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**FOR IMMEDIATE RELEASE**

**a new event is in town – the night market**

On Friday May 17th, Pelican Craft Center will come alive with the festive sounds, exotic cuisine aromas in the air and open-air shopping as the inaugural night market begins at 4:00 p.m. sharp. The Night Market has been conceptualized to provide an avenue for street vendors and entertainers to showcase their talents to both locals and visitors on island.

The concept dubbed, ‘Festive Fridays’ is set to be a weekly rendezvous at Pelican and with its close proximity to the Bridgetown Port; cruise passengers are sure to add yet another exciting activity in Barbados to their list.

According to the most recent Business Research & Economic Advisors (BREA) study, prepared for the Florida-Caribbean Cruise Association – the Caribbean remains the most popular cruise destination in the world. Cruise passengers spend an average of US $101.52 at each destination call during their vacation. Barbados is trailing behind with an average spend of just under US $75, which demonstrates that new, exciting experiences to stimulate spend are needed.

With the BREA study also reporting changing patterns in passenger spend, including an increase in demand for local arts and crafts, the Night Market was a natural response to the call.

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Any event of this magnitude, as this is a national event – has to be a collaborative effort. The Barbados Tourism Marketing Inc. (BTMI) has therefore been working with partners such as the National Cultural Foundation, the Barbados Port Inc., the Barbados Hotel and Tourism Association, the Barbados Investment and Development Corporation, and many more to ensure a holistic approach is taken to the execution of this vision.

Perhaps even more importantly, we see the general public as the biggest partner in making the Night Market a success. This is your marketplace to come and show off your offerings; support other Barbadians, and just have a good time.

The pilot Night Market will feature performers such as RPB, Pastor John Yarde, Hypasounds and Lil’Rick. In addition to the culinary offering and local arts and crafts, the Night Market will also boast a Riddum Route element, which features revelers parading around the outskirts of the market with bottles, spoons and powder.

The Riddum Route is free for all visitors and Barbadians to participate and they need only to register ahead of time with the BTMI.

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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.