

Curaçao being promoted in a very unique way!

By Sheedia Jansen and Desi Dijkhuizen

Six vloggers (videobloggers) from the United States visited Curaçao last week to capture different areas of our beautiful island. They all described the island in their very own way. Some used a documentary format with voice-over, while others made a story that described Curaçao in a different approach. All in all, the final product consisted of six videos that represented Curaçao fantastically and in a very unique way!

The competition was an initiative of Santa Barbara Beach Resort together with their Public Relations company; Diamond PR. Knowing that YouTube is the second largest search engine in North America, Jody Diamond, director of Diamond PR, and her team organized the Vlogger competition to put their work in the spotlight on YouTube.

The managing team at Santa Barbara Resort felt honored to be part of the whole Vloggers competition. Not only will the resort be represented online, but also so are different areas of the beautiful island of Curaçao.

These six vloggers; Kelley Ferro, Kristen Jacobson, Joshua Johnson, Gareth Leonard, Mickela Mallozi and Courtney Scott, started their Curaçao experience on Thursday. They continued shooting different spots on the island on Friday and edited the videos all day on Saturday. The vloggers had a blast covering the island that most of them were suffering from sleep deprivation on Sunday. Island trips, dinners, parties and even a birthday celebration... they enjoyed the island to the fullest!

And then... the big day arrived! Last Sunday the vloggers proudly presented their "piece of art made in Curaçao" at the Santa Barbara Resort in front of a very enthusiastic crowd. The judges were very cheerful with the outcome and they had a tough time to pick awinner. All the vloggers did a fantastic job, promoted the island at their best and made the crowd more curious about their island experiences.

After the presentation in the ballroom of Santa Barbara Resort, all guests were invited to have a nice BBQ on the beach and to enjoy a live band performance. The vloggers and guests couldn't resist the tropical music, so they danced the night away and enjoyed this "only in Curaçao" moment!

At the end of the evening Kelley Ferro went home with the Judges Award. Her video was definitely one of a kind. She focused on locals giving advice of places to visit and things to do on the island. Kelly took all the advice very seriously and went discovering different areas that Curaçao has to offer. She went to Punda, enjoyed a lovely batido and believe it or not, the iguana was also on the menu! Kelly enjoyed a nice local dish at Jaanchies restaurant.

Courtney Scott on the other hand won the Viewers Award (voted by the public). Her video was about our beautiful language Papiamentu. Finding a message, written in Papiamentu words, guided her to different spots on the island. The best part of the video was seeing Courtney drumming with a local band at Studio 99! This girl knows how to party the island way! She did it all with Travelocity's Traveling Gnome (her mascot) by her side.

Are you curious about these nice promotional videos about Curaçao? During this week, most of the videos will be online. You will be able to view them online at www.youtube.com/diamondPRvideo and www.facebook.com/SantaBarbaraBeachandGolfResort. So check them out and enjoy Curaçao from a different angle!



The winners of the competition Courtney and Kelly.



Jody Diamond



Kelley Ferro, 28

Started a travel magazine while in college, but soon realized that everything is becoming digital. After interning for NBC she started Tripfilms, the largest video website. She is now a Travel Journalist, Filmmaker, Host and Producer for Tripfilms. First impression of Curacao: "It is very blue...I was really taken by the up lighting in Willemstad and the locals seem extremely excited" Tour guide: Maja Atalita



Courtney Scott, 31

In 2007 Courtney quit her marketing job and moved to Italy. Later she got a chance to work with Travelocity, where she is now the Senior Travel Editor and the Producer and Host for the Let's Roam show. First impression of Curacao: "The night sky was so beautiful" Tour guide: Vanessa Demali



Mickela Mallozi, 31

Used to be a dance teacher. She started vlogging about two years ago. On her first trip she returned to Italy to trace her family roots. In her videos Mickela travels to different places around the world focusing on learning their folklore dancing. Presently Mickela is the web series host and blogger for Bare Feet™. First impression of Curacao: "I looove it here. The people are nice and very friendly" Tour guide: Charla Nieveld



Joshua Johnson, 32

At the age of 20, Joshua started traveling. While in Italy he started sending his family email updates that would end up reaching about 500 people. As things progressed online he started writing and then got into vlogging in 2007. He was one of the first Travel Vloggers. At the moment he is the Dean of Education and editor at Matador U (travel journalism school). First impression of Curacao: "Magical" Tour guide: Rignald Tokaay



Gareth Leonard, 29

After moving to Argentina, Gareth started a travel blog. He continued blogging and photography for four years until he then saw travel videos online and started making his own. Nowadays Gareth is an Adventure Capitalist for Tourist 2 Townie. First impression of Curacao: "Magical" Tour guide: Rignald Tokaay



Kristen Sarah, 26

First started a website blogging for friends and family. She ended up receiving feedback from people all over the world. Kristen has been doing this for three years now and focuses on extreme adventures and culture. She writes and vlogs at Hopscotch the Globe. First impression of Curacao: "Can't wait to jump into the water!" Tour guide: Angelo Crozier

