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Travel Magazine Says USVI, Jamaica and Puerto Rico Have Best Covid-19 Campaigns to Keep People Engaged in Destination

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DJ Avalanche By. USVI DIVISION OF FESTIVALS

The U.S. Virgin Islands Division of Festivals — an arm of the V.I. Dept. of Tourism — recently started what it's calling "Home Wuk", described by D.O.T. as "online social gatherings designed to create a sense of community, camaraderie and a "virtual" Carnival experience."

This effort, along with others being undertaken by the Dept. of Tourism (among them [this beautiful ad](#)), has lifted the territory's Covid-19 campaign to the top three in the Caribbean that seeks to keep the community and potential visitors to the destinations engaged, according to travel site The Travel Courier.

The Travel Courier says the USVI, Jamaica and Puerto Rico have the best campaigns.

Travel Courier said, "Over the past few weeks many destinations have swiftly shifted from marketing tactics and promotions focused on selling to finding authentic and genuine ways to connect with travelers while showcasing what makes their tourism offer unique."

The Dept. of Tourism release about "Home Wuk", [issued last week](#), said the series, which was developed to help meet the need for people to focus on matters other than the global health crisis, premiered at a time when Virgin Islanders would have been gearing up for Carnival celebrations, which were scheduled for April 3 to May 4, 2020.

"We know everyone was looking forward to Carnival, but postponing it was the right thing to do to make sure we help stop the virus from spreading," said Ian Turnbull, director of the Division of Festivals. "With the 'Home Wuk' series, we can lift people's spirits and bring the VI Carnival vibe to everyone in the safety of their homes."

For more on the D.O.T. effort and the other destinations, go [here](#).