

The Virgin Islands Consortium

U.S. Virgin Islands Achieves National Recognition with w3 Awards for Tourism Marketing

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The Budhoe Park in Frederiksted, St. Croix on a sunny day. By. GETTY IMAGES

The V.I. Department of Tourism has announced that its marketing campaigns and activations have been honored at the 18th annual w3 Awards.

The marketing campaign titled "USVI: Naturally in Rhythm" clinched two silver awards in the categories of Brand Strategy for Marketing and Integrated Campaign for Marketing.

D.O.T. Commissioner Joseph Boschulte expressed his delight over the accomplishment, stating, "This award underscores the fantastic teamwork between the Department of

Tourism and our agency partners. It highlights our collective efforts to amplify our campaigns and offer audiences a taste of our culture even before they visit the islands.”

With the collaborative support from agencies such as Miles Partnership and Development Counsellors International, D.O.T. has been able to create captivating activations for key partnerships and trade shows, the department said in a press release. These activations have made significant appearances in prime markets such as Chicago, Boston, New York/New Jersey, Philadelphia, Las Vegas, Savannah, West Palm Beach, Fort Lauderdale, among others.

The w3 Awards, renowned for honoring digital excellence, celebrates the talent behind award-winning websites, online marketing strategies, web videos, mobile sites, apps, social media, podcasts, and emerging technologies. It prides itself on being one of the first significant digital competitions open to both large agencies and smaller firms, according to the release.

The recent accolade is yet another feather in the cap for the U.S. Virgin Islands, which was also recognized as a top Caribbean island in the acclaimed Condé Nast Traveler’s annual Reader’s Choice Awards.

For those seeking further details about the U.S. Virgin Islands and its many offerings, more information is available at <https://www.visitusvi.com/>.