

The Virgin Islands Consortium

Travel Agents Being Trained To Promote Territory

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The Virgin Islands Department of Tourism has launched a "USVI Travel Agent Specialist and Loyalty Rewards" program to drive travel agency bookings to the territory, a press release DOT issued this afternoon has made known.

This educational training program, provided by Travel Agent University, equips travel agents with the tools, resources and rewards to familiarize themselves with the destination's unique offerings to sell to their clients.

"We know the integral role that travel professionals play in promoting the U.S. Virgin Islands, so we developed this program to equip them with the necessary information to better sell our beautiful islands," said Beverly Nicholson-Doty, Commissioner of Tourism for the U.S. Virgin Islands.

The program offers a curriculum that will help travel agents understand why the U.S. Virgin Islands should be a top-of-mind consideration for their clients.

"Each of our three islands offers its own unique experience," said Nicholson-Doty. "If you are looking for authentic Caribbean culture and history, you will enjoy exploring St. Croix.

St. John, with more than half its land protected by the Virgin Islands National Park, is the perfect place for an outdoor escape; while cosmopolitan St. Thomas offers top shopping, dining and nightlife experiences."

The Commissioner said the Territory's unofficial slogan, "Virgin Islands Nice," epitomizes what the USVI is all about. "It refers not only to our pristine beaches and crystal-clear blue waters, but also to our diverse culinary experiences, deep history, culture, and of course, our welcoming people," she explained.

Comprising 38,500 certified members, Travel Agent University is a leading professional travel community in the industry.

Image Credit: USVI Tourism's Facebook page.