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Dept. of Tourism's Push Reaches Over 45 Million Viewers Through Satellite Media Tour

Mr. Boschulte's media tour effectively broadcasts the charm of the U.S. Virgin Islands to millions, spotlighting the territory in major markets from coast to coast, according to D.O.T.

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V.I. Dept. of Tourism Commissioner Joseph Boschulte.

The V.I. Department of Tourism's latest initiative to boost tourism in the U.S. Virgin Islands has achieved remarkable success, according to D.O.T. Commissioner Joseph Boschulte.

On January 18th, a satellite media tour was conducted, reaching key markets across the United States, including Atlanta, Boston, Denver, Detroit, Houston, Los Angeles, and New York. The effort resulted in an impressive 428 airings, captivating an audience of approximately 45.8 million

viewers, the department said.

Mr. Boschulte shared his enthusiasm about the media tour's reach: "We're delighted to have shared our message with millions of viewers, inviting them to discover our islands." He emphasized the U.S. Virgin Islands as a prime destination that combines the allure of the Caribbean with the ease of domestic travel, offering a tropical paradise rich in natural landscapes, culture, and history.

According to D.O.T., the media tour highlighted several new and exciting developments in the territory. It introduced viewers to new properties like the Morningstar Buoy Haus Beach Resort at Frenchman's Reef, Autograph Collection, and the Westin Beach Resort & Spa at Frenchman's Reef in St. Thomas. Adding to the unique travel experiences, VI Exotic Watersports' Jetcar rentals were presented as an innovative way to enjoy the islands' waterscapes.

A significant point made during the tour was the convenience for U.S. citizens traveling to the U.S. Virgin Islands, as no passport is required for those coming from the U.S. mainland or Puerto Rico. The promotion showcased the ease of direct flights from major U.S. cities, ensuring a swift journey to the island retreat.

Mr. Boschulte also took the opportunity to outline the variety of activities available across the islands. He mentioned hiking in St. John, the renowned Honeymoon Beach, world-class golf, and diving in St. Croix, as well as the exceptional shopping and dining experiences in St. Thomas. Upcoming events such as St. Croix's Annual Agriculture & Food Festival, St. Thomas Carnival, and St. John Celebration were also underscored as key attractions for potential visitors, D.O.T. said.

For more details on the U.S. Virgin Islands and what tourists can look forward to, the Department of Tourism encourages visiting their website at <https://www.visitusvi.com/>.