

The Virgin Islands Consortium

Dept. Of Tourism Promotes Territory In Central Florida

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The Department of Tourism recently executed an activation in Orlando, Florida to generate awareness and increase travel from the important region to the territory, D.O.T. made known via press release today.

D.O.T. Commissioner Beverly Nicholson-Doty reported that Orlando, which the release says is one of the department's priority target cities, is the number one market for connecting flights over Miami.

During the visit, Mrs. Nicholson-Doty met with approximately 20 journalists and influencers at a media mixer hosted by the department, and on one-on-one deskside appointments.



Orlando journalists at the USVI Media Mixer.

The journalists, which represented media outlets from Orlando Magazine to Islands.com, received the latest news and updates from the territory, including Dine VI, which will be held on St. Croix, St. John and St. Thomas from October 27 to November 12, Centennial celebrations in 2017, and the new Winter NICE promotion, which promotes travel to the territory from January to March 2017.

Mrs. Nicholson-Doty also conducted a radio interview on WOKB 1680AM's "Talk it Up Radio" - a show targeting the Caribbean Diaspora in Central Florida, according to the release.

While in Orlando, representatives from D.O.T. hosted meeting planners and travel agents during a lunch presentation to share developments related to the meetings industry in the territory. Attendees received an overview on various offerings that appeal to groups, including the department's "Preservation Pays" promotion, which incentivizes planners SVI.



Noel and Brenda Martin of WOKB 1680AM's

"Talk it Up Radio" Show.

A highlight of the activation was connecting with Virgin Islanders during an evening reception. Orlando has a strong Virgin Islands community, and this event provided an opportunity for them to meet with D.O.T. representatives, gather information about participating in the Tourism Ambassadors program, as well as learn about upcoming events and offerings, including the "Family Reunion" promotion, which encourages Virgin Islanders living outside the territory to return home to reunite with their loved ones.

At the Amway Center, tourism representatives also connected with world renowned local recording artists, R. City, who are currently on tour with Maroon 5. D.O.T. has partnered

with R. City to promote the U.S. Virgin Islands on this multi-city tour.

"We identified Orlando as an area we wanted to focus on in our FY2016 marketing strategy, and we are going into the new fiscal year with exciting business opportunities to pursue," Mrs. Nicholson-Doty said.

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