



# U.S. VIRGIN ISLANDS DEPARTMENT OF TOURISM **BUDGET HEARING 2025**

August 19, 2025



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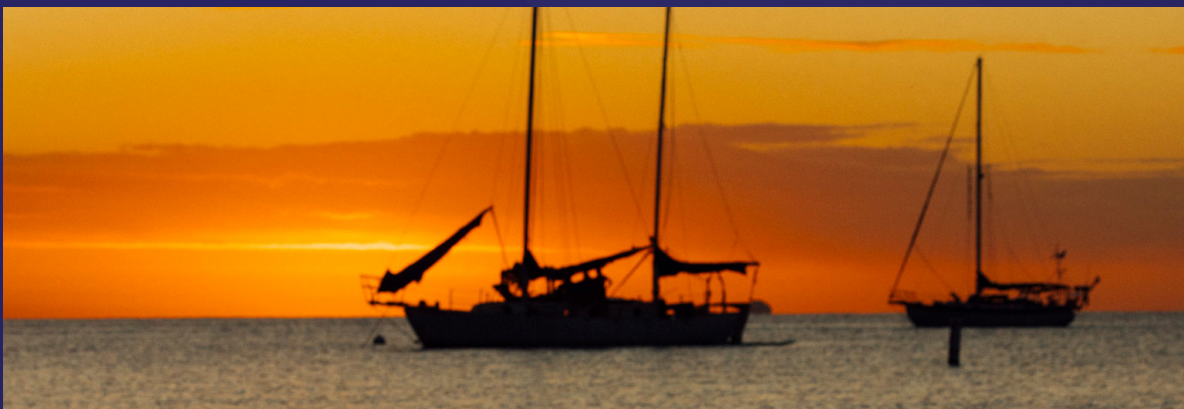
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# EXECUTIVE SUMMARY

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Good morning, Finance Committee Chair, Honorable Senator Novelle E. Francis, Committee Members, and Senators of the 36th Legislature of the United States Virgin Islands, legislative staff, members of the media, and the listening and viewing audience.

I am Jennifer Matarangas-King, U.S. Virgin Islands Department of Tourism Commissioner Nominee. Pursuant to your invitation, I appear in Chambers today to present the Department of Tourism's budget testimony for fiscal year 2026. Today, I am accompanied by Assistant Commissioner of Marketing and Communications Alani Henneman, Assistant Commissioner Elizabeth Hansen-Watley, Deputy Commissioner Shamari Haynes, Director of Administration and Management Jamila Miller, and Director of Festivals Ian Turnbull.

The U.S. Virgin Islands continues to solidify its place as a preeminent travel destination within the Caribbean and worldwide. Supported by consistent arrival numbers and industry-leading marketing initiatives, 2025 demonstrates the importance of maintaining our core standard, which highlights our unique history and culture, while elevating our global brand presence.

As a proud Virgin Islander who recently stepped into this role, I am ecstatic about the continued elevation of the team's industry-leading work, which has brought prosperity to the entire U.S. Virgin Islands.

Our team – the Department of Tourism staff and our marketing and public relations agencies - continues pushing the envelope to maximize the Territory's brand impact and global awareness. Carefully nurtured travel and trade relationships with key industry partners have led to the destination's sustained tourism growth. We continue to engage and stay top-of-mind through aviation, cruise, festival, travel trade, sales, in-market events, and tourism-related organizations, such as the Caribbean Tourism Organization (CTO), the Caribbean Hotel and Tourism Association (CHTA), Florida-Caribbean Cruise Association (FCCA), the U.S. Travel Association, and Destinations International.

This year, we have seen significant wins in the aviation sector in both the St. Croix and St. Thomas districts, including the launch of a Chicago to St. Croix flight by American Airlines, the relaunch of JetBlue service to St. Croix from San Juan, and the expansion of Sun Country service into St. Thomas from Minneapolis/St. Paul. The most recent announcement from Southwest Airlines adds new service to the territory and establishes two routes into St. Thomas from Orlando and Baltimore, strengthening this lucrative established market, while giving travelers additional flight options to visit the USVI. Territory-wide 2026 airlift is projected to surpass our 2024 record-breaking year that welcomed almost one million overnight guests to our shores. When comparing January - June airlift data, seat capacity for 2026 is 706,689, 5% higher than 2024. With the increased load factors that we are currently experiencing, these numbers have proven our ability to not only sustain our increased airlift, but also to use our destination's strong brand and demand to secure growth for the upcoming winter-travel season.

Airlift growth is reinforced by the expansion and enhancement of accommodations across the U.S. Virgin Islands, offering travelers an ever-broadening range of options and strengthening the territory's appeal in a competitive global market. The opening of the Hampton by Hilton and The Saint Resort, along with the revitalized Frenchman's Reef properties, has added more than 620 rooms to the St. Thomas and St. John districts. At the same time, the charm and character of boutique hotels and short-term rentals continue to flourish, delivering personalized, curated experiences that keep visitors returning year after year. Properties such as Lovango Resort + Beach Club are expanding their offerings, while renovations at The Waves Cane Bay and the revitalization of landmark destinations like The King Christian in St. Croix and Hotel 1829 in St. Thomas showcases the ongoing investment in high-quality guest experiences. These developments, paired with a sustained industry-leading average daily rate (ADR) of \$664, is a testament to the Territory's appeal and the effective marketing strategies led by the Department of Tourism.

As development on land continues to grow, visitation by sea is also on the rise, with cruise calls and passenger arrivals for the 2025–2026 season projected to increase by 23% in St. Thomas and 12% in St. Croix. The cruise industry's outlook remains strong, with the Territory earning continued recognition from leading publications such as Caribbean Journal and Porthole Cruise as the Best Cruise Destination in the region. Additionally, the most recent Business Research and Economic Advisors (BREA) study ranks St. Thomas second in average passenger spending among all Caribbean destinations.

