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New Nonstop American Airlines Flight from Charlotte to St. Thomas to Launch in 2024

Strategic expansion in U.S. Virgin Islands air access with increased flights catering to rising tourism demand

Tourism / **Published On December 08, 2023 01:44 PM /**

Staff Consortium **December 08, 2023**

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American Airlines on Wednesday announced the addition of a new nonstop flight between Charlotte, North Carolina, and St. Thomas beginning summer 2024, the V.I. Dept. of Tourism has announced.

According to the release, the rising the ranks as one of the most popular Caribbean destinations, the U.S. Virgin Islands has experienced a steady surge in tourism visitation since summer 2020, increasing through the Covid-19 pandemic and maintaining growth through the post-pandemic industry stabilization.

“This announcement and the continued interest from major airlines as well as hospitality groups is a direct reflection of ongoing efforts from Department of Tourism staff, working to market and

showcase the Territory as a premier destination,” stated D.O.T. Commissioner Joseph Boschulte. “This is also a testament to the many men and women from our hospitality services who provide top-notch experiences for visitors.”

The department said "bespoke marketing campaigns combined with strategic partnership collaborations have led to a more than 20% overall increase in guest arrivals into the Territory, with a 22% increase in air arrivals to date." It added that key source markets for the territory also continue to expand, including more travelers from the American Midwest and Western regions.

“I am proud to see the steady growth of our territory and look forward to continuing to showcase our beautiful islands to the world as the best vacation destination,” Mr. Boschulte said.

American Airlines’ inclusion of the second daily flight from Charlotte (CLT) in the summer reflects the strong demand for year-round travel into St. Thomas versus the traditional seasonality models, which commonly experience reduced flight patterns.

The projected 2024 summer St. Thomas flight schedule operated by American Airlines will include weekly flights from Dallas-Fort Worth (DFW), Philadelphia (PHL), and New York City (JFK), as well as two daily flights from Miami (MIA). Additional entryway into the territory from American Airlines comprises of a weekly from Charlotte (CLT) and two daily flights from Miami (MIA) into St. Croix.

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