

The Virgin Islands Consortium

WICO Welcomes Luxury Ship MS Riviera To St. Thomas With Plaque Ceremony

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ST. THOMAS -- The West Indian Company, Ltd. welcomed the passengers and crew of the MS Riviera on Wednesday, April 6, with a traditional plaque ceremony, a press release WICO issued today makes known.

WICO President and CEO Joseph B. Boschulte presented Captain Gianmario Sanguinetti (pronounced GEE-ANN-MARIO SAN-GWE-NET-TEE) with a commemorative plaque. A Virgin Islands flag and other gifts also were given during a brief morning ceremony on board the ship, according to the release.

“The significance of this call rests in that it marks the ship’s first visit to our port as well as the expansion of the company’s targeted guest demographic,” Mr. Boschulte said. “WICO has been actively working to attract smaller, luxury ships with a high-end clientele. We have a diverse client base, but we are specific in our focus when it comes to attracting more luxury and destination passengers.”

The cruise industry defines luxury passengers as those spending an average of \$2,840, while destination passengers spend an average of \$3,220. Additionally, experienced luxury and destination passengers are more likely to return to a destination for a non-cruise vacation.

This is the first of two chartered MS Riviera cruises from Miami that include stops in the Dominican Republic, St. Thomas and Puerto Rico for the 1,250-passenger ship and its 800 crew members.

MS Riviera is an Oceania-class cruise ship, and is owned by Oceania Cruises, a subsidiary of Norwegian Cruise Lines Holdings, Ltd. Oceania Cruises is known for its five intimate, luxurious ships that carry 490 to 1,250 passengers. It also is known for extended cruises that can last up to 180 days.

Entered into service in May 2012, MS Riviera is the newest of the company’s two Oceania-class ships.

Feature Image: WICO President and CEO Joseph B. Boschulte with MS Riviera Hotel Director and Captain, and Assistant Tourism Director Joyce Dore-Griffin.