This continued growth reflects intentional strategy and consistent execution. Through a coordinated blend of public relations, advertising, and digital engagement, the Department of Tourism strengthens the Territory's profile and sets the U.S. Virgin Islands apart from regional competitors. Efforts include proactive media outreach, targeted marketing, ambassador partnerships, paid media placements, social content, and precision digital advertising. Monthly consumer newsletters, reaching an audience of more than 300,000 subscribers globally, share timely travel information and highlight promotions such as the Vibe campaign, which encourages travel to St. Croix by offering hotel stay credits at participating properties. To date, the Department has welcomed nearly 1,500 visitors to St Croix, under the promotion. In addition, last year a dedicated airline industry newsletter was established to keep aviation stakeholders informed of developments across the Territory, reinforcing connectivity and fostering continued partnership growth.

The Department of Tourism continues to lead the region in innovative marketing, leveraging high-impact sports and entertainment partnerships to engage key travelers in meaningful and memorable ways. Strategic alliances with major league teams, including the New York Jets, New York Mets, Chicago Cubs, Boston Red Sox, and the LPGA, have contributed to a measurable 32% increase in bookings (*source: Adara*), underscoring the effectiveness of these campaigns. Participation in marquee entertainment and lifestyle events such as One Music Festival, the Food & Wine Classic in Aspen, and Dreamville Festival enable the team to connect directly with engaged market travelers, bringing the sights, sounds, and flavors of the U.S. Virgin Islands to life while expanding our reach and strengthening our database. Sports and



lifestyle marketing don't just extend to outside of the territory, as the Department actively markets the destination for sporting events. The USVI is currently home to the St. Thomas International Regatta (STIR), YES Tournament, the USVI Cup, 8 Tuff Miles, and the Paradise Jam collegiate basketball tournament, which airs on ESPN, ESPN 2, and ESPN+ reaching approximately 70 million U.S. households.

Industry events such as Routes World and Americas, SeaTrade Cruise Global, IMEX America, IPW, U.S. Travel's ESTO, Destinations International, Caribbean Hotel & Resort Investment Summit, IMM, Caribbean Travel Marketplace, and World Travel Market play a critical role in building the essential B2B relationships that support the Territory's growth as a leader in the travel and tourism sector. The Department brings the Territory's culture to these events through authentic elements like Mocko Jumbies, dancers, and locally crafted offerings, showcasing the true spirit of the U.S. Virgin Islands. Local government stakeholders, including members of the legislature, cruise ports, port authority, and hospitality partners, provide vital support and strategic insight at key industry events, strengthening our collective presence in target markets.

Beyond major industry events, our Offshore Sales Team actively promotes the U.S. Virgin Islands by cultivating lasting relationships with travel advisors, meeting planners, and travelers in key international and mainland U.S. markets. From the prestige of Virtuoso Travel Week to the dynamic atmosphere of the Travel & Adventure Show Series, each engagement reinforces our position as the Caribbean's premier destination for both leisure and business travel in 2025 and beyond.

The territory's "Three Reasons to Fete" continues to be an essential pillar of the destination's tourism sector. The 2025 Carnival season underscored the U.S. Virgin Islands' continued growth as a hub for cultural celebration and economic impact across all three islands. Across all three Carnivals, vendor participation has increased by 10%, and sponsorships have grown by nearly 67% year-over-year, strengthening public-private partnerships and reinvestment opportunities. Sponsorships increased by nearly 67% year-over-year across all 3 events, deepening public-private partnerships, and reinvestment opportunities. Festival highlights from 2025 include record-breaking Village Night performances across all islands and continued strong Carnival-related arrivals, maintaining momentum from our exceptional 2024 season. As a result, USVI Festivals contributed up to \$10 million in local economic impact, based on average daily spending data collected from our event surveys and BER flight arrival statistics. Another highlight of the year connected to festival culture was the UberSoca Cruise, whose J'ouvert celebration attracted over 5,000 attendees and showcased the vibrant spirit of the Virgin Islands. Additional signature events supported by the Department of Tourism including King of the Wing, the Agriculture Fair, Taste of St. Croix, and Caribbean Posh Weekend further reinforced the Territory's positioning as a premier destination for dynamic, year-round festivals and cultural tourism.

As the Department continues to promote the territory globally, we recognize the importance of community connectivity and supporting local partners throughout the tourism industry.

Now in its second year, the Destination Optimization program has expanded significantly, with nearly 700 local businesses fully listed on VisitUSVI.com and Google—up from just 200 at the program’s launch. In the coming fiscal year, the program will focus on the St. Croix district, elevating local businesses by providing support and education on industry standards to maximize their visibility to visitors.

Viewing tourism through a community lens, the Department invests in the future by engaging in a variety of youth-centered initiatives. These include the Tourism Speaks program and partnerships with organizations such as the Caribbean Tourism Organization for the Regional Tourism Youth Congress and the Florida-Caribbean Cruise Association’s annual essay contest. Further supporting youth empowerment, the Department, in collaboration with Government House, hosted its first annual Future Female Leaders Luncheon during Women’s History Month.

Looking ahead, fiscal year 2026 holds great promise for the Department of Tourism as we continue to market and elevate the U.S. Virgin Islands brand locally, regionally, and globally. Our efforts will focus on expanding reach, attracting new and returning visitors, and showcasing our rich culture, stunning landscapes, and warm, welcoming people.

We have included our current FY25 budget breakdown, which supports traditional and digital advertising, sales and marketing, strategic partnerships, public relations, and community involvement.



# FY26 BUDGET RECOMMENDATION

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The budget recommendation for FY2026 is \$39M, directly mirroring our FY25 budget. The recommendation of the budget will cover all operational costs for the department's salaries and fringe benefits, contracts, office expenses, special division operations (Offshore sales, Film, Visitor Experience, and the Division of Festival), sponsorships, collateral, public relations, social media, advertising, and marketing. We intend to execute our mandate to market the Territory within our approved FY26 budget.

