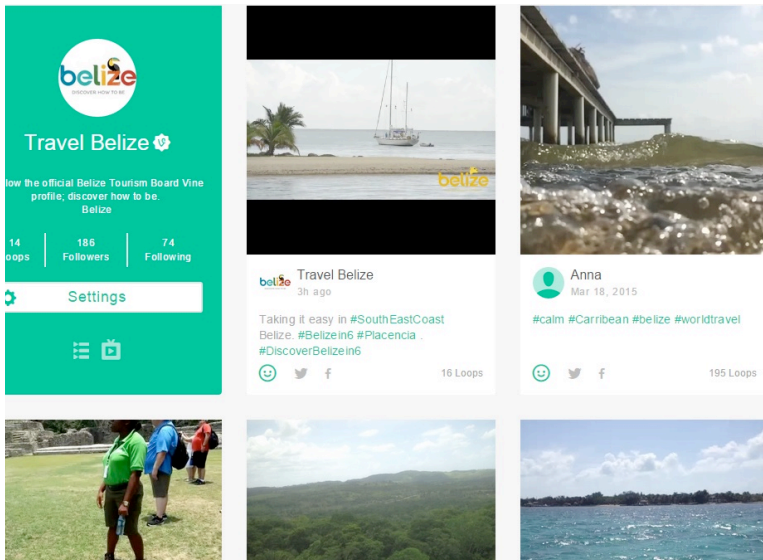




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Explore Belize in 6 Seconds Videos!



Belize City, Belize – September 1st, 2015 – The **Belize Tourism Board (BTB)** is ecstatic about the Launch of the Travel Belize VINE profile on September 1st, 2015! After securing a stack of breathtaking images, and harnessing its creativity, the first video was posted; it highlighted the Southeast Coast of Placencia.

Video launch: <https://vine.co/v/eI3uJKgI9D6>

This enticing 6-second video social media isn't just another social platform, it's an entirely new digital market for Belize to increase its digital engagements!

WHY VINE?

Our online audience is seeking new innovative ways to share their travel experiences in real-time and to be inspired for their next exploration!

With over 50 million users currently on Vine, the BTB's Director of Marketing and Industry Relations, Ms. Karen Pike, explained that this new digital venture promises to highlight Belize as one of the top destinations for adventure and leisure, targeting millennials!

“It is one of many new and creative avenues we are tapping-into for the engagement and inspiration of travel-enthusiasts who are constantly seeking that next ‘IT’ destination... We know that Vine is one of the more popular and recent apps that travelers rely on for both adventure-tips as well as sharing their own unique and fun journeys, daily. In this realization we are more than excited to place Belize on the Vine-map!” – Director of Marketing and Industry Relations.

Vine allows users to share snippets of six second videos, in a super attractive and engaging format.

Join-Us!

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About the Belize Tourism Board

The Belize Tourism Board (BTB) is a statutory body within the Belize Ministry of Tourism, Culture and Civil Aviation, and it is governed by a Board of Directors appointed by the Minister of Tourism, Culture and Civil Aviation. The BTB works in conjunction with members of the private sector - including the Belize Hotel Association, Belize Tourism Industry Association and Belize National Tour Operators Association – and is dedicated to building tourism in the most economically and environmentally sustainable manner. As a part of its responsibilities, the BTB promotes Belize as a premier tourism destination to both in-country and international consumers. Among its outreach to the international travel market, the BTB markets the country's unique attractions to travellers, members of the travel trade industry and media outlets in key markets.

The BTB is also dedicated to developing and implementing tourism programs that will help strengthen and grow the Belizean tourism industry; promote good destination stewardship; and instil high quality standards for accommodations and travel experiences. For more information on the BTB and its services, visit www.travelbelize.org.

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