

The Virgin Islands Consortium

USVI Hotel & Tourism Association Announces Digital Marketing Partnership With Morris Caribbean Publications

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ST. THOMAS -- The USVI Hotel & Tourism Association has announced a new partnership with Morris Caribbean Publications and its digital division [ChartLocal](#), to host and manage the association's consumer and member websites as well as its social media presence and targeted digital marketing. The partnership will commence in earnest on May 1, according to USVIHTA.

While unveiling the partnership, USVIHTA President Lisa Hamilton said that having a reinvigorated digital presence is vital for promoting tourism and hospitality in the U.S.

Virgin Islands.

“The internet, Facebook and other social media and targeted advertising through online and mobile technology are key to reaching consumers these days. It’s time to take our digital marketing to a new level and we’re certain that this partnership with a longstanding USVI business like Morris will help us do that,” Ms. Hamilton said.

She added that she is excited to work with an all-in-one publisher that can manage many areas of the association's publication needs, making the member experience seamless and simple. Ms. Hamilton also noted that this is one more step the association is taking to grow the benefits of membership.

Charlotte Atkins, Morris Caribbean Publications publisher, also touts the advantages of the collaboration.

“Morris Caribbean Publications and our destination magazines St. Thomas-St. John This Week, St. Croix This Week and our cruise passenger guides as well as VirginIslandsThisWeek.com are well-known here,” said Ms. Atkins. “Our roots and relationships go back almost 60 years in the USVI, and our main mission is to help local businesses connect with consumers before and after they arrive on island. This is a perfect partnership since we have a shared mission of promoting USVI hospitality and tourism. Now we bring digital marketing to the table with on-island experts plus the resources and talent of our national ChartLocal team.”

Ms. Hamilton said the website transition will begin in May and the Morris team will take the reins of USVIHTA’s digital assets during that time.

The USVI Hotel & Tourism Association serves as a unified and inclusive voice for hospitality and tourism. It offers training and resources for its members, recognizes and rewards community programs and works to increase its membership’s presence throughout the region and beyond. For more information on the association and the benefits of membership, visit www.usvihta.com or call 340-774-6835.

ChartLocal, the digital division of Morris Caribbean Publications, offers a full slate of digital marketing services ranging from website development, management and hosting to social media management and targeted digital advertising. Visit ChartLocal.com for the full spectrum of services or call 340-774-2500 to speak to digital marketing specialist Phillip Giles.