

Image not found or type unknown

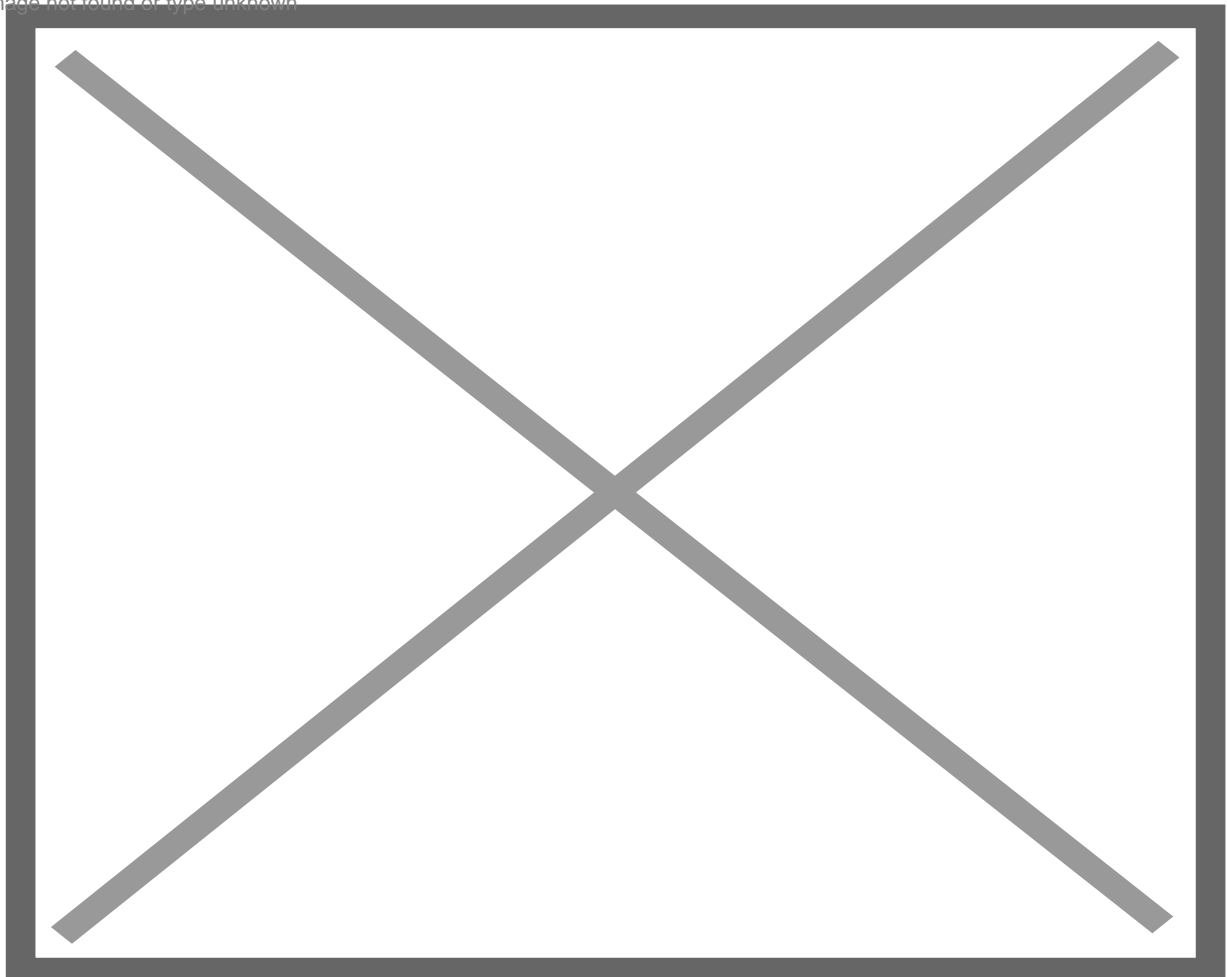
Dept. of Tourism Launches Free Webinar to Boost Local Business Visibility on VisitUSVI.com

Local tourism businesses are invited to learn how to optimize their online presence through the Preferred Partner Program and enhance their Google Business Profiles, expanding reach to potential travelers worldwide

Business / **Published On November 15, 2024 09:16 AM /**

Staff Consortium **November 15, 2024**

Image not found or type unknown



Visual of the VisitUSVI website.

The V.I. Department of Tourism is inviting all local tourism businesses to participate in a free webinar scheduled for Monday, November 18, at 1 p.m. The session will introduce enhancements to the VisitUSVI.com website and the USVI Preferred Partner Program, offering valuable tools to optimize online presence and attract more visitors.

The initiative, developed by DOT, aims to empower local businesses by enhancing their digital visibility and helping them improve their content on the newly redesigned VisitUSVI.com platform. Through this program, businesses will gain insights into how to attract travelers effectively and enrich the visitor planning experience.

The hour-long webinar promises a step-by-step overview of the Preferred Partner Program and practical advice on optimizing Google Business Profiles, a critical component as the updated VisitUSVI.com now pulls data directly from Google listings. Accurate and enhanced profiles on Google are therefore essential for businesses looking to maximize their reach.

Webinar Highlights

Participants will have the opportunity to learn:

- Best practices for managing Google Business Profiles to improve visibility.
- Details and advantages of the USVI Preferred Partner Program.
- Methods for optimizing VisitUSVI.com business listings to make a greater impact on potential visitors.
- How to access exclusive benefits offered through the Preferred Partner Program, including high-quality photography, digital marketing workshops, and personalized support.

Preferred Partner Program Benefits

The Preferred Partner Program provides local tourism businesses with a variety of tools designed to elevate their digital footprint and foster stronger connections with travelers. Program benefits include:

- Enhanced business listings with detailed descriptions, engaging visuals, and preferred placement on VisitUSVI.com.
- Access to professional, 360-degree imagery that showcases each business.
- Expert support and resources, such as digital marketing workshops and personalized guidance to implement effective online marketing strategies.

As part of DOT's larger Destination Optimization initiative, the Preferred Partner Program seeks to give local businesses a competitive edge in the global travel market. By featuring detailed and visually compelling listings, businesses can stand out and connect with millions of travelers planning to visit the U.S. Virgin Islands.

Tourism Commissioner Joseph Boschulte emphasized the department's commitment to supporting the success of local businesses in a competitive marketplace. "We are dedicated to providing the tools and resources needed for businesses in the U.S. Virgin Islands to thrive in an increasingly competitive market," said Mr. Boschulte. "By joining the Preferred Partner Program, businesses can take full advantage of the enhanced listings on VisitUSVI.com to connect with more travelers and elevate their digital presence."

Local businesses interested in participating in the Preferred Partner Program and maximizing their digital impact are encouraged to register for the free webinar at the following link: [Webinar Registration](#).

For more information on the Preferred Partner Program and how to include their business on VisitUSVI.com, tourism-related businesses in St. Thomas, St. Croix, and St. John can visit [USVI Industry Page](#).