Appendix A details our budget breakdown on page 60, providing the itemized monetary amounts for each budgeted category.

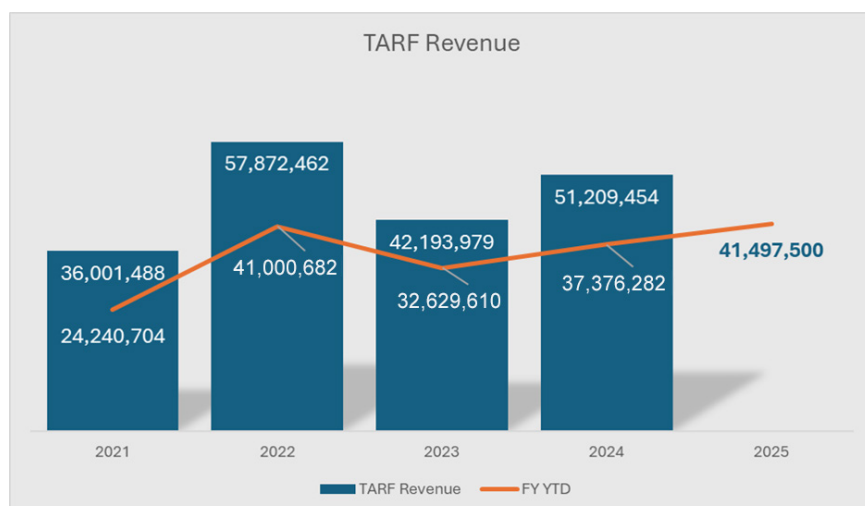
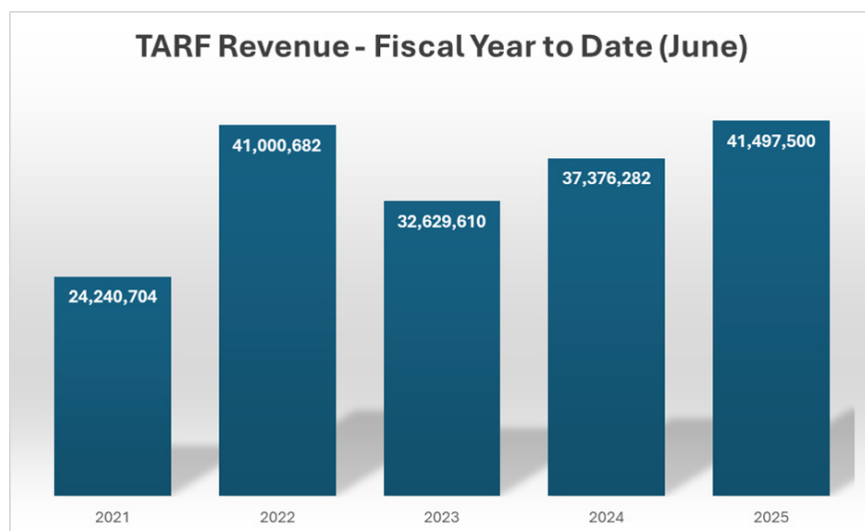
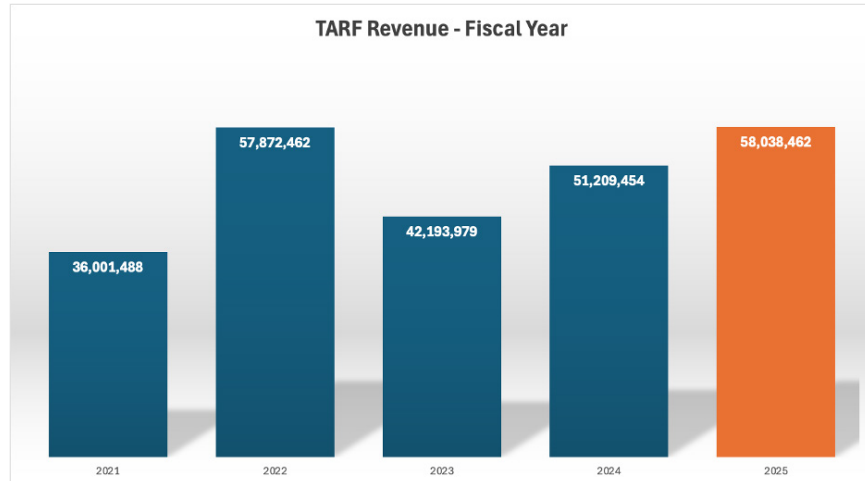
In closing, I extend my deepest gratitude to Governor Albert Bryan Jr. and Lieutenant Governor Tregenza A. Roach, Esq., for their continued leadership and support, as well as to the Government of the Virgin Islands. To the esteemed Senators of the 36th Legislature, we look forward to working collaboratively to ensure the U.S. Virgin Islands remains a premier travel destination.

On behalf of the Department of Tourism, I would also like to thank our many public, federal, and private supporting agencies and partners, whose collaboration is essential to our day-to-day success.

Most importantly, I want to recognize the incredible Department of Tourism team. Thank you for your unwavering dedication, from those present with us in the chamber today to those following along online. Your commitment is the driving force behind all that we accomplish.

Thank you for this opportunity to present our summary for fiscal year 2025 and the Department of Tourism's budget recommendations for fiscal year 2026. We stand ready to address any inquiries or concerns you have.

# TARF APPROPRIATIONS GRAPHICS





**ADDENDUM**

# ACCOMMODATIONS (HOTELS & SHARING ECONOMY)

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As the global tourism industry begins to step away from pandemic recovery and shift to restabilizing, competition across the Caribbean region has normalized, allowing the U.S. Virgin Islands to redefine its position and expand the local industry. Primary data indicators show that hotel and shared economy bookings in the U.S. Virgin Islands remain strong, including performance across platforms such as Airbnb and VRBO. Over the past year, the Territory's hotel occupancy rate stood at 68.3% an increase of 3.2% year-over-year, while revenue per available room (RevPAR) rose by 14.7%, reaching \$364.44, well above the regional benchmark of \$267.84. The U.S. Virgin Islands also leads the Caribbean in marketing assisted average daily rate (ADR), posting \$664 compared to the regional average of \$459. Airbnb and VRBO occupancy is 59% an increase 1.5%, ADR is \$444 an increase of 5.1% YOY June.

