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IShowSpeed to Visit USVI During Carnival as Part of His Caribbean Tour, Setting Up Territory for Global Livestream Spotlight

With IShowSpeed set to arrive during the height of St. Thomas Carnival, the U.S. Virgin Islands will find itself at the center of a massive livestream audience during one of its biggest cultural moments.

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IShowSpeed has put the U.S. Virgin Islands on the itinerary for his Caribbean Tour at a moment that could place the territory in front of a large live-streaming audience just as St. Thomas Carnival begins. In an April 20 Instagram reel announcing “The Caribbean Tour LIVE 4/25 2PM EST,” the U.S. Virgin Islands appears among the listed stops, alongside Antigua and Barbuda, Barbados, Bahamas, Dominica, Dominican Republic, Grenada, Guadeloupe, Jamaica, Puerto

Rico, Sint Maarten, St. Kitts & Nevis, St. Lucia, St. Vincent & the Grenadines, and Trinidad & Tobago.

That timing matters because St. Thomas Carnival is scheduled for April 26 through May 2, 2026. IShowSpeed's Caribbean Tour schedule kicks off on April 25. V.I. Dept. of Tourism promotional material describe Carnival as a week built around music, dancing in the streets, boat races, parades, fireworks, pageants, Food Fair, J'ouvert, and Village Nights. Tourism officials have also announced a Village lineup headlined by Busta Rhymes, Patrice Roberts, and St. Thomas-born duo R. City, with Steel Pulse, Destra, Alison Hinds, Voice, and Full Blown also on the bill.

The overlap brings the territory into the path of one of the internet's most visible live creators during St. Thomas's biggest cultural periods. In January, IShowSpeed completed a 28-day tour across 20 African nations aimed at showcasing the continent's cultural diversity and countering negative stereotypes. That trip drew international attention and underscored how his livestreams can turn local scenes into global content in real time.

The U.S. Virgin Islands is entering that window with clear tourism momentum. In an April 8 release, the Department of Tourism said the territory recorded 303,388 arrivals in the first quarter of 2026, up 12 percent year over year, with St. Thomas accounting for 246,772 arrivals, up 15 percent. In a separate official tourism release, Commissioner Jennifer Matarangas-King said the department is "meeting people where their passions live — in music, in sport, in food," a strategy that aligns closely with the kind of creator-driven exposure a live Caribbean tour can generate.

Tourism officials have also emphasized how quickly visibility can translate into travel. Official tourism airline information lists direct service to St. Thomas on carriers including American, Delta, JetBlue, United, Spirit, Southwest, and Sun Country, with routes from gateways such as New York, Boston, Miami, San Juan, Atlanta, Orlando, Fort Lauderdale, Washington Dulles, Chicago, Charlotte, Baltimore, and Minneapolis-St. Paul.

The timing places the U.S. Virgin Islands in a high-visibility position: included in a major creator's Caribbean rollout, entering Carnival weekend, and doing so while the territory is already posting stronger arrival numbers and leaning into music- and culture-driven tourism promotion.