



THE GRENADA TOURISM AUTHORITY PRESENTS 1ST PROGRESS REPORT

ST. GEORGE'S, GRENADA, July 22, 2014 – GIS: The Grenada Tourism Authority (GTA) will host the first in a series of quarterly press briefings on Wednesday, 23rd July, 2014 at the Radisson Grenada Beach Resort. This press briefing will present the GTA's Progress report for the first two quarters of the year 2014. Hon. Alexandra Otway-Noel M.P., Minister of Tourism and Civil Aviation, Mr. Richard Strachan, Chairman of the Board of Directors of the GTA, and Mr. Rudy Grant, Chief Executive Officer of the GTA will report on a range of issues including marketing initiatives, visitor statistics, and elements of the new destination brand Pure Grenada - The Spice of the Caribbean.

On the 14th of February 2014, Grenada's new destination brand Pure Grenada – The Spice of the Caribbean was launched. The brand encompasses the social, cultural, and physical characteristics of Grenada, while still maintaining the well-known Spice characteristics. The Pure Grenada brand is being utilized to target the environmentally aware visitor who wishes to have intimate experiences of adventure, romance, and lifestyle. The brand has received commendable acceptance in the traditional visitor markets.

The overall performance of the tourism sector has been encouraging. This performance has been characterized by increases in both stay over and cruise visitors. The period January to June 2014 has seen a 13.89% increase in stay over and cruise visitor arrivals with a total of 214,403 as compared to 188,251 in 2013.

Grenada has traditionally received visitors from the USA, the UK, Canada and the Caribbean. These are the core markets that the GTA engages. This year has seen an inclusion of the German market in advertising with the much-anticipated arrival of flights from Frankfurt, Germany facilitated by Condor Airlines in November 2014. Other than advertising, e- marketing, and sales promotions, direct brand experience was a major tactic used whereby press groups and tour operators were given a trip to Grenada to experience the islands' attractions and hospitality.

It is the intention of the Grenada Tourism Authority to highlight its achievements, activities, and programmes after each quarter to the media and the people of Grenada, Carriacou, and Petite Martinique.

Media Contact

Chrislyn Lashington
Corporate Communications Officer
Grenada Tourism Authority
clashington@grenadagrenadines.com
473 440-2001/2279

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Government Information Service
Grenada
Ministerial Complex
Botanical Gardens, Tanteen, St. George.

Telephone: 1 473 440 2061

Emails: gisgrenada@yahoo.com, gis10grenada@gmail.com

FaceBook: <http://www.facebook.com/pages/Government-Information-Service-Grenada/124679667715950?ref=hl>