

The Virgin Islands Consortium

Dept. of Tourism Rolls Out Video Vignettes Promoting Territory Across Social Media

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Americans across a wintry continent have been viewing a major national television advertising campaign promoting the warm welcome awaiting them in the U.S. Virgin Islands, the Department of Tourism said via release Friday.

Now, D.O.T. is building on the momentum by releasing a series of video vignettes on social media, informing consumers and travel professionals of the hotels in the territory which are open and ready to welcome guests.

[View the original embedded media](#)

The six-week campaign, which showcases elements of the "Real Nice" campaign, highlights mid-range hotels on St. Thomas, including Bolongo Bay Beach Resort, Emerald Beach Resort, Lindbergh Bay Hotel and Villas, Mafolie Hotel & Restaurant, Point Pleasant Resort, Secret Harbour Beach Resort and Windward Passage, according to the release. Gallows Point Resort on St. John is also featured.

The campaign will next shift its focus towards accommodations on St. Croix, which has received strong social media exposure in recent weeks through the "Off The Beaten Path" destination series.

The video posts will be complemented by photographs depicting the beauty of the destination. For added authenticity, local photographers, influencers and visitors are being invited to submit their images.

Last week, the department announced its support of the territory's private sector partners with the relaunch of a \$3 million marketing campaign to stimulate travel to St. Croix, St. John and St. Thomas in the coming months.

The highly anticipated 'Real Nice' campaign was on hiatus during Fiscal Year 2017-2018 due the devastating impact of Hurricanes Irma and Maria.

[Watch the original video](#)