

THE GRENADA BOARD OF TOURISM

NEWS RELEASE

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GBT LAUNCHES ITS PARISH BRANDING PROJECT

Dateline St. George's: Representatives from Grenada's parishes and nominees from Grencase, People in Action, and other groups and organizations are now informed about the Grenada Board of Tourism's project to brand parishes on the basis of the distinctive goods and services that can be procured from them. In a briefing session at the Grenada Board of Tourism on Thursday August 12, 2010, participants were introduced to the concepts and objectives regarding how each parish is expected to develop its distinctive features, assets and possibilities via a purposeful system of collaboration involving local communities and the GBT.

In explaining the objectives to participants, Director of Tourism Mr. William Joseph stressed, among other things, that this project will heighten the level of interaction among residents of rural communities thereby creating opportunities for the emergence and growth of viable micro businesses that offer goods and services that are in synergy with the proposed parish brands. These will lead to the maximization of possibilities for income generation and employment at the community level. They will also provide visitors with real and enriched opportunities to interact with local people, thus adding greater value, variety and appeal to Grenada's product offerings. Reversing the sometimes negative disposition of some nationals towards tourism is also regarded among the goals being considered as this project moves into fruition.

Having regard for the findings obtained from recent surveys conducted in all of the parishes about this initiative, and taking into consideration suggestions that emanated during the briefing session, the Grenada Board of Tourism was successful in establishing a Project Steering Authority that will meet to determine and give direction to the necessary processes and decision-making that would be required in going forward.

For starters, and as a means of energizing community interest at the earliest stages, the following brands were proposed, pending consultations with the various parishes concerned.

St. Patrick – The Historical & Hospitality Parish; St. Andrew – The green Parish
St. David – The Pure Spice parish; St. Mark – The Natural Foods & Wellness Parish
St John – The Fish & Nightlife Parish; Carriacou & Petit Martinique The original Culture Parish.

The Grenada Board of Tourism is pleased that this project has commenced and is optimistic about achieving the necessary buy-in from the general public for it to progress.

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