

**FOR IMMEDIATE RELEASE**

## **INAUGURAL 'WAITUKUBULI SEA TRAIL' EXPEDITION SETS OFF**

**Roseau, Dominica – June 9, 2022**

Discover Dominica Authority (DDA) is pleased to support the watersports sector by partnering with Soufriere Outdoor Centre (SOC) on the inaugural Waitukubuli Sea Trail expedition. The objective of the expedition is to design a permanent sea kayaking trail and tour from the north to south of Dominica utilizing high end sea touring kayaks.



*Moses & Grant kayaking off Dominica's north coast on June 7 | Cr: SOC*

From June 7 – 10, 2022, Wes Moses, owner of SOC, and Melanie Grant, an award-winning filmmaker from Barbados, will kayak the length of Dominica. The duo will begin the mission at the Guadeloupe Channel off Capuchin and will paddle south over four days to the Martinique Channel off Scott's Head. The Waitukubuli Sea Trail will be the only sea kayaking trail in the Caribbean. During this and future expeditions, kayakers can expect to observe various

marine life such as turtles, dolphins, schools of colorful fish or even a gliding shark's fin. The sea trail provides much opportunity to explore hidden beaches, rock outcroppings, inlets, and the cliff sides.

North America, Europe and Australia are the key markets for watersports activities such as kayaking. In 2018, 22.9 million Americans took to rivers, streams, lakes, and oceans to participate in at least one paddling activity (Outdoor Industry Association). Additionally, marine and coastal tourism constitutes one of the largest and fastest growing segments in the tourism industry (Dwyer 2018). Dominica is an ideal location for these activities due to its sunny and warm weather, and a mix of optimal and varied wind conditions.

Having recently acquired Nature Island Standards of Excellence (NISE) certification, the SOC plans to expand the trail into a full circumnavigation over the next few years. Moses states that the “sea trail will appeal to everyone who has a sense of adventure and the right skills set to paddle one or all of the segments.”

The Waitukubuli Sea Trail will eventually be sectioned off into various segments much like the Waitukubuli National Trail so a kayaker can opt to do the complete expedition or just a few parts. Realizing that “collaboration with multiple stakeholders will drive the success of the trail,” Moses expressed his gratitude to “have the support of Discover Dominica Authority and the Ministry of Tourism.”

The development of this activity aligns with the Authority’s objective to attract 200,000 stayover visitors to the island by 2025. “DDA shares in the excitement of developing this activity which has the potential to add value to Dominica’s product offerings. Coupled with the American Airline’s daily flight from Miami, the island is well poised to attract kayakers and other water sports enthusiasts,” says the Colin Piper, Director of Tourism.



Moses & Grant kayaking at Secret Beach on June 8 | Cr: DDA

DDA will continue to promote marine and adventure tourism, and other niches within its mandate.

For more information on *Dominica*, contact *Discover Dominica Authority* at +1 767 448 2045. Or, visit *Dominica’s* official website: [www.DiscoverDominica.com](http://www.DiscoverDominica.com), follow *Dominica* on [Twitter.](#), [Instagram](#) and [Facebook](#) and take a look at our videos on [YouTube](#)

**About Dominica:** *Dominica (pronounced Dom-in-EEK-a, and not to be confused with the Dominican Republic) is a haven for adventure travellers seeking a unique vacation that includes hiking and adventure, cultural events/festivals, diving and water sports, whale/dolphin watching and canyoning adventures. Dominica lies south of Guadeloupe and north of Martinique in the Eastern Caribbean. Air travellers can connect to Dominica direct from Miami on American Airlines, and make regional connections on Air Antilles, Air Sunshine, Coastal Air Transport, interCaribbean Airways, LIAT, Caribbean Airlines, Silver Airways – (Code share: American Airlines, Delta, JetBlue), from the surrounding hubs of Antigua, Barbados, Guadeloupe, Puerto Rico, St. Maarten, St Lucia, the British Virgin Islands, and the U.S. Virgin Islands. If travelling by sea, travellers may connect to Dominica on L’Express des Iles ferry service from Guadeloupe, Martinique, and St. Lucia, and on Val’Ferry from Guadeloupe and Martinique. \*Travel restrictions may apply due to the coronavirus pandemic. Please verify schedules with air and sea carriers.*

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