

The Virgin Islands Consortium

Joseph Boschulte Heads To Dept. Of Tourism When He Leaves WICO, Mapp Reveals

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ST. THOMAS -- Current West Indian Company President and CEO Joseph Boschulte, above, will be employed at the Virgin Islands Department of Tourism once his tenure at W.I.C.O. has concluded, Governor Kenneth Mapp revealed during a press conference held at Government House here, where Mr. Mapp introduced for the first time members of his Ports of Charlotte Amalie Task Force.

Mr. Boschulte, whose tenure as W.I.C.O. boss ends on April 30, will remain with the company for an additional three months as a consultant, which W.I.C.O. says is needed to facilitate a smooth transition from one leader to the next, and to not jolt its industry partners.

Once Mr. Boschulte leaves W.I.C.O., he will be employed at D.O.T. working with the cruise line industry, Mr. Mapp said (more on the governor's task force in a forthcoming story).

News of Mr. Boschulte's pending move to D.O.T. follows an announcement by W.I.C.O. [earlier today](#) that former senator Clifford Graham, will assume the role of president and CEO of W.I.C.O. on May 1. In the release, Mr. Graham said, "I am honored and humbled to be selected as the president and chief executive director of The West Indian Company, Limited and I pledge to build on the successes of the company as we seek to maintain Charlotte Amalie as a premier destination in the Caribbean."

The W.I.C.O. port facilities and the G.E.R.S. [Government Employees' Retirement System] Havensight Mall have been a destination for both locals and visitors. W.I.C.O. says Mr. Graham will continue to explore ways to improve the properties and incorporate new amenities to foster new business and greater economic activity.

W.I.C.O.'s Acting Board Chair, Joyce Griffin, said while Mr. Graham's new position will see him maintaining longstanding relationships with cruise lines, the new CEO will also be tasked with improving the overall tourism product in the territory.

"A major goal for the new CEO will be to maintain the longstanding relationship with the cruise lines as we explore ways to grow the market share of this destination. Graham's focus will not end at the boundaries of the WICO and GERS properties; his focus will also be on improving the overall tourism product in the U.S. Virgin Islands as the territory seeks ways to continuously refresh and enrich our destination."