

St. Kitts Fifth promotional video now live on Telegraph website

Submitted by: River Communications

Tuesday, 10 May 2011

CONTACT

Zarina McCulloch/Deirdre Cumberbatch

Email: zarina_mcculloch@yahoo.com / Deirdre@river-communications.com

Tel: 020 8203 5011/ 07793 045 839

St. Kitts Fifth promotional video now live on Telegraph website

Taking viewers out and about in St. Kitts

Basseterre, St. Kitts (10 May 2011) – Discovering the pleasures of being out and about in St. Kitts is the focus of the 5th and final video now 'live' on the St. Kitts Page (<http://www.telegraph.co.uk/sponsored/travel/st-kitts/8492280/Video-St-Kitts-Out-and-About.html>) of the Telegraph website. 'St. Kitts Out & About' takes viewers through the capital, Basseterre, the many facets of island beach culture and the thrills of zip-lining over the spectacular St. Kitts landscape.

The faces of true Kittitians, including on-island partners, feature in all five promotional videos now attracting a high viewership on the Telegraph website. In the fifth video, Alistair Williams, Director of the St. Kitts Music Festival, takes Telegraph viewers out and about in the historic capital of Basseterre viewing its unique architecture, bustling streets and stalls offering exquisitely made jewellery and pottery. Beach culture also comes to life, where visitors have an opportunity to 'meet the locals', enjoy local music or simply take part in numerous beach activities, while the thrills of the zip-line flying over breathtaking views of this beautiful unspoilt island are ably illustrated by Superman of Sky Safaris.

The St. Kitts Page is part of an on-going promotion with the Telegraph Media Group (TMG) in partnership with British Airways. Filmed on location in St. Kitts by the Telegraph Create team, 'St. Kitts Out & About' is the 5th of a series of promotional videos which also include 'Sport and Leisure', 'Wildlife and Nature', 'Culture & Heritage' and 'Food and Leisure'.

The Telegraph St. Kitts Page

(<http://www.telegraph.co.uk/sponsored/travel/st-kitts/8492280/Video-St-Kitts-Out-and-About.html>) also offers readers the full range of stories covered in an exclusive Daily Telegraph supplement distributed in March 2011, as well as a gallery of stunning photographs and an opportunity to win a fantastic 7-night holiday to St. Kitts with British Airways and St. Kitts Marriott Resort.

Rosecita Jeffers, CEO of the St. Kitts Tourism Authority said, "We hope the Telegraph's discerning audience will continue to enjoy the range of stories and island experiences so vividly portrayed in these five exclusive videos. The calibre of the production is outstanding as is the excellent portrayal of the true St. Kitts via its people and on-island partners; and we thank the production team enormously for their dedication to the campaign. I would also like to extend a special thank you to all our partners, including British Airways, for their full support to this promotion, which has been a true collaboration

between the Tourism Authority and a range of partners in the UK and on-island.”

About the Project

The St. Kitts, British Airways and Telegraph Media Group (TMG) project commenced Saturday 19th March with an eight-page St. Kitts destination supplement in the Daily Telegraph newspaper. The supplement is supported by an online campaign with exclusive St. Kitts micro-site, five online videos shot on location in St. Kitts, a photo gallery of the island and an opportunity for a reader to win a holiday to St. Kitts on British Airways and staying at the St. Kitts Marriott Resort & The Royal Beach Casino.

An additional 10,000 glossy copies of the supplement have been reproduced as a 16-page magazine and will be available at Consumer Shows and Events around the UK, including the Taste of London show in June, ensuring as many UK consumers as possible have the chance to read about St. Kitts.

About Telegraph Media Group

Telegraph Media Group Limited publishes The Daily Telegraph, The Sunday Telegraph, The Telegraph and The Telegraph weekly world edition. This is a wholly owned subsidiary of Press Holdings Limited. With a daily national circulation of 651,185, the Daily Telegraph represents one of the highest circulation broadsheet newspapers in the UK. Its website enjoys 31,087,385 unique global users.

Editor's Note

St. Kitts and Nevis is currently served twice-weekly on Saturday and Tuesday from London Gatwick by British Airways, the first scheduled carrier to provide regular airlift to the island. The BA aircraft uses a three class, 280 seat Boeing 777 aircraft holding 40 Club World seats, 24 World Traveller Plus and 216 World Traveller seats.

For more information about St. Kitts, visit the website at www.stkittstourism.kn or follow St. Kitts on Facebook, Twitter and/or YouTube.

###