

The Virgin Islands Consortium

Spirit Airlines To Increase Flights To St. Thomas Beginning February 2018

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Spirit Airlines will increase its flights from Fort Lauderdale, Florida to St. Thomas from twice weekly on Wednesdays and Saturdays, to four times per week: Mondays, Wednesdays, Fridays and Saturdays. The change will take effect February 16, 2018, according to a release the Department of Tourism issued late Wednesday.

The announcement comes on the heels of D.O.T. Commissioner Beverly Nicholson-Doty's visit to New York and Atlanta in November to promote the territory's offerings, where she also met with media partners. This week, Mrs. Nicholson-Doty was in Miami to meet with airline and cruise partners, and met with Spirit Airlines officials while in South Florida.

According to the release, the commissioner reported that a senior Spirit executive is planning a visit to the territory after the holidays to meet with partners and evaluate the possibility of additional increases in service.

Last week, Mrs. Nicholson-Doty traveled to the West Coast to share updates of the USVI's ongoing recovery with travel professionals and media in the Los Angeles area, where she also was one of 10 honorees in the "Women Up" category at the Ebony Power 100 Gala.

"I am personally very honored and extremely humbled to be recognized by Ebony Magazine," said Mrs. Nicholson-Doty, who noted the distinction represented an important platform to bring awareness to the U.S. Virgin Islands.

Hosting a luncheon for a group of more than 35 attendees, including meeting and incentive travel planners, travel agents and members of the media, the tourism commissioner provided post-hurricane updates.

"We want our travel partners to know that during our recovery, their clients can still have a very special vacation experience this season, whether they are visiting by cruise or staying at a hotel or villa, and taking advantage of the many activities and attractions, restaurants and shops that are operational," she said.

She shared plans that are underway to rebuild hotel properties, to welcome group travel and to roll out a variety of voluntourism opportunities throughout the destination.

While in Los Angeles, the commissioner held one-on-one media appointments with reporters from TravelAge West and the Los Angeles Times.