

The Virgin Islands Consortium

Department Of Tourism Announces Taxi Ambassador Winners

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Andre Toussaint of St. Croix, Elvis Sprauve of St. John and Nico VanHolten of St. Thomas are the first round of winners in the Department of Tourism's inaugural "Taxi-Text-To-Win" incentive promotion, designed to enhance the USVI Taxi Ambassadors' welcome experience for visitors, D.O.T. announced Wednesday.

The campaign, which launched on October 1, is the newest component of the department's customer service initiative, which rewards taxi drivers who provide first-class service, as well as incentivize visitors who share positive feedback about their experience while on island, according to the release.

Visitors disembarking at one of the land or sea ports in the territory, who receive excellent service from a taxi driver, are encouraged to text "VINice" to 63211 and give a brief description about their welcome experience, along with their driver's name and license plate number to win a return trip to the USVI.

Each month, one taxi ambassador from each of the three islands will be selected based on the most positive texts, and will receive a \$200 gas certificate to use at participating gas stations throughout the territory.

"The Taxi Text-To-Win program offers both Taxi Ambassadors and visitors an opportunity to be rewarded for providing excellent customer service and sharing positive feedback about their experience in the Territory," said D.O.T. Commissioner Beverly Nicholson-Doty. "This initiative encourages visitor engagement with taxi drivers, while allowing the Department to capture important data on the guest experience."

Mrs. Nicholson-Doty added that "there are many unsung heroes in our hospitality industry, and there is a need to truly highlight the ladies and gentlemen on the frontline who welcome visitors to our shores each day."