

The Virgin Islands Consortium

WICO To Host Workshops In St. Thomas And St. Croix For Persons Interested In Starting Tourism Business

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St. Thomas – The West Indian Company, Ltd. (WICO) will host workshops here and on St. Croix for those interested in starting or expanding a cruise or tourism industry-related business, according to a press release issued by WICO on Thursday.

“I meet people all the time who are interested in doing business with the cruise lines or are interested starting or expanding their tourism-based business but don’t know how,” said WICO President and CEO Joseph B. Boschulte. “WICO wants to not only bring people to the islands, but also help entrepreneurs successfully connect with cruise and overnight visitors. This will help stimulate the economy and create a win-win situation for the Territory.”

Two entrepreneurial training workshops are scheduled. The St. Thomas/St. John workshop will be held from 9:30 a.m. to 4:30 p.m. on Monday, June 29th at the University of the Virgin Islands Administrative Building. The St. Croix workshop is scheduled from 9:30 a.m. to 4:30 p.m. on Tuesday, June 30th at the UVI Great Hall.

Registration is \$40.00 before June 15th, and includes a networking reception. Participants are encouraged to register early as space is limited.

Featured topics include tourism industry trends and demographics; service expectations; building a culture of service; growth opportunities and pitfalls; contracts, reports and invoicing; and advance tips, tricks and resources.

Advice on marketing and using social media also will be offered.

Those interested in attending the WICO Entrepreneurial Training Workshop for Cruise and Tourism Based Businesses should send an email to publicrelations@wico-ltd.com.