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NO CREW LEFT BEHIND HITS T&T CARNIVAL

The anticipated Crop Over campaign, #NoCrewLeftBehind2019 is underway with their first stop being Trinidad and Tobago Carnival. The five-month promotion, gives carnival lovers from around the Caribbean, the chance to win over USD \$50,000 in prizes inclusive of costumes, ground transportation, event tickets, dining experiences and island attractions - the ultimate opportunity to visit Barbados' Crop Over festival for the experience of a lifetime.

A Bajan entourage led by the 2018 three-king champion Lil' Rick is set to light the Caribbean on fire with the burning flavours of Crop Over. While selling the story of Crop Over, the Barbados Tourism Marketing Inc.'s team will also be promoting to the carnival fans, the elements of local street food such as Oistins and the increasing number of food trucks, Barbados' unique experiences and new product and the island's excellent connectivity throughout the campaign.

Over the next three months, the Barbados' No Crew Left Behind posse will touch ground at two more carnivals. The crew will continue to target the hottest fetes during Jamaica's carnival in April and Guyana's carnival in May. In 2018, Guyana showed the most growth, with high interest shown by both Trinidad and Jamaica.

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For a chance to come to Crop Over, partygoers simply need to spot the Bajan artiste, take a photo with them, upload it to their Instagram page using the hashtags #NoCrewLeftBehind2019 and #CropOver2019. The winner will be selected by the highest number of “Likes” on their photo submission. Also, the BTMI is fully embracing the opportunities with digital marketing, as persons can now double their chances of winning when they “Like” the #NoCrewLeftBehind2019 social media pages and share any content posted by the crew.

Digital Focus

For the first time in history, the #NoCrewLeftBehind2019 team is partnering with Caribbean Airlines and their new Caribbean Airline Vacations Tour company to introduce an airline booking portal. Promoting draw-dropping deals to Barbados, the airline is offering packages starting as low as USD \$995 per person for the Crop Over Festival. For more information, visit: www.nocrewleftbehind.com

Fully embracing the opportunities with digital marketing, the BTMI has also enhanced the online Crop Over Crew Package Sweepstakes leg of the No Crew Left Behind competition. Any fan travelling to Crop Over’s Kadooment Day can book via the special package portal using the promo code “NCLB2019”, get the chance to win free airline, airport transfers and accommodation.

In addition, the #NoCrewLeftBehind2019 team is giving persons a third chance at the prize winnings with an Instagram video contest. To enter, fans must post a Crop Over themed video or mini movie to their personal page using the hashtags #NoCrewLeftBehindSweepstakes2019 and #CropOver2019 to be eligible. Each contestant will have a select range of song choices to support their theme.

Director of the Caribbean and Latin America at the BTMI, Corey Garrett, explained that, “Since 2019 was dubbed the Year of Wellness and Soft Adventure, we are encouraging the visitors to the island to not only come and experience our Crop Over festival but to go a step further and explore the authentic and exciting activities and adventures the island has to offer.”

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The primary aim of the No Crew Left Behind campaign is to bring awareness to the Crop Over festival,” Garrett emphasized. “While people outside the Caribbean might look in on us and think all Caribbean carnival experiences are the same, we know that each of our carnivals, like our islands, has its unique appeal. Therefore, after the Grand Kadooment, why not stay for a catamaran, visit the St. Nicholas Abbey or just relax on one of our many white, sandy beaches.

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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 & 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. cities, 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, follow on Facebook at <http://www.facebook.com/VisitBarbados>, via Twitter @Barbados.