



**Island Routes Caribbean Adventure Tours Celebrates its First Anniversary
by Opening a New Outpost In the Turks & Caicos Islands**

Montego Bay, Jamaica (June 10, 2010) – Island Routes Caribbean Adventure Tours celebrates its first anniversary with a roster of amazing excursions, industry recognitions, a new outpost, and big plans for the coming year. This dynamic company hit the ground running in Jamaica last June and to date has sales of over 150,000 remarkable Caribbean experiences and operates 24 retail locations in five Caribbean destinations, including their brand new outpost in Providenciales, the Turks & Caicos Islands. Plans are already underway to inaugurate a sixth Caribbean destination; Island Routes will be showing off the best-of-the-best adventure experiences in Barbados to kick off the coming winter season.

“What a fantastic, eventful year it’s been for everyone at Island Routes. Sharing our vision of the authentic Caribbean –vibrant cultures and natural wonders -- with visitors, and seeing it already taking root in five diverse destinations is a real thrill,” says Dominique Peterkin, Vice President of Sales and Marketing for Island Routes Caribbean Adventure Tours. “We have 59 certified partners who are an integral part of our team, and have united with us in raising the bar on safety standards, guest satisfaction and a commitment to sustainable tourism for each of our 180 premiere excursions.”

Island Routes Caribbean Adventure Tours has been recognized by the travel industry in its inaugural year receiving a Six Star Diamond Award from the American Academy of Hospitality Sciences (AAHS) -- the only adventure tour company to ever be honored with this prestigious award. And Island Routes has also received a nomination for “World’s Leading Caribbean Attraction Company” from the renowned World Travel Awards, celebrating companies that “consistently excel beyond expectation.”

Island Routes currently has 250 employees locally in Antigua; Great Exuma, the Bahamas; St. Lucia; Jamaica and the Turks & Caicos Islands. In addition to the on-site retail locations and their website, 17 tour operators across the United States, Canada and the United Kingdom feature Island Routes tours. And over 2,000 travel agents have taken advantage of an easy registration process making them eligible to pre-book directly with Island Routes since inception three months ago.

About Island Routes Caribbean Adventure Tours

Island Routes offers guests the ultimate in Caribbean destination experiences, bringing together and certifying the premier excursions that spotlight what is unique and beautiful in each of its island locations. Each and every Island Routes tour has gone through a comprehensive selection process that includes an assessment of safety standards and procedures, guest satisfaction ratings, training, insurance coverage and commitment to sustainable tourism protection. Island Routes is currently available for bookings in Jamaica; St. Lucia; Antigua; Great Exuma, the Bahamas; and the Turks & Caicos Islands; and is scheduled to launch in Barbados later in the year. For additional details, please visit www.islandroutes.com.

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