

The Virgin Islands Consortium

St. Croix To Welcome New Delta Flights From Atlanta Starting Wednesday

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ST. CROIX -- The United States Virgin Islands is ready to welcome additional Delta Air Lines flights from Atlanta to this island beginning this Wednesday, a press release the Department of Tourism issued late Monday has made known.

Commissioner of Tourism Beverly Nicholson-Doty reported that DOE has developed options for supporting the new Wednesday flights from Hartsfield-Jackson International Airport to Henry E. Rohlsen Airport.

"The new service complements our existing weekly Saturday flights, which have performed incredibly well," said Nicholson-Doty, who announced a special promotion with Delta Vacations to spark even more interest from this major gateway and key feeder cities for the destination.

The special seven-night vacation package offers a \$250 air credit for Wednesday departures, with added benefits for travelers, including \$250 to \$500 in "VI Nice" certificates and resort credits ranging from \$50 to \$100.

MLT Vacations, which manages multiple vacation package brands including Delta Vacations, is partnering with the Department of Tourism on the promotion, which is being supported with \$75,000 in online digital and radio advertising.

"Our goal is to entice travelers to consider Wednesdays as an attractive option for their flights to and from St. Croix," the Commissioner explained, adding that the incentives are designed to encourage on-island spending.

Participating hotels in St. Croix include The Buccaneer, Divi Carina Bay Beach Resort & Casino, The Palms at Pelican Cove, and Renaissance St. Croix Carambola Beach Resort & Spa.

Packages must be booked between December 21, 2015 and January 29, 2016 for travel between January 6 and April 20, 2016.

Governor Kenneth Mapp said the new flights are an important development in the resurgence of the economy of St. Croix.

"St. Croix is a gem in the U.S. Virgin Islands, and we are always working to position the island as a 'go-to' destination. Together with our partners and stakeholders, this administration is committed to implementing initiatives and strategies aimed at achieving success," he said.

Mrs. Nicholson-Doty was also optimistic about the new Norwegian service from Copenhagen, Denmark.

"Having scheduled air service is really great for St. Croix and the U.S. Virgin Islands, and the connectivity of the Norwegian flight throughout Scandinavia and Europe is positive for us. We hope to grow that service," she said. "We are actively working to increase flights into St. Croix and strengthen capacity in St. Thomas. There's a lot of interest and expansion going on with airlines into the Caribbean as a whole. We plan to remain competitive in servicing our key markets and to maximize opportunities to welcome more travelers."