

logo not found or type unknown

# Virgin Islander and Professional Golfer Alexandra Swayne Joins the Ranks of USVI Tourism Ambassadors

Sports / **Published On January 20, 2023 06:28 AM /**

Janeke Simon **January 20, 2023**

Image not found or type unknown



**Professional Golfer Alexandra Swayne. By. V.I. DEPT. OF TOURISM**

The newest ambassador for the VI Department of Tourism is professional golfer Alexandra Swayne.

At age of 14, Ms. Swayne joined the junior program of the territory's prestigious Golf Federation. She quickly became adept at the sport and days after celebrating her 21st birthday, Ms. Swayne qualified for her first U.S. Women's Open.

In 2022, Ms. Swayne joined the Ladies' European Tour. However, no matter how far afield she may roam, the skillful golf professional says she loves to return home to practice her game and help develop younger players in the sport.

As such, Ms. Swayne welcomed the partnership with the V.I. Department of Tourism, as her ambassadorial duty to promote the USVI allows her to "pair my love of my hometown and its gorgeous courses with what I love to do and that is play golf."

Ms. Swayne's role as ambassador will help bring even more visibility to the USVI'S four golf courses, as well as the islands' natural beauty via digital and social media promotion, advertising, brand awareness, and brand content creation.

The golf pro's fans, colleagues, and wider audience will see her participate in marketing events, promotions and interviews, all to "help the USVI shine as a golf destination for all ages and talent."

D.O.T. Commissioner Joseph Boschulte says his team is "delighted to have Alexandra on board as one of our official ambassadors," and credited her "vivaciousness and natural leadership." Mr. Boschulte explained that the new partnership is a component of the USVI's "Naturally in Rhythm" brand campaign, which is inspiring visitors to "experience the diverse culture, natural wonders, and beautiful hotels and golf courses of the USVI."

© Viconsortium 2025