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## This is How the USVI is Rebranding St. Croix

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**Company House Hotel in Christiansted, St. Croix** By. CARIB JOURNAL FOR THE USVI  
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**[Via Carib Journal, in partnership with the V.I. Dept. of Tourism]**

St Croix, the US Virgin Islands' largest island, is getting a new tourism identity.

USVI tourism officials have launched a full-fledged rebranding of St Croix, with a new push aimed at educating travelers on the unique features of the island.

The USVI is calling it "St Croix: A Vibe Like No Other," and, more importantly, it's a new approach for the USVI — giving each of the islands in the territory a unique brand.

“We believe that St. Croix is going to be the big new attraction for tourism in the Caribbean,” said United States Virgin Islands Commissioner of Tourism Joseph Boschulte, who said the people, cuisine, history and culture of the destination, coupled with its laid-back vibe, will help position St. Croix as a “go-to” Caribbean destination throughout a new marketing campaign.

“Through the eyes, art and expertise of Crucians we can present the breadth and depth of experiences the island has to offer. Through chefs, mixologists, musicians, tour guides, artisans and other professionals we will explore the Crucian vibe,” Boschulte. “I am excited to roll out our marketing strategy to position St Croix as a destination with its own identity and one whose tourism potential is limitless.”

The rebranding comes as St Croix is in the midst of a tourism renaissance, from new hotels like The Fred in Frederiksted to reimagined historic properties like Company House in Christiansted and what is one of the hottest culinary scenes in the Caribbean.

Indeed, St Croix saw a 7.9 percent increase in tourist arrivals in 2019 compared to the previous year, the commissioner said.

This year the island is poised for more growth, with two of its major resorts set to reopen for the first time since Hurricane Maria.

That includes the all-inclusive Divi Carina Bay and the Renaissance St Croix Carambola Beach Resort (which is opening this year, according to Marriott).

“After the hurricanes of 2017, impacted islands saw major dips in arrivals with reduced accommodations inventory,” said Boschulte, who was speaking at a briefing at the recent CHTA Caribbean Travel Marketplace conference in Nassau. “However, two years later, airline capacity on St. Croix is actually ahead of pre-storm levels; with continued hard work and focus, we expect that trend to continue.”

That includes a third American Airlines daily flight set to launch from Miami in June.

The news also comes as St Croix was recently named the number one destination to visit in the Caribbean in 2020 in Caribbean Journal.

“We like what St Croix has to offer,” Boschulte said.