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**ANTIGUA AND BARBUDA FEATURES AS THE ULTIMATE HONEYMOON DESTINATION ON NBC**

**St. John’s, Antigua (June 26, 2019) –** The Antigua and Barbuda Tourism Authority is getting into the hearts and minds of audiences in the US as part of the destination’s ‘June is Romance Month’ promotions, which will see Antigua and Barbuda promoted as the ultimate honeymoon destination on television station NBC.

Antigua and Barbuda is one of the featured destinations in the NBC-6 ‘Ultimate Honeymoon Sweepstakes’ promotion, hosted by ‘6 In the Mix’, South Florida’s only live local entertainment and lifestyle program, which airs on the local NBC-TV affiliate. Viewers have the opportunity to enter the sweepstakes, to win a dream getaway to the beautiful Hodges Bay Resort in Antigua and Barbuda.

CEO of the Antigua and Barbuda Tourism Authority Colin C. James, says, “The promotion with NBC is an effective means of targeting potential honeymooners and visitors to the destination. The Romance Market is a noted growth market and it remains a key pillar of focus for us within the Antigua and Barbuda Tourism Authority. Our partnership with ‘6 in the Mix’ is geared towards amplifying the romance promotions currently on-going within the market, and increasing awareness of Antigua and Barbuda’s uniqueness, as a honeymoon destination.”

The five-week television marketing campaign will showcase Antigua and Barbuda through a mix of :30 on-air promotional spots on both NBC-6 and COZI TV; Taxi TV impressions; honeymoon destination banners; and customized content on NBC-6 digital platforms, including NBC-6.com home page and honeymoon page.

The campaign also includes an in-studio interview with the Tourism Authority CEO, which will air on June 26th, then be uploaded to NBC-6.com and carried for 12 months.

During the interview James’ speaks about the ease of travel to the destination, Antigua and Barbuda’s no-residency requirement which gives the destination a competitive advantage over other destination’s where same day weddings do not occur. The twin-islands’ hospitable people, knowledgeable wedding planners, amazing resorts, exquisite cuisine, exciting excursions and stunning pink and white sand beaches are also highlighted.

Antigua and Barbuda has been voted the Caribbean’s Most Romantic Destination, three years in a row, by the World Travel Awards.