



**ANTIGUA
AND
BARBUDA**
The beach is just the beginning...

Regional Traveller 2012

Lodging

Programme Description

Regional Traveller is an Antigua & Barbuda Tourism Authority promotional campaign with objectives to stimulate visibility and travel within the region. The programme is strategically designed to make finding and booking deals simple. Major emphasis is placed on the online experience, being hassle free and interactive.

As a result, several tourism service suppliers, from various aspects of tourism will be featured, offering to potential clients a holistic experience.

Programme Timeframe

Regional Traveller Antigua & Barbuda will be launched mid-April 2012. The promotion seeks to stimulate business during the slower periods of the year, with deals valid from April 2012 – October 31, 2012. Based on demand, extension of the above date is possible.

Programme Marketing

Regional marketing initiatives of the Antigua and Barbuda Tourism Authority will be driven by the Regional Traveller programme. In essence, it will be the only programme marketed regionally online, on print and via other electronic means. There is no additional cost to the merchant for marketing and advertising.

Regional travel trade shows that the Antigua & Barbuda Tourism Authority attends will always feature the Regional Traveller Programme, with opportunities to facilitate 'on the spot bookings'. In addition, a Regional Traveller Guide will be produced and circulated as marketing collateral in source markets.

Special focus markets have been identified from an analysis made from the performance of regional sources of travel throughout the past 5 years. Details of this study can be sourced by request made to the Antigua & Barbuda Tourism Authority in Antigua.

Merchants are urged to create a Specials Page (if not already created) with details of the Regional Traveller Programme, as a source of direct marketing in an effort to better lure regional travellers to seal the deals.

How does it Work?

Clients will be driven to the designated webpage, where the viewing of deals and booking will be facilitated. All participating merchants will be listed, based on their category of participation, be it Lodging, Restaurants, Airlines, Carnival or Attractions.

Special Subsections will exist for the purposes of Lodging, based on price. These subsections will list properties participating in the various price ranges, along with a description and clickable link to the

property's website. A "Book Now" button will also be present, allowing for the facilitation of bookings through the Antigua & Barbuda Tourism Authority's Online Booking Engine.

For those clients who may have found the deal from the participating merchant's website, a special description of the programme and the deal for that property will be supplied by Regional Traveller for upload onto the merchant's website. This will include a clickable link leading directly to the booking page for that property, where the booking will be finalized.

Payment details go directly to the merchant and confirmation is facilitated in that manner. For more information, please refer to the Terms and Conditions on the final page or call the Antigua & Barbuda Tourism Authority at 1-268-562-7600

How is the Programme Controlled?

Upon arrival, it is recommended that clients who booked through this portal be required to present a Caribbean Issued photo identification, to prevent misuse of the programme.

What's in it for me?

Business! This programme satisfies the objectives of both the Antigua & Barbuda Tourism Authority and the Tourism Service Suppliers that we support. A promotion of this sort means that we have something to sell to the discerning Regional Traveller in need of a vacation. Deals are well received, and is the pull factor utilized within this campaign; honest and fair pricing for those who reside in the region.

I'm ready! How do I Participate?

Participation is easy! Simply complete this form communicating your commitment to participate, and in what way. Pre-designated price levels has been finalized through consultation, and based on your best fit, please indicate such.

How do we better this programme for years to come?

Regional Traveller is envisioned to be a sustained programme for many years to come, getting better with experience. Bookings made through Antigua & Barbuda Tourism Authority's booking engine mean that the programme can be monitored, tweaked, and measured to ensure that it works for the merchants, and as a result, the nation. Periods in need of stimulation, or markets with more potential than being shown means that marketing activities in such market can be blasted seeking a response to such. Consultation will always be sought from merchants prior to any change.

MERCHANT PARTICIPATION FORM

LODGING

Merchant Name: _____

Merchant Location: _____

Contacts

Marketing & Sales Contact

Name: _____

Phone: _____

Email: _____

Compliments, Suggestions & Support

Name: _____

Phone: _____

Email: _____

Promotion Offer

Please tick the promotion category to which you wish to be a part of. Rates listed below are double occupancy and exclude required taxes.

Antigua Supersaver **\$49.99 USD** ☐

Antigua on a Budget **\$75USD** ☐

Antigua Island Breeze **\$99 USD** ☐

Antigua's Black Pineapple **\$150 USD** ☐

Antigua's Pink Sands All Inclusive **\$200 USD** ☐

Antigua's Luxury Brands **\$250 USD and up** ☐

Barbuda *Varies* _____

OPTIONAL *Special additions offered, with no change to the above prices. (E.g. Complementary Breakfast)*

Rooms Blocked for Promotions:

Blackout Dates (If any):

Other Details

Please tick signalling acknowledgment of the below:

I will email my logo to regionaltraveller@aandbtourism.com and I give permission for its use in advertising related to Regional Traveller.