Hotel tax collections further underscore the Territory's successful growth. Year-to-date (as of June 2025), hotel tax revenues have reached \$41.5 million, marking a 11% increase over the same period in 2024 and a 27.2% increase compared to fiscal year 2023. This trajectory positions the Territory to potentially surpass its record-setting \$57.8 million in hotel tax collections from 2022. Shared economy lodging across the three territories continues to be a significant contributor as well, generating \$325.1 million in revenue for fiscal year 2025 through June, up 10.7% ahead of the previous year's pace.



Continuing hotel development and renovation is critical to maintaining the Territory's competitive edge in the current industry stabilization. St. Thomas saw a significant expansion of luxury accommodations at the end of 2023 with the reopening of two properties at Frenchman's Reef: the 392-room Westin Beach Resort & Spa at Frenchman's Reef, and the 94-room Buoy Haus Beach Resort St. Thomas, Autograph Collection. Further expansion continues in 2025, with the early August opening of the 126-room Hampton Inn by Hilton at Havensight, and the forthcoming new property at Botany Bay in Spring 2026. In St. Croix, reopened and renovated developments include the Hotel on the Key, adding 78 rooms by 2026, and the Hibiscus Hotel, set to add 100 rooms by 2027. The St. John district's expansion is anchored by annual expansion at the Lovango Beach Club and Resort and newly opened developments in The Saint in Cruz Bay. As a result of these efforts, the Territory is well-positioned to meet growing demand, a trend further validated by St. Thomas being ranked the #1 fastest-growing travel destination going into the 2025 season by Expedia.com—reinforcing the USVI's emergence as a year-round destination of choice.



# AIRLINE STRATEGY

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The Department of Tourism remains focused on its strategic priority of expanding air travel to the Territory. This year, St. Thomas recorded 488,679 arrivals in July YTD, and St. Croix welcomed 121,678 arrivals in June YTD, placing the USVI on a steady trajectory. Arrivals are projected to maintain 2024 performance, reaching 900,000 by year's end.

An integrated marketing strategy, including in-market advertising, partnership activations, and a curated presence at key industry events such as Routes Americas and Routes World, strengthens the Territory's profile and reinforces the case for expanded air service.

At the 2024 Routes World and 2025 Routes Americas conferences, the Department of Tourism held strategic meetings with 19 key airline stakeholders and route planners. This included representatives from American Airlines, Delta Air Lines, JetBlue Airways, Southwest Airlines, Sun Country Airlines, United Airlines, and others.

Through these efforts, along with the launch of a dedicated monthly airline partner newsletter (7.02% CTR), the Department successfully fostered growth in the Territory's airlift schedule, including:

- American added a second Dallas to St. Thomas flight for the summer and added a Chicago to St. Croix flight for the winter season.
- Sun Country added a Minneapolis to St. Thomas Sunday flight for the winter season.
- Delta added a Boston to St. Thomas for the winter.

To increase promotion and bookings around new airlift, the Department of Tourism developed a series of targeted marketing campaigns to promote the following new routes:

- CapeAir
- JetBlue
- American Airlines
- United
- Delta

With the following promotions upcoming:

- Spirit
- Fly The Whale
- Frontier
- Southwest
- Sun Country

Initial performance insights show the value of Departmental marketing:

AIRLINE	IMPRESSIONS	VIDEO VIEWS	CLICK THROUGH RATES	LANDING PAGE VIEWS	COST PER VIEW
AMERICAN AIRLINES	598,819	128,514	4.36%	22,690	\$0.04
CAPE AIR	7,006,148	822,417	0.90%	41,468	\$0.01
JET BLUE	2,944,630	281,372	3.73%	76,201	\$0.04
<b>TOTAL</b>	<b>10,549,597</b>	<b>1,232,303</b>	<b>1.89%</b>	<b>140,359</b>	<b>\$0.02</b>

### INTER CARIBBEAN AIRLIFT

In line with the growing interest in establishing and strengthening connectivity with neighboring island nations in the region, the team has worked to facilitate relations with airline executives and Governmental leaders, which have led to the expansion and development of airlift. Noted routes include:

- St Thomas/ St Kitts
- St Thomas/ Nevis
- St Croix/ St. Kitts
- St. Croix/ Nevis
- St Thomas/ Anguilla

Projections for the 2026 season look good. The expected seat capacity is 706,689 seats for January - June 2026. With an average expected passenger load of 81% arrivals into the Territory is expected to exceed 2024's record number by 5%.



## ROUTES

Non-stop flights to the U.S. Virgin Islands are available from Atlanta, Baltimore, Boston, Charlotte, Dallas-Fort Worth, Newark, Ft. Lauderdale, Orlando, Miami, Washington, DC, Houston, Minneapolis-St. Paul, Chicago, Philadelphia and San Juan.

## AIRLINE PARTNERS

American Airlines, Cape Air, Delta, Fly the Whale, Frontier, JetBlue, Southwest, Spirit, Sun Country, United Airlines



## MAJOR NEWS AND NEW PARTNERS

In August 2025, Southwest Airlines announced a new daily service from Orlando and Baltimore to St. Thomas, culminating more than a four-year effort by the Department of Tourism leadership and agencies. The Department and interagency partners fielded numerous meetings and hosted several in-destination immersions showcasing the territory, culture, and people.





# CRUISE STRATEGY

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The global cruise market has rebounded faster than any other sector of international travel in the post-pandemic era. According to the 2025 Cruise Lines International Association (CLIA) report, 34.6 million cruise passengers sailed globally in 2024. The U.S. Virgin Islands captured 5% of that market in 2023, welcoming over 1.7 million passengers across 533 cruise calls to St. Thomas, St. John, and St. Croix.

