

# C U R A Ç A O

T O U R I S T B O A R D

For Immediate Release:

*Press Contact:* Scott D. Jones, SJ Communications (949) 859-1597 / email: [SJCOM@aol.com](mailto:SJCOM@aol.com)

## **Divers Travel Industry Herald Curaçao As An Undiscovered Aquatic Treasure**

**Willemstad, Curaçao:** (June 19, 1998) -- The Caribbean island of Curaçao is quickly gaining attention among the world's diving and travel communities. A recent travel agent trade publication quoted one dive travel specialist as saying, "We're finding Curaçao is an interesting place for divers. I don't think people realize it has the diving that it does."

Island statistics show that perception may be changing. According to a recent report, there has been a 27% annual increase in the number of visitors traveling to the island for scuba diving over the last four years, while the growth rate for divers since 1993 is a healthy 90 percent.

It's easy to understand why the island is gaining a strong reputation for quality diving. Scores of quality dive sites are easily accessible from shore, making it easy, safe and convenient to explore the island's underwater treasures. Quality dive operators at each of the major hotels offer full schedules of boat dives and specialty trips for visitors and the island's mild climate makes a perfect getaway any time of the year.

For more information about diving opportunities on this fantastic destination, call (800) 3-CURAÇAO or visit the Curaçao website at [www.Curacao-tourism.com](http://www.Curacao-tourism.com).

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## ***Curaçao Dive News:***

◆ **Habitat Curaçao unveils new vessel.**

*Photo Freedom* , the new dive boat launched by Habitat Curacao, provides Habitat guests with even easier boat access to unique dive sites near the resort. *Photo Freedom* also helps supplement Habitat Curaçao's popular photography operation, headed by Chris Richards. Richards work was recently featured in ESPN Magazine, the Associated Press and on the National Football League's website.

◆ **Princess Divers completes renovation.**

Princess Divers, located at the Princess Beach Resort and Casino, has recently completed remodeling of their ocean-front dive center. According to Manager Lex Kleine, the construction included the addition of a new entrance, an expanded retail sales area, along with larger training areas to increase divers' comfort. The remodeling is part of a long-term strategy by Princess Divers to encourage more guests at the Princess Beach Resort and Casino to try diving during their stay at the resort.

**- DIVE CURAÇAO -**