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## U.S. Virgin Islands Earns Three Distinct Honors at Caribbean Travel Awards

**Innovation Destination of the Year award recognizes USVI's innovative marketing; Westin Beach Resort & Spa at Frenchman's Reef wins New Caribbean Hotel of the Year**

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**Coki Beach, St. Thomas USVI By. GETTY IMAGES**

The U.S. Virgin Islands has garnered significant recognition at the 2024 Caribbean Travel Awards, securing three prestigious accolades, including the coveted title of Innovation Destination of the Year.

Tourism Commissioner Joseph Boschulte expressed his appreciation for the honors, highlighting the innovative efforts of the Department of Tourism and its partners in achieving their marketing

goals. He emphasized the importance of expanding the reach and exploring new opportunities to attract visitors to the destination.

"This year we set a goal to expand our reach, explore new opportunities, and welcome new visitors," he said. "Receiving this award is a testament to the innovative work of the Department of Tourism and our agency partners to reach our goals and set new heights for destination marketing,"

Caribbean Journal praised the USVI's proactive approach to tourism promotion, commending its efforts to engage with travelers worldwide through unconventional means. The USVI's dedication to sports tourism, particularly in connecting with passionate fan bases, was acknowledged as a forward-thinking strategy that sets it apart, according to the Journal.

St. Thomas was recognized as Cruise Destination of the Year, a collaborative achievement involving the V.I. Department of Tourism and V.I. Port Authority. The award underscores the collective efforts of Virgin Islanders working in the hospitality and related industries, ensuring a memorable experience for millions of cruise passengers who visit the territory.

Additionally, the newly renovated Westin Beach Resort & Spa at Frenchman's Reef was awarded New Caribbean Hotel of the Year. After a substantial multi-million-dollar renovation, the Westin at Frenchman's Reef reopened its doors in September 2023, expanding the island's accommodation options by more than 390 rooms. Caribbean Journal praised the property for its meticulous execution and its contribution to redefining the USVI's tourism landscape.

For more information about the U.S. Virgin Islands and its offerings, please visit <https://www.visitusvi.com/>.