St. Thomas, one of the Caribbean's premier ports of call, welcomed 1,530,933 passengers in 2024 at the WICO and Crown Bay facilities, reflecting a 10% increase over 2019 pre-pandemic levels. St. Croix's Ann E. Abramson Marine Facility experienced a 203% increase in passenger arrivals, growing from 54,827 passengers in 2019 to 169,228 in 2024. Collectively, the U.S. Virgin Islands cruise market saw a 17% increase in passenger arrivals between 2019 and 2024, recovering from an 18-month pause in port calls during the pandemic.

With the continued stabilization of the industry and anticipated fleet expansions from major cruise lines through 2028, the Territory projects a 21% increase in passenger arrivals for the 2025-2026 season.

Cruise tourism remains a significant contributor to the USVI economy, with cruise passengers spending more per person per day in the Territory than anywhere else in the Caribbean. However, the expectations of today's cruise travelers are evolving. Visitors increasingly seek immersive, authentic, and shareable experiences beyond traditional shopping excursions, presenting new opportunities for local tourism partners to adapt and innovate.



# MARINE STRATEGY

The marine industry remains a central component of the U.S. Virgin Islands' tourism economy, offering a wide range of experiences from seasonal moorings to year-round charter operations. Since coming out of the COVID-19 pandemic, the Territory has seen a resurgence in marine-related offerings, driven by increasing demand from both the leisure and luxury markets. The St. Thomas and St. John districts continue to attract the global yachting community, supported by an array of yacht clubs and marinas that enhance the region's appeal as a premier destination for luxury marine tourism.

Marine sports, including regattas and boat races, are also experiencing continued growth across the Territory. These events are often integrated into the annual celebrations on each island, drawing an array of both participants and spectators.

In addition to racing, the Territory's two primary boat shows continue to drive significant economic impact. The USVI Charter Yacht Show, hosted by the Virgin Islands Professional Charter Association (VIPCA), has been a barometer for the local charter industry for over 50 years. In 2024, the show welcomed 65 yachts, 120 charter brokers—110 of whom traveled to the Territory specifically for the event—and more than 1,000 participants, including crew, VIPs, and marine vendors. The Virgin Islands Boating Expo (VIBE) is also emerging as a premier regional showcase for the Blue Economy. In 2024, VIBE attracted nearly 800 attendees and generated more than \$1 million in local economic activity. Seventy-two percent of attendees traveled to the USVI for the event, and 83% were first-time visitors. Key motivations for attending included boat purchases (25%), charter bookings (22%), and marine product discovery (16%). With continued investment, VIBE is poised to become a flagship event for the marine industry, further positioning the U.S. Virgin Islands as a leading destination for maritime tourism and commerce.



# DIVISION OF FESTIVALS

The 2025 Carnival season once again delivered a resounding cultural and economic boost across all three islands. At a time when many regional and national events are seeing declines in attendance, the USVI Carnival celebrations continue to trend upward, solidifying their role as both cultural cornerstones and powerful economic drivers for the Territory.

This year, vendor participation in Village Booth and Food Fair events grew by 10% year-over-year across all three islands, reflecting increased community engagement and commercial opportunity.

Equally significant, public and private partnership sponsorships across the three districts surged nearly 67%—rising from \$109,500 in 2024—creating expanded opportunities for economic reinvestment and further strengthening the foundation for future growth.

As a result, USVI Festivals contributed up to \$10 million in local economic impact, based on average daily spending data collected from event surveys and Bureau of Economic Research flight arrival statistics.

## CRUCIAN CHRISTMAS FESTIVAL

The 2025 Crucian Christmas Festival continued its steady growth, with notable increases in both Village Booth and Food Fair vendor participation. True to tradition, the Festival's pageants crowned a new Miss St. Croix, who went on to represent the Territory at the Miss Caribbean Culture Pageant in Nevis, alongside a new Princess, Prince, Duchess, and Jr. Miss.

In keeping with our commitment to nurturing and showcasing local talent, the Festival hosted three music-based competitions, awarding some of the most substantial grand prizes in the region.

Five vibrant Village Nights brought the community together, featuring dynamic performances by Machel Montano, Pumpa, Kes the Band, Temisha, Sizzla, Reemah, Stanley & the Ten Sleepless Knights, Manny Manuel, and other beloved regional acts—further cementing the Festival's status as a vital cultural pillar for the Territory.





## ST. THOMAS CARNIVAL

St. Thomas Carnival celebrated notable growth in 2025, marked by a 10% year-over-year increase in Boat Race vendors. Village Nights showcased an impressive lineup of headliners, including Farmer Nappy, Kes the Band, Shabba Ranks, Pressure Busspipe, Beenie Man, Nadia Batson, Masicka, Skinny Fabulous, and Th3rd.

Carnival-related arrivals rose by 1% over 2024's record-breaking figures, underscoring the event's sustained appeal. Strategic media partnerships with iHeart Radio and Trini Jungle Juice significantly amplified digital reach, generating \$5.6 million in earned media value and further solidifying Carnival's impact as a catalyst for tourism and a platform for cultural diplomacy within the Territory.



## ST. JOHN CELEBRATION

In St. John, Celebration activities were streamlined into a focused week of events, creating a more economical and accessible experience for both residents and visitors. Vendor participation in the Food Fair rose by 7% year-over-year, reflecting increased community and commercial engagement.

Village Nights delivered high-energy performances from an impressive global and regional talent roster, including Sean Paul, R. City, Jam Band, Patrice Roberts, GBM Nutron, Nikki Brooks, VIO Int'l, Sasso, Aidonia, and When Band. The Celebration continues to showcase St. John's distinctive cultural heritage, reinforcing the Territory's standing as a premier destination for authentic Caribbean festivals.





