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ABTA Launches Road Shows Across the United States

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ABTA team (Antigua and Barbuda Tourism Authority)

Colin C. James, the CEO of the **Antigua and Barbuda Tourism Authority (ABTA)**, has unveiled an ambitious plan to promote tourism in the **United States**. The ABTA has embarked on a comprehensive promotional tour to engage with travel professionals in more than 30 cities nationwide. The primary goal of this tour is to provide updates on the latest developments and activities in Antigua and Barbuda's tourism sector to boost tourist arrivals. **Dean Fenton**, the ABTA director for the U.S.A., leads this promotional effort.

The United States tourism team is hosting road shows designed to ignite the enthusiasm of travel advisors. They aim to drive sales to new heights for the upcoming 2023/24 tourism season in Antigua and Barbuda. This sales campaign spans multiple cities, where the team shares fresh insights about the destination's tourism offerings.

Last week, the ABTA USA team, led by **Norrell Joseph**, the U.S.A. sales and marketing manager, conducted informative sessions for travel advisors in **Boston, Hartford, New York City** and **Long Island**. Over the next several months, they will traverse the U.S., organizing 38 training events. These events will occur in various states, including **New Jersey, Pennsylvania, Maryland, Washington, D.C., California, Colorado, Illinois, Ohio, Minnesota, North Carolina, Georgia, Florida** and **Texas**. The goal is to equip travel advisors with the knowledge and tools to promote the island country effectively.

Notably, the Antigua and Barbuda team is joined by partners representing key properties, airlines, cruise lines, tour operators and other regional travel suppliers.

Local hotels and resorts have also seized the opportunity provided by the ABTA to participate in these events. It's an ideal platform for them to present new attractions and build and strengthen relationships with individuals contributing to the growth of the tourism industry in Antigua and Barbuda.

For more information, visit www.visitantiguabarbuda.com
(<https://www.visitantiguabarbuda.com/>).

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Colin C. James

Dean Fenton

Norrell Joseph