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Dept. of Tourism Partners With Google for Free, Virtual Business Training, Sign Up Details Announced

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The V.I. Department of Tourism in partnership with Google will be hosting a free, virtual training for the business community in the U.S. Virgin Islands, D.O.T. has announced.

A recent audit revealed that over 101 businesses in the USVI have no or inaccurate information listed on Google, Yelp and Wikipedia, Tourism said.

Studies show that consumers used these platforms to access relative information such as phone numbers, addresses, menus, websites, and operating hours. With this information missing, customers often move on to another business whose information is readily accessible and accurate, D.O.T. explained. The profiles mentioned are all free and should be regularly maintained and updated.

"We invite you to share this opportunity with your network and encourage them to sign up," stated the Dept. of Tourism. "One representative per business is necessary and we will also offer a webinar link for those that intend to attend virtually."

To register, visit here: <https://forms.gle/cVkoc3EEjbybd9Bx5>

If you have questions, reach out to Desiree Wilkes (dwilkes@usvitourism.vi), Luana Wheatley (lawheatley@usvitourism.vi) or Neelia Ross (nross@usvitourism.vi) for more information.

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