

The Virgin Islands Consortium

Magens Bay Authority Announces New Concessionaires to Enhance Visitor Experience

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Magens Bay, St. Thomas. By. GETTY IMAGES

The Magens Bay Authority on Tuesday unveiled the new concessionaires selected to elevate the visitor experience at the globally acclaimed Magens Bay Beach.

DM Hospitality, LLC, and Elevated Hospitality, LLC have been chosen to manage various services following an RFP (Request for Proposal) process that started on March 15, 2023, Magens Bay said. The final decision was reached on Friday, August 25, after what the authority referred to as a comprehensive application and review process that included final interviews.

DM Hospitality, LLC will be responsible for managing the beach rentals and the beach boutique. The company aims to introduce new and extended beach equipment options and a revamped shopping experience that aligns with the sophistication and natural beauty of Magens Bay Beach.

Elevated Hospitality, LLC, with over 30 years of experience, will oversee the food and beverage services. The company plans to offer a transformative culinary experience that will incorporate local flavors and elements.

Barbara Petersen, chairperson of the Magens Bay Authority, expressed optimism about the new partnerships, saying, "The management and I look forward to working with both entities in the coming weeks and months to ensure a smooth and seamless transition and continuity of service." Petersen also extended gratitude to the previous Magens Bay concession owners for their years of service, adding that the authority wishes them well for the future.

According to the authority, this new change signifies its continued commitment to not only maintaining the beach's reputation as a natural wonder but also as a premier destination offering unmatched services and amenities. The Magens Bay Authority assures that patrons and visitors will be kept informed during this transitional period.