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St. Lucia Tourism Authority Do Media Blitz in Chicago Ahead of American Airlines Nonstop Flight

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American Airlines

ST. LUCIA — Efforts at drumming up media attention for the December 21 launch of the new nonstop American Airlines flight from Chicago continued this week, with the Saint Lucia Tourism Authority (SLTA) holding a media blitz, the Government of St. Lucia has announced.

Activities included a November 12 press event and individual media meetings in Chicagoland.

The press event was held after an early snowstorm and during the coldest temperatures on record in Chicago, providing a media audience eager to hear about vacations in Saint Lucia. Organized and overseen by SLTA's US public relations firm JMCPR, the event was attended by 16 national and regional journalists, writers, bloggers and influencers from the Chicago Tribune to Budget Travel, according to the government.

CEO Beverly Nicholson-Doty, Senior Sales Manager Richard Moss and Public Relations Manager John Emmanuel shared news about local hotels; culinary and cultural developments; the Royal Saint Lucia Turf Club; 2020 Summer Festival events; village tourism and the new Hewanorra Airport project. In addition, American Airlines executive Raj Sidhu emphasized the company's excitement about the new flight and AA's commitment to Saint Lucia over the years in serving key gateways like Miami, Atlanta and Charlotte.

Below, members of the St. Lucia Tourism Authority.



Media were virtually immersed in the destination with visuals and authentic cultural items, including Creole dolls and Carnival masks. A rum tasting was hosted by Chairman's Rum while a Saint Lucian musician entertained with local songs and Soca tunes – and guests took home a taste of Saint Lucian chocolate.

While in Chicago, the CEO also held editorial meetings with an executive producer of the PBS series "Family Travel with Colleen Kelly" and a columnist for Essence magazine.