## UBERSOCA CRUISE

In the final year of the 3-year collaboration with the UberSoca Cruise, the premier floating fete event returned to the U.S. Virgin Islands on October 24, 2024. The Norwegian Jade arrived in St. Croix with 2,500 passengers aboard for the highly anticipated UberSoca Cruise. In partnership with the Department of Tourism, the on-island experience featured the UberSoca Cruise x USVI J'ouvert, a high-energy, zombie-themed celebration that drew more than 5,000 attendees, including both cruise guests and locals. The J'ouvert parade kicked off at 9:00 AM with a two-mile route through Frederiksted, culminating in a vibrant beach party at Frederiksted Beach. Revelers enjoyed an immersive experience filled with paint, powder, foam, and dynamic performances by DJ Avalanche, Adam O, Blind Earz, Pumpa, and Asa Bantan. More than 20 local vendors participated, many selling out of their offerings of authentic Virgin Islands food and drink. The event was made possible through cross-agency coordination with SP&R, VIPD, VITEMA, VIWMA, FEMS, VIPA, and DPW, and was celebrated as a success with no major incidents and all cruise passengers returning safely to the ship.



Continuing the strategic partnership and further reinforcing the U.S. Virgin Islands growing prowess in the Carnival space, the Uber Soca Cruise will return to St. Thomas in November 2025.

## ADDITIONAL TOURISM-SPONSORED EVENTS

See Appendix for full listing of all events.

- King of the Wing
- Little League Baseball Tournament (off-island)
- Rhythms at Sunset (Our Town Frederiksted)
- Long Road to Freedom (Buju Banton Concert)
- Agriculture Fair
- Pate Festival
- Coconut Festival
- Ten Sleepless Knights
- Bordeaux Farmers Event (We Grow Food Inc.)
- Taste of St. Croix
- Caribbean Posh Weekend (Women's Empowerment)

# VISITOR EXPERIENCE STRATEGY

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The Visitor Experience team plays a vital role in shaping the territory's tourism reputation by enhancing guest satisfaction, fostering community engagement, and supporting crisis response efforts. The team's core objectives include strengthening the U.S. Virgin Islands brand, encouraging repeat visitation, responding to on-island incidents, and expanding the Department's hospitality presence.

Currently, 15 greeters are stationed across the territory, enhancing the arrival experience at air and seaports, welcome centers, and community and school-based events. This dedicated workforce enables the Department to increase educational outreach, improve guest interactions, and broaden civic engagement.

The Visitor Experience team also manages the Stranded Passenger Program, an essential component of the Department's crisis communications strategy, which serves as the primary responder to all visitor-related incidents throughout the territory.

Since the start of the fiscal year, the Visitor Experience team has:

- **Facilitated Over 650 Office Visits:** Welcomed more than 3,300 guests across in-person office visits and fulfilled over 300 collateral requests territory-wide.
- **Coordinated FY 2025 Summer Camp Island Tours:** Organized five educational tours for local summer camps, featuring performances by Rising Stars summer interns. These tours created meaningful community touchpoints and reinforced the Department's visibility across all islands.
- **Led Outreach Presentations:** Delivered presentations in collaboration with institutions including Operation Inspire Afterschool Program, Cane Bay Cares, Math Science STEM Summer Research Academy, the VI History Program at Educational Complex, and several local schools. Topics included the significance of the hospitality industry, civic responsibility, crime prevention, and youth engagement.
- **Supported Airport Welcomes and VIP Engagements:** Welcomed over 610,000 visitors at tourism-designated airports as of July 2025, underscoring the importance of consistent brand presence at key points of entry. Teams also coordinated more than 25 VIP arrivals across both districts.
- **Responded to On-Island Incidents:** Addressed more than 30 visitor-related incidents in coordination with the VI Police Department, VI Port Authority, and local ship agents. The Customer Care Coordinator and executive team members provide on-site and hospital-based support when needed, ensuring guests and their families receive proper care and attention throughout their stay.
- **Assisted Stranded Passengers:** Provided aid to more than 70 stranded travelers due to flight disruptions. In the absence of available hotel rooms, airport spaces were transformed into temporary overnight accommodation, offering passengers basic comfort and assistance until onward travel could be arranged.



# COMMUNITY RELATIONS

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## DESTINATION OPTIMIZATION & INDUSTRY SUPPORT

As part of its commitment to supporting local tourism businesses, the Department of Tourism launched the USVI Preferred Partner Program in 2024. This initiative is designed to enhance the online presence of local businesses, improve discoverability, and drive increased bookings and revenue through a robust digital marketing support system.

When the program launched at the Governor's Tourism Summit in July 2024, businesses learned that a complete Google Business Profile is 70% more likely to result in a customer visit and 50% more likely to lead to a sale. More than 20 businesses registered onsite to enroll in the no-cost program.

### Key components of the Preferred Partner Program include:

- **Enhanced Listings on VisitUSVI.com**, offering a more detailed and prominent business profile.
- **Access to a Learning Management Platform**, providing free digital marketing support, including Google Business Profile checkups, Tripadvisor optimization, short-form video strategies, and one-on-one coaching sessions.
- **Professional Photography Services**, including 360° imagery and high-quality stills integrated into both the VisitUSVI.com listing and Google Business Profile.
- **Marketing Toolkits**, with official Visit USVI window decals, promotional materials, and branded items such as Bluetooth speakers and tote bags.

By the end of 2024, over 90 businesses had expressed interest in the program, with 24 Enhanced Listings live on VisitUSVI.com and additional onboarding efforts underway. As of March 28, 2025, 133 businesses have applied, and 32 Enhanced Listings are currently active.

### **Program Impact Highlights:**

- Nearly 700 local businesses now have complete listings on VisitUSVI.com and Google, up from fewer than 200 at the program's launch in July 2024.
- More than 2,600 professional photos, 360° images, and over 90 miles of Google Street View have been captured and published, generating more than 47 million views to date.
- Over 200 businesses have participated in digital marketing training through in-person workshops, webinars, one-on-one coaching sessions, and the online academy.
- Over 100 businesses joined the new Preferred Partner Program in 2024, with continued growth anticipated throughout 2025.

