

BILL NO. 31-0076

Thirty-first Legislature of the Virgin Islands

March 26, 2015

An Act directing the Virgin Islands Department of Tourism, in collaboration with the Virgin Islands Economic Development Authority, to promote the island of St. Croix to those visiting St. Thomas and St. John, and for other purposes

PROPOSED BY: Senator Nereida Rivera-O'Reilly

1 *Be it enacted by the Legislature of the Virgin Islands:*

2 **SECTION 1.** (a) The Virgin Islands Department of Tourism shall, pursuant to the
3 mandates of title 3 Virgin Islands Code §331(a), and in collaboration with the Virgin Islands
4 Economic Development Authority, develop guidelines to promote the island of St. Croix to those
5 visiting the islands of St. Thomas and St. John, to include but not be limited to requiring and
6 regulating the following:

7 (1) the posting of signage and other promotional material clearly depicting the island
8 of St. Croix:

- 9** a. at the Cyril King Airport baggage claim area;
- 10** b. at all hotels and bed and breakfasts located in St. Thomas and St. John;
- 11** c. at all docks where cruise ship and ferry passengers embark and disembark;
- 12** d. at all marinas and retail center known as tourist attractions; and

1 e. at all public beaches and government operated public transportation
2 vehicles and bus stations;

3 (2) all promotional activities must be carried out through the use of appropriate
4 advertisements such as posters, billboards, videos and audio presentations clearly depicting the
5 island of St. Croix as an option to tourist who desire to experience the entire Virgin Islands.

6 **SECTION 2.** Funding for the activities listed in Section 1 of this act shall be funded
7 from the Tourism Revolving Fund.

8 **SECTION 3.** The Virgin Islands Department of Tourism, in collaboration with the,
9 Virgin Islands Economic Development Authority shall develop guidelines and implement the
10 requirements of this act no later than August 31, 2015.

11 **BILL SUMMARY**

12 This bill directs the Economic Development Authority, in collaboration with the
13 Department of Tourism, to promote the island of St. Croix to those visiting St. Thomas and St.
14 John.

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18 **BR15-0183/January 22, 2015/**
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