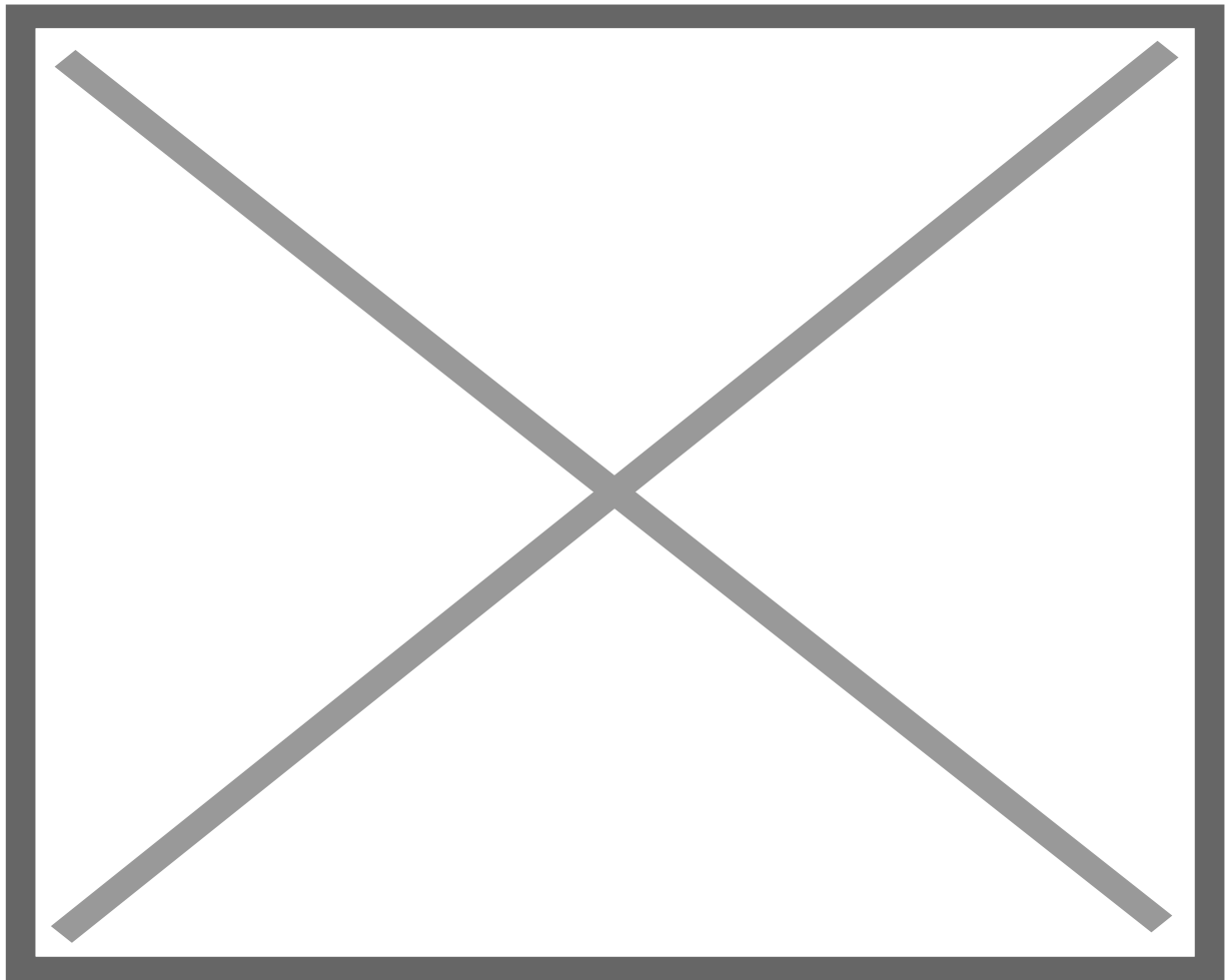


The Virgin Islands Consortium

USVI Festivals Reach Tokyo and Miami in International Marketing Effort

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St. Thomas All-Stars Steel Orchestra at Miami Carnival Weekend By. DEPT. OF TOURISM, DIVISION OF FESTIVALS

The V.I. Dept. of Tourism and its Division of Festivals continue to market the territory to the national and international Carnival scene, the latest begin Japan's burgeoning carnival events.

According to a press release from D.O.T. issued Thursday, as part of the ongoing diaspora and cultural marketing strategy to elevate USVI festivals and carnivals, the Division of Festivals teams ventured to Tokyo for Japan Caribbean Carnival and Japan Soca Weekend in mid-September. As part of the sponsorship collaboration, the team provided branded items, including fans, towels, bags, and more, to revelers who traveled

worldwide to experience this unique cultural immersion.

“I applaud the great strategic thinking of members of the Department of Tourism and Division of Festivals to ideate outside the box to market our destination to Carnival revelers all across the globe, tapping into their love of the Caribbean culture to influence exploration of our piece of paradise,” said D.O.T. Commissioner Joseph Boschulte.

The Tourism and Festival's teams kicked off October in Miami, Florida, where events, local signage, and parade experienced digital advertisements for the forthcoming Crucian Christmas Festival. In addition to the traditional promotions, revelers received branded materials at four different fetes that featured USVI connectivity, performers, and DJs.

“Our goal is to raise awareness of our three major carnivals and all of the amazing festivals throughout the territory to encourage visitors to explore all that the USVI has to offer,” added Ian Turnbull, Division of Festivals director.

Carnival season in the U.S. Virgin Islands begins on December 26th with the launch of the 71st Crucian Christmas Festival in St Croix.

For more information on the Crucian Christmas Festival and the U.S. Virgin Islands, please visit <https://www.visitusvi.com/>.

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