

The Virgin Islands Consortium

Department Of Tourism Launches Family Reunion Initiative

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ST. THOMAS -- The Department of Tourism is encouraging Virgin Islanders living outside the territory to come back home to reunite with their loved ones, according to a D.O.T. press release issued this morning.

Newly appointed Director of Marketing Canika John announced the 2016-2017 Family Reunion promotion, which includes a number of booking incentives, including \$350 in spending credits for family-focused activities and a free night at participating hotels.

"Virgin Islanders living abroad are part of the tourism fabric of our Territory and it is important that we give them every incentive to come back to connect with their loved

ones and to participate in the economic revitalization of our communities," Ms. John said.

As part of the promotion, each participant will also receive a customized family T-shirt and welcome gift bag.

Travelers must use booking code FR16 to secure room blocks, and all bookings must be made by December 15, 2016, for travel through December 15, 2017.

Participating hotels on St. Croix include: The Buccaneer Hotel, Divi Carina Bay Beach Resort & Casino, The Palms at Pelican Cove, Sand Castle on the Beach, and Mount Victory Camp Eco-Lodge.

The Green Iguana Hotel, Galleon House, Frenchman's Reef & Morning Star Marriott Beach Resort, and Windward Passage Hotel on St. Thomas are also participating in the offer.

Also recognizing the importance of culture, history and family in the territory is "Come Home to St. Croix," which is underway with events at Estate Whim Museum and Island Center. Presented by the St. Croix Landmarks Society, this celebration promotes the preservation of St. Croix's heritage and traditions through family reunions, family research and other activities.

Historically, groups and families have planned reunions and other gatherings around this annual celebration, as the program includes meaningful opportunities for reconnecting and spending time together.