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V.I. Dept. of Tourism Wins Brand USA Video Award, Shines at ESTO Conference

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The V.I. Dept. of Tourism, spearheaded by Commissioner Joseph Boschulte and Assistant Commissioner Alani Henneman, has made a splash at the 2023 Educational Seminar for Tourism Organizations (ESTO) in Savannah, Georgia.

At this prestigious gathering of destination marketing professionals, the department received the 2023 Brand USA Video Storytelling Award for its captivating three-part series "Venturing Out: St. Croix."

The video series, which explores the spirit of adventure and discovery, follows host Creighton as he navigates through breathtaking landscapes, conveying the essence of living life to its fullest. The award was presented to Mr. Boschulte and Ms. Henneman during a networking luncheon at

the Savannah Convention Center on August 21st.

"It is a great honor to be recognized by the Brand USA team for our work in video storytelling. This award and the 'Venturing Out: St. Croix' campaign reflect our team's commitment to authentically sharing the stories of the U.S. Virgin Islands," said Mr. Boschulte in a statement. "On behalf of the USVI, the Department of Tourism, and our partners, I want to thank Brand USA for this acknowledgment."

Beyond winning the coveted award, the USVI team participated in a range of educational sessions during the four-day conference, which concluded on August 22nd. Notably, Mr. Boschulte took part in a TikTok expert panel, sharing insights into the department's evolving strategy to boost social engagement and reach through the popular platform.

"As we continue to expand our social reach, platforms like TikTok enable us to tap into new and emerging demographics while delivering authentic content that truly reflects our destination," said Ms. Henneman, who is in charge of marketing and communications for the department.

The U.S. Virgin Islands also made a strong showing at the Destiny and Mercury Awards Dinner, finishing among the top three finalists for the Mercury Award for Special Activations.

The department's accomplishments at the ESTO conference highlight its ongoing efforts to promote the U.S. Virgin Islands as a premier travel destination, all while leveraging cutting-edge marketing tools and platforms.