**EMBRACING THE NEW WORLD OF TOURISM**

***The Antigua and Barbuda Tourism Authority weighs in on the Future of Travel***



**London, November 11 2020:** The Antigua and Barbuda Tourism Authority is in the midst of London’s World Travel Market. Held annually, WTM is the world’s leading conference for the travel industry. While the event has transitioned to a virtual platform for this year, the three-day conference welcomes exhibitors, buyers, media, and industry professionals for a chance to network and negotiate with members of the tourism community.

Colin C. James - CEO of the Antigua and Barbuda Tourism Authority (ABTA), yesterday (November 10) joined a virtual WTM panel of leading tourism industry experts to discuss the *Future of Travel* and *Embracing the New World of Tourism.*

Led and moderated by BBC presenter, Babita Sharma, ABTA’s CEO was joined by Dr. Betty Radier - CEO of the Kenya Tourism Board, Jonathan Keane - Managing Director of Global Aviation, and Godja Sönnichsen - Director of Communications at TUI Cruises.

The aim of the session was to explore the future of tourism and to discuss what the new trends and priorities of travellers will be in the coming years. Following the immediate impact of the pandemic, the tourism landscape has now developed, and the session touched upon the key challenges for destinations and travel brands moving forward.

Weighing in on how Antigua and Barbuda is keeping up with the evolving landscape of the travel industry, the Tourism Authority’s CEO touched upon the various health and safety measures that have been implemented across the island which will likely be a regular feature for holidays going forward.

While this year has seen many countries shutting their borders and enforcing quarantine restrictions, the Caribbean islands of Antigua and Barbuda have continued to remain open for business and have retained a consistent spot on the UK’s air bridge agreement list. Health and safety and are the top priorities for the

islands which have introduced a number of strict protocols that must be adhered to by both residents and visitors alike.

James also touched upon the recently launched Nomad Digital Residence (NDR) Programme which encourages UK travellers, who can meet the requirements of their employers, to relocate to Antigua for up to two years to work remotely from its idyllic shores. The programme provides some much-needed space and recuperation following a turbulent 2020 and offers some of the emerging trends that UK travellers are now prioritising; including space, natural beauty and a focus on mental wellbeing.

Following an unprecedented year of challenges for the tourism sector, the panel ended the discussion with optimism for the future. While the landscape will continue to change and develop over the next few weeks and months, the insights offered by the CEO of the Antigua and Barbuda Tourism Authority, Colin James and his fellow panelists show commitment and resilience as the industry continues to rebuild.

**ENDS**

**About Antigua and Barbuda:**

The largest of the Leeward Islands, Antigua & Barbuda comprises 108-square miles. The 365 white and pink sand beaches, one for every day of the year, are just the beginning of the treasures that await visitors. Antigua’s rich history and spectacular topography provide a variety of popular sightseeing opportunities. Nelson’s Dockyard, the only remaining example of a Georgian fort commissioned by the British in 1755, is perhaps the most renowned landmark. Betty’s Hope, built in 1674, is the site of one of the first full-scale sugar plantations on Antigua, and offers a chance to step back into time by visiting the restored mills. Another unique attraction is Devil’s Bridge, located at the eastern tip of the island in Indian Town National Park, where Atlantic breakers have carved out a natural limestone arch. Antigua boasts a varied tourism calendar including events such as the World Class Antigua Sailing Week, Classic Yacht Regatta, Antigua Sports Fishing and also the annual Carnival; known as the Caribbean’s Greatest Summer Festival. Island accommodation ranges from luxury resorts and all-inclusive hotels to smaller more intimate boutique guesthouses and cottages. For information about Antigua & Barbuda visit www.visitantiguabarbuda.com