



Tourism officials focus on marketing Dominica

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The embassy of the United States of America, to Barbados and the Eastern Caribbean, in collaboration with Dominica Hotel & Tourism Association and the Discover Dominica Authority will on Friday host a seminar with stakeholders within the tourism industry to seek to provide a better understanding of how to market Dominica as a tourist destination.

The theme for the seminar is "Transforming Tourism to Win the Future" and will be facilitated by President of Shrinking footprints and Advertising Specialist, Andy Dumaine.

Dumaine will will lecture on developing sustainable tourism, increasing revenue and maximizing benefits to local communities.

At a press briefing at the Garraway Hotel on Thursday Dumaine explained that "advertising is not enough" to make Dominica a successful Tourism destination.

"I think if we tell compelling stories that people can't help but share with other people that's as good as advertizing, if not better".