**Please provide your logo & or Promo Photo in JPG formats. All logos should be emailed no later than Wednesday, April 20 2012 to ensure that they make it into all Regional Traveller marketing Collateral.*

☐

Antigua & Barbuda Tourism Authority's Regional Traveller Agreement

The Antigua & Barbuda Tourism Authority's Regional Traveller agrees to include my merchant name and selected offer in the marketing and promotional materials related to the Regional Traveller Programme 2012 campaign. Additionally, Antigua & Barbuda Tourism Authority's Regional Traveller agrees to provide merchants with logo and supporting information for merchant's own promotional efforts, which merchant agrees to display online. Participation in preselected categories is not definitive, and is subject to further consultation by the Antigua & Barbuda Tourism Authority. Blackout Dates are agreed to be observed for promotional and selling purposes.

Merchant Agreement

We agree to offer the above selected deal and special additions from the period April 2012 to October 31, 2012. Rooms made available will remain available during this period, apart from listed blackout periods.

Print Name:

Title / Authority:

Authorized Signature:

Date:

MERCHANT PARTICIPATION DEADLINE:

APRIL 20, 2012

Please print, fill and deliver or email completed form to

Regionaltraveller@aandbtourism.com or FAX to 1-268-562-7602

For additional information, please call 1-268-560-7600 in reference to Regional Traveller 2012

Antigua & Barbuda Tourism Authority – Marketing Department - ACB Financial Centre 3rd Floor – High Street St. John's Antigua

Tel: 1-268-562-7600

Fax: 1-268-562-7602

Email: Regionaltraveller@aandbtourism.com

Antigua & Barbuda Tourism Authority Regional Traveller Terms and Conditions

General

1. The Antigua & Barbuda Regional Traveller Programme is a marketing campaign to run from April – October 2012. Extensions of the above date are possible, at the discretion of the Antigua & Barbuda Tourism Authority. Sourcing of deals outside of the originally stated dates is subject to approval by the merchant.
2. The Antigua & Barbuda Tourism Authority is the sole owner of the Regional Traveller Campaign, through privileges enacted by the Intellectual Properties... Use of the programme's name, logo, likeness, or otherwise is subject to the approval of the Antigua & Barbuda Tourism Authority.
3. Agreed rates and participation periods agreed to in the above merchant participation form must be observed to ensure the success of the programme. By the affixed authorized signature above, the Merchant agrees to provide such special rates. Removal from the programme is only allowed by written notice, 30 days in advance from intended removal. Prior bookings made prior to this time must be acknowledged, to maintain product reliability.
4. Guest Liability, safety and health concerns remain the responsibility of the merchant. The Antigua & Barbuda Tourism Authority will remain involved in the marketing and transaction stages only of the visit.

Marketing & Promotion

5. Marketing of the Programme will be a collaborative effort between the Antigua & Barbuda Tourism Authority and participating merchants. The ABTA will create and maintain a portal on its current tourism website (www.visitantiguabarbuda.com), in addition to the production of regional traveller printed guides. Merchant agrees to include Regional Traveller deals on their own website, leading to the Antigua & Barbuda Tourism Authority's website for more details.

Point of Sale / Point of Purchase

6. The booking portal on Antigua & Barbuda Tourism Authority's website will be the only approved booking portal for the Antigua & Barbuda Regional Traveller Programme. There will be no commission charged to partner properties who stay on the programme for the above established programme period, but rather, a non-refundable Tourism Service Facilitation Fee charged directly to the client, of USD\$5. The booking request will then be sent to the properties for their attention. Based on property regulations, a deposit can be collected or full payment collected upon arrival.
7. A property who fails to follow Term and Condition # 3, with special regard to advance notice required for sign off, who does not remain a partner property for the above established programme date, will be invoiced by the Antigua & Barbuda Tourism Authority for a commission of 7% of all bookings made to that point. Reiteration is made, that commission for bookings made on the ABTA booking portal will be at no cost to merchants, who participate in the Antigua & Barbuda Regional Traveller Programme.

Cancellation

8. Cancellation terms and conditions will be dependent on the partner properties. Antigua & Barbuda Regional Traveller only recommends that a 10% cancellation fee be charged if cancellations are made within 7 days of arrival.

Forced Removal from Programme

9. Forced removal from the programme will occur, should any partner lose its rights to operate as a tourism service supplier, by regulating authorities within the jurisdiction of Antigua & Barbuda. The Antigua & Barbuda Tourism Authority will seek the advice of such authorities, to ensure that only qualifying partners form a part of Regional Traveller. Those found not to be in compliance will be informed in writing, of their forced removal from the programme, until all required regulations are satisfied.