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**FOR IMMEDIATE RELEASE**

**AMERICAN AIRLINES UNVEILS THIRD DAILY FLIGHT TO BARBADOS FROM MIAMI; LAUNCHES DEC. 19
*New frequencies with legacy airline to open demand for Barbados across U.S.A***

Following a year of record-breaking growth, Barbados anticipates an even larger influx of U.S. visitors with the latest uptick in flight service to the country. This month, American Airlines, the largest airline carrier in the United States, unveiled its [newest routes](http://news.aa.com/news/news-details/2018/American-to-Introduce-Routes-to-the-Caribbean-and-Hawaii-and-Make-Winter-Schedule-Changes-to-Atlantic-and-Pacific-Routes/default.aspx), which include a third daily flight from Miami International Airport (MIA) to Grantley Adams International Airport (BGI). Commencing December 19, 2018, the new route will hinge on Barbados ascension as the Caribbean destination du jour. In 2017, Barbados welcomed 188,970 U.S. visitors – a 30 year high and the country is showing no signs of slowing down.

“The U.S.A is a very important growth market for Barbados and the commitment we’ve seen from our airline partners to increase and enhance flight options is backing this trend,” said Barbados’ Minister of Tourism and International Transport, the Honourable Richard Sealy. “As we know, ease and accessibility are primary drivers for customers’ consideration of a destination, and with this increased service from the Miami gateway, we anticipate even more success with visitor arrivals from the USA market.”

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High-level airline partnerships have been a cornerstone effort for Barbados Tourism Marketing Inc. (BTMI), and this latest announcement is testament to this strategy.

“We’re thrilled to continue growing our presence in Barbados this coming December with a new seasonal frequency, further strengthening our more than 40-year commitment to this key destination in the Caribbean,” said Alfredo Gonzalez, Managing Director- Caribbean. “With this new route we will now be operating up to four daily flights to Barbados during the winter season from our hubs in Miami and Charlotte.”

The new route will go on sale May 14.

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**About Barbados**

The island of Barbados offers the most authentic Caribbean experience with its exceptionally rich culture and history rooted in remarkable landscapes.  Rated as one of the world's sexiest beaches in 2008 by Concierge.com; Barbados' Crane Beach in St. Philip stands as a premier destination for travellers.  Barbados is also the first Zagat-rated Caribbean island and is known as the culinary capital of the Caribbean. Barbados has hosted several world class events including: The annual Barbados Food & Wine and Rum Festival; the 2006 PGA World Golf Championships-Barbados World Cup, the ICC Cricket World Cup Finals in 2007, the Sentebale Charity Polo match with Prince Harry of Wales in 2010, and the ICC Twenty20 Cricket Finals for 2010, and the Rihanna LOUD concert in 2012. Accommodations range from picturesque plantation houses and villas, to quaint bed and breakfasts and award-winning, five-star resorts. Grantley Adams International Airport offers even more non-stop and direct service from a growing number of U.S., making Barbados the true gateway to the Eastern Caribbean.  Barbados was voted eighth in the World by Trip Advisor's "2008 Travelers' Choice Destination Awards" in its Top 100 Destinations category.  For more information on travel to Barbados, visit [www.visitbarbados.org](http://www.visitbarbados.org/), follow on Facebook at <http://www.facebook.com/VisitBarbados>, via Twitter @Barbados.