The USVI Preferred Partner Program represents a significant investment in the Territory's tourism infrastructure, helping to elevate the global image of the Virgin Islands while empowering local entrepreneurs and enhancing the visitor experience.

### **UVI CELL PARTNERSHIP**

The Department of Tourism partners with the University of the Virgin Islands to support the UVI Cell Taxi Tour and Operator Program. This initiative is designed to equip participants with comprehensive knowledge of the vehicle-for-hire industry and the Territory's tourism offerings. Upon successful completion, participants become eligible to obtain a Class 'C' Endorsement on their driver's license, authorizing them to operate a taxi or chauffeur business. To date, the partnership between the Department of Tourism and UVI Cell has helped XX new drivers attain a Class C license.

## YOUTH EMPOWERMENT

Recognizing the vital role of youth in shaping the future of tourism, the Department is committed to fostering the development and engagement of young people through a variety of targeted initiatives. One such effort is the Tourism Speaks program, which educates and inspires young people about career opportunities within the tourism industry and the important role it plays in the Territory's economy. The Department also partners with leading organizations like the Caribbean Tourism Organization to support the Regional Tourism Youth Congress, a platform that empowers young voices to contribute ideas and develop skills essential for the future of tourism. Additionally, collaboration with the Florida-Caribbean Cruise Association on their annual essay contest encourages youth to explore and express their understanding of the industry while fostering a sense of pride and connection to their homeland.

Further advancing youth empowerment, the Department led by Deputy Commissioner RoseAnne Farrington, in partnership with Government House, proudly hosted its inaugural Future Female Leaders Luncheon during Women's History Month. This event celebrated and supported young women aspiring to leadership roles, providing them with mentorship opportunities and inspiration from established leaders across various sectors. These initiatives reflect the Department's ongoing dedication to nurturing a vibrant, inclusive tourism community that values and invests in its young people as essential contributors to the Territory's sustained growth and success.

# MARKETING UPDATES

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The U.S. Virgin Islands Department of Tourism continues to lead the Caribbean region in deploying creative, nontraditional marketing strategies that reinforce the Territory's "Naturally in Rhythm" brand promise. Two primary campaigns—"Naturally in Rhythm," focused on overall brand awareness, and "A Vibe Like No Other," tailored specifically for St. Croix—invite visitors to experience authentic Caribbean culture without the need for a passport, positioning the USVI as a uniquely accessible destination for domestic travelers. This differentiated brand identity, bold creative development, and paid media strategy have contributed to the USVI's status as one of the fastest-growing destinations in the Caribbean and the broader Americas.

Building on this momentum, the Department of Tourism has expanded its brand presence through innovative activations and strategic partnerships in key markets. By developing campaigns that engage multiple senses—through music, visuals, flavors, and cultural touchpoints—the Department creates immersive brand experiences that offer prospective travelers a preview of what awaits in the USVI. These efforts are designed to increase awareness and drive bookings from priority flight markets, while showcasing the Territory's vibrant, welcoming culture and convenient airlift access from the U.S. mainland.

As a direct result of these marketing initiatives, the Department generated \$306 million in attributable hotel revenue in 2025. Travelers exposed to USVI advertising booked accommodations at an average daily rate of \$647, representing an 18% premium over the general visitor average. This indicates successful engagement with high-intent, qualified travelers, particularly within the luxury segment.

The Department's strategy includes targeted outreach to key traveler segments, including luxury consumers, Black/African American audiences, LGBTQ+ travelers, families, and millennials. Additional focus is placed on travelers who have demonstrated prior interest in the Caribbean or the USVI specifically, as well as members of the Caribbean diaspora.



Geographically, marketing activations have concentrated on core flight markets with direct access to Cyril E. King Airport on St. Thomas and Henry E. Rohlsen Airport on St. Croix. These markets include:

- Atlanta, GA
- Boston, MA–Manchester, NH
- Charlotte, NC
- Chicago, IL
- Dallas–Fort Worth, TX
- Houston, TX
- Miami–Fort Lauderdale, FL
- New York, NY
- Orlando–Daytona Beach–Melbourne, FL
- Philadelphia, PA
- Washington, DC

Given the nature of the Department's airlift-driven strategies, market priorities may continue to evolve based on airline partnerships and route expansion opportunities. Strengthening relationships with airline partners and securing additional direct flights remains a core objective of the Territory's tourism development efforts.

In 2025, airline-focused campaigns on Meta platforms delivered more than 9 million impressions, 115,400 landing page views, and 293,000 completed video views. With a cost per landing page view of \$0.18, a 1.9% link click-through rate, and a 1.3% landing rate, these campaigns exceeded performance benchmarks and ranked among the top-performing social media initiatives for the year.

