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U.S. Virgin Islands Hosts Successful Caribbean Hotel Investment Conference

Governor Bryan Emphasizes interconnectivity and regional growth as vision for the Caribbean

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Fire dancers perform during the 2023 Caribbean Hotel Investment Conference and Operations Summit at the Westin Beach Resort & Spa at Frenchman's Reef in St. Thomas. By. V.I. DEPT. OF TOURISM

The V.I. Department of Tourism recently celebrated the successful conclusion of the 2023 Caribbean Hotel Investment Conference and Operations Summit (CHICOS), a release from the department issued on Tuesday has made known.

The event, held at the new Westin Beach Resort & Spa at Frenchman's Reef on St. Thomas from Monday, brought together a diverse group of key stakeholders, investors, and dignitaries from the hospitality and tourism sectors.

The opening reception, hosted by the V.I. D.O.T., offered summit attendees a taste of local culture with vibrant performances by fire dancers and a concert by international reggae artist Pressure, culminating in a grand fireworks display. The stunning hillside of St. Thomas provided a picturesque backdrop for these festivities.

Governor Albert Bryan kicked off the summit on November 13th with a welcome address. He highlighted the significance of interconnectivity and cross-island collaboration throughout the Caribbean, emphasizing the region's potential to continue leading in the hospitality industry.

CHICOS has established itself as the premier hospitality conference in the Caribbean, drawing a wide array of participants including government representatives, opinion leaders, developers, bankers, tourism officials, and hotel brand executives.

This year's conference was a pivotal platform for networking and discussion, where attendees exchanged insights and explored emerging trends influencing investment decisions in the dynamic Caribbean hospitality sector. Noteworthy statistics were presented, highlighting the U.S. Virgin Islands' rise to the top of regional rankings, thanks to increased visitation, effective marketing strategies, and bold leadership, according to the release.

Tourism Commissioner Joseph Boschulte participated in two panel discussions focused on investment and leadership. He remarked, "The opportunity to come together, share ideas, connect stakeholders and celebrate the ongoing growth of our region's tourism economy is not only needed but pertinent to our continued elevation. Many thanks to the CHICOS and HVS team for creating such an invigorating summit and entrusting the U.S. Virgin Islands to be this year's host."