

The Virgin Islands Consortium

Mapp Addresses Hundreds Of Black Journalists As Dept. Of Tourism Markets Territory In Washington, DC

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The United States Virgin Islands Department of Tourism gained strong traction last week in the nation's capital, elevating the profile of St. Croix, St. John and St. Thomas through a number of in-market events and activities, D.O.T. has made known.

A highlight of the week's activities was the USVI's participation in the National Association of Black Journalists (NABJ) Founders' Reception where Governor Kenneth Mapp addressed hundreds of media professionals at the Smithsonian's National Museum of African American History and Culture, which is set to officially open next month, according to D.O.T.

Joining the Governor at the event was Commissioner of Tourism Beverly Nicholson-Doty who presented vacation prizes to two lucky reporters, courtesy of Caravelle Hotel & Casino in St. Croix and Bolongo Bay Beach Resort in St. Thomas. Cruzan provided rum for specially-crafted drinks, while trumpet player Ryan Joseph of St. Croix performed for the media and invited guests at the museum's Oprah Winfrey Theater.

The Department of Tourism also provided musical and cultural entertainment at the opening of the joint NABJ and National Association of Hispanic Journalists (NAHJ) convention, featuring Virgin Islands steel pan player Stan Brown and the artistic mocko jumbie Alison Foy. The after-party celebration, also supported by the USVI, featured the DC-based Virgin Islands Image Band and St. Croix's latin music artist Yako LaPauta.

While in DC, Commissioner Nicholson-Doty met with media houses such as The Travel Channel, U.S. News & World Report, Thrillist.com and the Baltimore Sun at a media breakfast, as well as with key meeting planners and Washington influencers, including Isabell Hill, the Director of the National Travel and Tourism Office at the U.S. Department of Commerce, at a luncheon to promote the Territory and share the latest destination news and updates. She also met with officials at Brand USA to discuss strategic, collaborative efforts to penetrate the Chinese market.

Commissioner Beverly Nicholson-Doty congratulates sports analyst Exavier Pope on winning a trip to St. Croix.

Atop Commissioner Nicholson-Doty's week-long agenda was the promotion of daily United Airlines winter flights between Washington Dulles International Airport and Cyril E. King International Airport from Friday, December 16, 2016, through Monday, April 3, 2017.

Additionally, during the in-market activities the Commissioner accepted an award from Global Traveler magazine on behalf of the Territory. The U.S. Virgin Islands received the magazine's 2016 Leisure Lifestyle Award for the "Best Caribbean Island".

Feature Image: Governor Kenneth Mapp greets NABJ Founder Paul Brock who started his journalism career in St. Thomas. Commissioner of Tourism Beverly Nicholson-Doty looks on. (Credit: D.O.T.)