Curação being promoted in a very unique way!

Six vloggers (videobloggers) from the United States visited Curação 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 Curação in a different approach. All in all, the final product consisted of six videos that represented Curacao 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

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 Curação 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

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 Curação" 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 Curação 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

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

Are you curious about these nice promotional videos about Curação? 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 Curação from a different angle!



The winners of the competition Courtney and Kelly.













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:MajaAtalita



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 beauti-

Tour guide:Vanessa Demali



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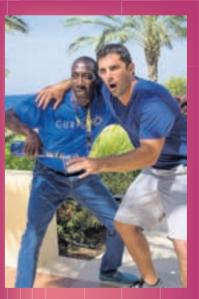
She started vlogging about two years ago. On her first trip she returned to Italy to trace her family roots. In her videos Mickela travels to lifferent places around the world focusing on learning their folklore dancing. Presently Mickela is the web series host and blogger for Bare

First impression of Curacao: "I looove it here. The people are nice and very friendly" Four guide:CharlaNieveld



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: "The genuine smiles"

Tour guide:Stephen Pomario



After moving to Argentina, Gareth started a travel blog He continued blogging and photography for four years ntil he then saw travel vidos online and started making his own. Nowadays Gareth is an Adventure Capitalist for Tourist 2 Townie. First impression of Curacao:

Tour guide:RignaldTokaay



First started a website blog ing for friends and family. Sh ended up receiving feedback from people all over the world hree years now and focuses extreme adventures and cul ture. She writes and vlogs at Hopscotch the Globe. First impression of Curacao Can't wait to jump into the water!"

our guide:Angelo Crozier