

SVG Tourism Authority Driving Country as Diving Destination

18 November 2013

Kingstown, ST. VINCENT: Branding and promoting St Vincent and the Grenadines (SVG) as a diverse diving destination is one of the key priorities of the SVG Tourism Authority (SVGTA).

SVGTA's CEO - Glen Beache, revealed this while speaking at a press conference that many professional divers have noted SVG has some of the best diving experiences to offer.

He further added: "When you speak to many of the professional divers who we brought down, they make it clear it's some of the best diving they've ever seen and some of the most diverse diving they've ever seen, because, of course, we have the volcanic island that is St Vincent and then going down, the Grenadines ...where you have ...your sharks, your whales, dolphins and you dive with all of those sort of animals".

"We have some very unique critters throughout our destination. It's something we're looking to rebrand and get out that we have a very diverse diving destination".

SVG has been featured in several diving magazines internationally such as "Dive Travellers 2014" and "Sports Diver".

The CEO is delighted to have St Vincent and the Grenadines featured in "The World's Best Diving," which was published by "Divers and Resorts" magazine and highlights the country to have some of the best diving opportunities for 2014. He is also eager to have more Vincentians take up diving in 2014 and beyond.

ENDS