

The Virgin Islands Consortium

Department Of Tourism Targets Texas Travelers

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ST. THOMAS -- The Department of Tourism is taking steps to ensure that the territory's tourism offerings are top of mind for Texas travelers, a press release D.O.T. issued Friday says.

According to the release, D.O.T. Commissioner Beverly Nicholson-Doty reported that recent visits to Dallas and Houston helped generate greater awareness about the special appeal of St. Croix, St. John and St. Thomas, as she met with members of the media, as well as a number of Virgin Islanders in both markets.

During the visit, the Mrs. Nicholson-Doty met with media houses such as American Way and Celebrated Living (American Airlines' in-flight magazines), El Heraldo News, The

Houston Chronicle and Private Clubs Magazine, a luxury/lifestyle magazine targeting affluent travelers. She also hosted media, Virgin Islanders and influencers at receptions at Chocolate Secrets, owned by St. Croix native Pam Eudaric in Dallas, and the Caribbean-themed Calabash Island Eats restaurant in downtown Houston.

"In the past year, we welcomed more than 30,000 visitors from the Lone Star State and we look forward to building on this momentum with targeted initiatives in the marketplace," Mrs. Nicholson-Doty said.

As early as next week, members of D.O.T., along with representatives from the private sector, will meet with travel agents, meeting planners and Virgin Islands Tourism Ambassadors in Houston and Dallas, as part of a four-day sales blitz.

Along with New Jersey, Massachusetts, Florida and New York, Texas is one of the top five domestic markets for the U.S. Virgin Islands. Mrs. Nicholson-Doty is hopeful that visitor arrivals will continue to grow this summer with new nonstop United Airlines flights from Houston to St. Thomas (four days a week), and from the east coast with daily flights from Washington Dulles to St. Thomas.

Four leading travel and lifestyle writers from the Houston area traveled with the Commissioner on United Airlines on Saturday for the launch of the new summer flights from George Bush Intercontinental Airport.