

The Virgin Islands Consortium

Tourism Searching For Entertainers To Perform At F'Sted Pier During Cruise Ship Arrivals

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A cruise ship docked in Frederiksted, St. Croix

ST. CROIX -- In a press release issued late Wednesday, the Department of Tourism revealed that it was launching a new initiative to help bolster St. Croix's tourist arrival attraction by assuring that entertainers are always performing when cruise ships dock at the Ann E. Abramson Pier in Frederiksted.

According to the release, DOT is seeking musicians, dancers and other performing artists who are interested in performing when ships are in port at the pier. The release directs

potential candidates to DOT's office in Frederiksted to complete an application, W9 form and provide a copy of a current business license, performance sample and rates.

The announcement comes as DOT Commissioner Beverly Nicholson-Doty, at a Senate hearing in July, [requested an increase](#) to the department's 2016 budget to better promote the territory. There, the commissioner said the U.S. market remains DOT's most lucrative, representing more than 90 percent of all visits to the territory.

In late May, Governor Kenneth Mapp [said St. Croix would be his administration's "major focus area"](#) in 2016 as it relates to tourism.

"The Department of Tourism will be central in the path forward as St. Croix's tourism product is going to be a major focus area," said the governor. "Particularly with the planned developments in Frederiksted's Paul E. Joseph Stadium, and a multi-sports complex center in Mars Hill."

DOT's press release says selected musicians "will be involved in performing music in a variety of genres. They can be composers, instrumentalists and/or singers who perform either in the studio or before a live audience."

Dancers must be able to perform comfortably to television, live audiences, film and video productions with choreographed performances and appropriate costumes, the release further stated.

Entertainers schedules should be flexible, DOT says, available to work during the week, weekends and on holidays. Also, those who've previously worked with DOT are asked to make contact and update their files with current information.

According to information provided by the Virgin Islands Bureau of Economic Research, tourism accounts for 2.8 million visitors to the territory annually and said visitors account for \$1.2 billion of spending. The industry also accounts for 8,000 direct jobs and 30 percent of the territory's gross domestic product (GDP), and 20 percent employment.

Overnight visitors spend \$648 per individual, while cruise passengers spend \$217 per person, which DOT says is significantly higher than the Florida-Caribbean Cruise Association's study conducted some two years ago.

For more information contact Deputy Commissioner Neelia Ross on St. Croix at 340-772-0357.