

The Virgin Islands Consortium

Dept. Of Tourism Sees Opportunity For Territory With Chinese Tourists Following Recent Beijing Trip

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Efforts to attract travelers from China to the U.S. Virgin Islands were explored during Department of Tourism Commissioner Beverly Nicholson-Doty's recent visit to Chengdu and Beijing, a press release D.O.T. issued on Tuesday has made known.

Mrs. Nicholson Doty's visit to China follows [a first trip earlier this year](#) as part of a delegation with the territory's governor.

In Chengdu, Mrs. Nicholson-Doty attended World Routes 2016, the 22nd installment of the world route development forum which brings together leading airlines, airports and tourism authorities to develop route strategies.

She also took part in numerous "speed dating" meetings with airline executives, talking with representatives from Southwest Airlines and existing USVI partners American Airlines, United Airlines and JetBlue Airways. Nicholson-Doty said air carriers voiced



D.O.T. Commissioner Beverly Nicholson-Doty

with John Hartman, Management Officer and Acting Consul General (center), and Fan Li, Senior Commercial Specialist with the U.S. Consulate General in Chengdu.

A promising outcome is the ability to leverage codeshare and interline agreements between U.S. and Chinese carriers to provide Chinese visitors with a seamless travel experience to the islands, according to the release.

Mrs. Nicholson-Doty also addressed tourism leaders and the media on two panels at World Routes, one on the importance of innovations in destination marketing, and the other on women in aviation and tourism.

In addition to her conference appearances, the commissioner, with the expert assistance of U.S. consular and trade officials, met with Chinese travel agents and tour operators to examine ways and means of capitalizing on the increasing Chinese demand for international travel.

In meetings facilitated by the U.S. Embassy in Beijing, Nicholson-Doty met a succession of travel companies who were interested in the immediate development of travel itineraries to the U.S. Virgin Islands.

"This visit was part of our comprehensive marketing strategy, which helps to ensure that the territory remains a top-of-mind choice for global travelers to the Caribbean," the commissioner said.

Feature Image: While in Chengdu, D.O.T. Commissioner Nicholson-Doty caught up with leading travel agents and tour operators who expressed a strong interest in promoting and selling the United States Virgin Islands. (Credit: D.O.T.)

[Listen to the original recording](#)