

The Virgin Islands Consortium

Dept. Of Tourism Dubs This Year's Visit To Seatrade A Success

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The Department of Tourism on Thursday reported a successful in-market mission to South Florida. Representatives of the department participated in the 2017 edition of Seatrade Cruise Global and a number of activities to promote the ports of the territory and travel to the destination during this year's Centennial commemoration.

According to a release the department issued today, Governor Kenneth Mapp led the USVI delegation, which included D.O.T. Commissioner Beverly Nicholson-Doty, representatives from the Virgin Islands Port Authority and The West Indian Company, as well as members of the Legislature of the Virgin Islands.

The week began with a reception hosted by the Florida-Caribbean Cruise Association (FCCA), during which the USVI team met with cruise industry executives, as well as announced a new presidential partnership with the FCCA to further increase tourism to the territory.



U.S. Virgin Islands dancers captured the culture and spirit of

the destination. (Credit: D.O.T.)

During the reception at The Boatyard restaurant in Fort Lauderdale, Mr. Mapp shared the Government's commitment to strengthening the overall product and experience offered to cruise passengers. Later, he, along with Mrs. Nicholson-Doty, held high-level talks with cruise line executives who attended the event.

At the Seatrade Cruise Global trade show, patrons learned more about the destination at the USVI booth, which featured colorful carnival dancers and a mocko jumbie, steel pan music and Virgin Islands-made products such as rum, honey, fruit tarts, hot sauce and beauty products, according to the release.

"It's important for the U. S. Virgin Islands to maintain its presence in the cruise market. Seatrade is a global event, which means that we are competing with the world," Mrs. Nicholson-Doty said. "So it is critical that we are consistently at the forefront of this marketplace, developing our partnerships, ensuring growth and making sure our product helps to deliver an excellent visitor experience."

On Monday, March 13, Mr. Mapp addressed the media, meeting planners and members of local government and the business community in South Florida, according to the release. He also encouraged corporate citizens to take advantage of the generous tax advantages associated with setting up businesses in the territory, and to see the U.S. Virgin Islands as an ideal option -- especially during this Centennial year.

During the activation, Mrs. Nicholson-Doty met with several members of the media from publications ranging from The Miami Times and Cruise Critic to Condé Nast Traveler and Travel + Leisure magazines. She also appeared with steel pan player Stan Brown and Virgin Islands dancers Lydia Tyson and Jeneé Reynolds on NBC's "6 in the Mix" morning show, in a segment hosted by Johanna Gomez.

*Feature Image: D.O.T. Commissioner Beverly Nicholson-Doty at NBC's studios in Miami with reporter Johanna Gomez and dancers Lydia Tyson (left) and Jenee Reynolds.
(Credit: D.O.T.)*

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