua (pronounced An-tee'ga) and Barbuda (Bar-byew'da) is located in the heart of the Caribbean Sea. The twin-island paradise offers visitors two uniquely distinct experiences, ideal temperatures year-round, a rich history, vibrant culture, exhilarating excursions, award-winning resorts, mouth-watering cuisine, and 365 stunning pink and white-sand beaches—one for every day of the year. The largest of the English-speaking Leeward Islands, Antigua comprises 108 square miles with rich history and spectacular topography that provides a variety of popular sightseeing opportunities. Nelson's Dockyard, the only remaining example of a Georgian fort a listed UNESCO World Heritage site, is perhaps the most renowned landmark. Antigua's tourism events calendar includes the Antigua and Barbuda Wellness Month, Run in Paradise, prestigious Antigua Sailing Week, Antigua Classic Yacht Regatta, Antigua and Barbuda Restaurant Week, Antigua and Barbuda Art Week, and the annual Antigua Carnival; known as the Caribbean's Greatest Summer Festival. Barbuda, Antigua's smaller sister island, is the ultimate celebrity hideaway. The island lies 27 miles northeast of Antigua and is just a 15-minute plane ride away. Barbuda is known for its untouched 11-mile stretch of pink sand beach and as the home of the largest Frigate Bird Sanctuary in the Western Hemisphere.

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