

The Virgin Islands Consortium

Beverly Nicholson-Doty, Former USVI Tourism Commissioner, Named CEO Of St. Lucia Tourism Authority

Business / **Published On June 27, 2019 10:16 PM /**

Ernice Gilbert **June 27, 2019**



Beverly Nicholson Doty

CARIBBEAN -- Beverly Nicholson-Doty, the well respected tourism professional known throughout the U.S. and Caribbean region as one of the most consummate leaders of her time, has been tapped by the Government of St. Lucia to serve as the chief executive officer of the St. Lucia Tourism Authority (S.L.T.A.).

The authority's board of directors approved Mrs. Nicholson-Doty's appointment Thursday.

She takes the helm at the St. Lucia Tourism Authority at a time when she is best equipped to lead growth in St. Lucia's tourism product. Backed by 30 years of experience as commissioner of the U.S.V.I.'s tourism board, her extensive industry contacts and experience on the ground in St. Lucia, will serve as an invaluable asset to the already flourishing destination.



Beverly Nicholson-Doty

In her role as CEO, part of Mrs. Nicholson-Doty's responsibilities will include oversight of the development of the authority's marketing and destination services, and general administration. She will also "work closely with agencies, institutions and individuals within the public and private sectors of St. Lucia at home and abroad.

Additionally, Mrs. Nicholson-Doty will work with the authority's Board of Directors to achieve overall objectives, including coordinating and directing the programs of the board. And she will utilize and deploy resources in the best interest of the development of tourism to Saint Lucia. The new CEO will also direct the organization's marketing, promotions and publicity initiatives, and is tasked with utilizing and deploying resources "in the best interest of the development of tourism to Saint Lucia."

"We welcome Mrs. Nicholson-Doty to the organization and look forward to the strategic leadership she will provide implementing and developing our sustainable tourism growth strategy," said Nicholas John, S.L.T.A. board chairman.

“I look forward to this opportunity,” said Mrs. Nicholson-Doty in the S.L.T.A. statement. “Our team at the Saint Lucia Tourism Authority will be focused on developing and implementing a strong strategic plan aimed at increasing market share, and even more importantly, increasing visitor spend for maximum return on investment.”

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