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R. City Set to Rock BVI at Free Concert - Kickstarting BVI Tourist Board's Rejuvenated Marketing Initiative

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R. City

The British Virgin Islands is ramping up its tourism promotion strategy with a series of entertainment events. The initiative was officially announced by Premier Natalio Wheatley at a press conference on Friday, where he shared that the territory's first "Non-Stop Concert" would take place on June 30 at Brandywine Bay.

"This concert celebrates our non-stop service between Miami and Beef Island and underscores our government's commitment to entertainment tourism," expressed Wheatley.

Headlining the event is Koshens, who will be sharing the stage with the acclaimed musical duo Rock City, also known as "R. City", comprising St. Thomas natives Theron and Timothy Thomas.

Alongside these artists, local BVI performers will also grace the stage at the day-long event.

The "Non-Stop Concert" signals the beginning of a series of entertainment-focused events scheduled for this year. According to the Premier, these events are designed to attract visitors from neighboring U.S. Virgin Islands and other regions, as well as local residents.

"We are providing an opportunity for visitors and locals alike to enjoy our little piece of paradise," Wheatley said.

While the concert comes with a price tag of \$250,000 for the territory, Wheatley views this as a relatively minor expense given the magnitude of the investment his administration is planning to funnel into promoting entertainment tourism in the BVI. He added that the concert is just the beginning of an ambitious calendar of events for this year. Looking ahead, the BVI Premier also revealed that the popular Music Fest would be making a comeback in 2024.

In a move likely to boost public interest and attendance, Wheatley announced that the upcoming "Non-Stop Concert" at the end of June would be free to the public. The event is expected to be a key milestone in the BVI's renewed push to bolster tourism through entertainment.