

Journalists Journey

*Witness the History, Culture
and Modernity in Santo Domingo*



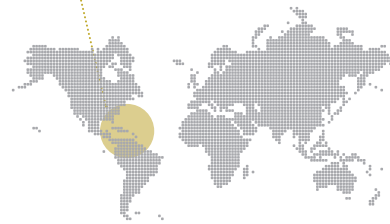
Tourism journalists recently traveled to Santo Domingo, Dominican Republic to promote the city as the American Capital of Culture for 2010. The promotional trip included 27 industry representatives from the press, radio and television. The Tourism Cluster of Santo Domingo (CTSD) facilitated open dialogue between industry stakeholders from Santo Domingo and the United States.

To facilitate a better understanding of the cultural and historical significance of Santo Domingo, tourism officials took tours of the Colonial City, visited a mini crafts workshop, tasted food unique to the area, and took a journey through local streets to show the stages of development Santo Domingo has taken towards becoming a modern city. The tour also exemplified the colorful cultural activities unique to Santo Domingo, such as indigenous dancing and music that sets the area apart from other Caribbean destinations.

In just three days, journalists had the opportunity to rediscover America's First City and be enchanted by its varied and diverse range of offerings.

This press trip allowed participants to experience Santo Domingo from another perspective and to be linked to an active part of the positive changes that CTSD seeks to bring to this tourist destination.

The trip successfully created common goals between tourism officials domestically and internationally. It also created social capital networks



and partnerships between key players involved in the strategic development of Santo Domingo as a unique destination.

The impact of this trip was not only apparent in the media reporting, but also displayed through the constant commitment of local cluster members and their combined hard work to make the trip possible. These efforts reflected in the success of the press trip promoting Santo Domingo as a hub for sustainable tourism.

With support from the United States Agency for International Development (USAID), the Dominican Sustainable Tourism Alliance (DSTA) and CTSD were able to facilitate this publicity trip. Such ventures promote sustained economic growth and strong business partnership allowing for a more prosperous Dominican Republic.

