

ATTRACTIONS NEEDED

BARBADOS is in need of more tourist attractions if it is to continue to appeal to visitors to the island.

That is according to Parliamentary Secretary, Ministry of Tourism and International Transport, Senator Irene

Sandiford-Garner. Contributing yesterday afternoon to the debate on the Appropriation Bill in the Senate Chamber, Sandiford-Garner questioned whether limited attractions were behind the drop in the average length of stay of visitors, which moved from 9.6 to 9.2

days during the January to September period last year, compared to the same period in 2016.

“I am not sure what would have accounted for that, but we surmise that Barbados needs to increase its attraction portfolio. Our entrepreneurs

and our business people need to look for opportunities on the ground to ensure that our visitors, particularly our repeat visitors, have new attractions on board for the tourist season,” she said.

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Managing Director of Mount Gay Distilleries, Raphael Grisoni as he took part in yesterday’s 315th anniversary celebrations, which included a stop on Broad Street during a motorcade to mark the occasion.

Mount Gay launches new campaign

By Cara L. Foster

YESTERDAY was the 315th anniversary for Mount Gay Distilleries. In addition to the motorcade to celebrate, the Distillery also launched a new campaign entitled, ‘Time Well

Spent’, while they were on the road.

During an interview at Mount Gay Distilleries headquarters, Raphael Grisoni, Managing Director of Mount Gay Distilleries, told the media that they planned to introduce the campaign

during their motorcade to the public.

“Today we are also launching a new campaign at Mount Gay, where the tagline is ‘Time Well Spent,’” he said.

He explained that the visual on the truck was a beautiful picture of Barbados and people in Barbados

celebrating Mount Gay, either in a rum shop, on the beach or a luxury villa. He noted that the idea behind the campaign was to remind persons to enjoy Mount Gay with their friend and families.

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