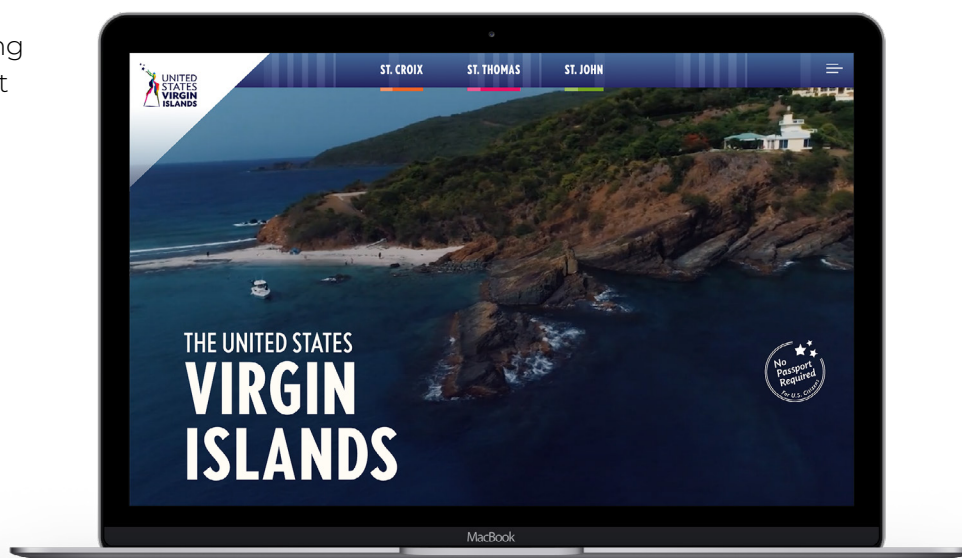
## DIGITAL MARKETING & ECONOMIC IMPACT

The Territory continues to break records with tourism marketing efforts generating substantial economic impact. According to partnership data from Adara and Tourism Economics, paid media campaigns drove more than \$4.4 million in hotel revenue, representing a 19% year-over-year increase. Additional campaign results include 31,500 flight searches, 106,000 hotel searches, and 393 million overall media impressions. Website-driven promotions in 2025 have already generated more than \$2 million in revenue, with an associated average daily rate of \$659.

When comparing the first 6 months of 2025 against 2024, hotel revenue is up %0.49 at \$141M, with over 51K hotel bookings and 4K flight bookings. Running 10.7% fewer impressions in 2025 through the first 6 months, the USVI and saw improved efficiencies for media-attributed bookings

Through June 30, 2025, combined marketing and advertising initiatives have produced the following results:

- The USVI brand digital campaign delivered more than 204 million impressions across all in-market tactics.
- The campaign drove over 210,000 website clicks, achieving an overall click-through rate (CTR) of 0.10%, surpassing industry benchmarks by 42%.
- Pre-roll video placements resulted in more than 17 million completed views, with a video completion rate of 84%, exceeding industry benchmarks by 16%. These placements also drove over 25,000 website clicks, with a CTR of 0.12%, nearly double the industry average.
- Connected TV placements, including Hulu and Amazon, delivered 46 million completed video views, with an average completion rate of 98%.
- Paid social campaigns on Meta and TikTok delivered 96.3 million impressions, 707,700 landing page views, and 3 million completed video views. Paid Social also achieved an efficient cost per landing page view of \$0.52, representing a 53% improvement year-over-year and well below the industry average.



## WEBSITE PERFORMANCE & CONTENT STRATEGY

VisitUSVI.com continues to deliver strong performance in 2025. According to Google Analytics, in the first six months of the year, the website recorded over 122 million sessions and 111 million users. Notably, 44% of all visitors arrived via organic search, which means that no paid traffic drove users to the site. They discovered the content they were seeking completely organically. This indicates that the site's content strategy is successfully driving both discoverability and user engagement.

## MARKETING INDUSTRY AWARDS 2024-2025

### 2024 Telly Awards

- USVI's "Naturally in Rhythm" Brand Campaign awarded Silver Telly in Branded Content - B2C: Business-to-Consumer
- USVI's "Naturally in Rhythm" Brand Campaign awarded Silver Telly in Branded Content - Branding
- USVI's "Naturally in Rhythm" Brand Campaign awarded Silver Telly in Branded Content - Culture & Lifestyle
- USVI's "Naturally in Rhythm" Brand Campaign awarded Bronze Telly in Branded Content - Travel & Tourism

### 2024 Internet Advertising Awards

- visitUSVI.com awarded Best Travel Website
- visitUSVI.com awarded Best of Show

### 2024 HSMAI Adrian Awards

- The U.S. Virgin Islands' Caribbean Way of Sports & Lifestyle Tourism Integrated Campaign – Experiential Marketing was awarded Bronze

### 2024 w3 Awards

- Venturing Out: St.Coix awarded Silver in the Video Series-Diversity, Equity & Inclusion category

### **2024 w3 Awards**

- Venturing Out: St.Coix awarded Silver in the Video Series-Diversity, Equity & Inclusion category

### **2025 Internet Advertising Awards**

- visitUSVI.com awarded Outstanding Website

### **2025 Travel + Leisure World's Best Awards**

- St. John named to the to the 2025 Travel + Leisure World's Best Awards

### **2025 ESTO Awards**

- U.S. Virgin Islands is a finalist for the Immersive Experiences Award with our "How USVI Activations are Elevating Emerging Markets" submission



# PUBLIC RELATIONS

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In fiscal year 2025, we continued to expand our public relations strategy to be more expansive beyond traditional travel media and inclusive of our expanded target demographic to include the diaspora, diversity in age, socioeconomic status, race, and location, while still reinforcing tried and true tactics that have helped launch the territory into the broader media landscape. From October 2024 to date (July 15, 2025), Development Counsellors International has secured 4,932 media placements through both organic and wire distribution efforts, generating a total of 3.139 billion impressions and an ad value of \$227.1 million on behalf of the U.S. Virgin Islands.

## **IHEART MEDIA SPOTLIGHTS THE U.S. VIRGIN ISLANDS**

The Department of Tourism expanded on the traditional advertising partnership with iHeart Media, establishing a connection between renowned personality Angela Yee and the cast of her show Way Up with Angela Yee, including media mogul The Jasmine Brand, rapper Maino, and DJ WhutEVER. The latter two have a familial connection to the territory. Following a successful live broadcast of the Way Up show from St. Thomas Carnival, the relationship between the territory and iHeart expanded when the conglomerate announced the show would be syndicated on the Virgin Islands radio station Roe FM.

The iHeartRadio team visited St. Thomas for the 2025 Carnival celebrations and conducted a live radio show “Way Up With Angela Yee”, the first time a radio show was recorded in the Caribbean and live streamed back to the mainland to millions of listeners on 30 iHeartMedia stations across the country and up to 8,000 syndicated radio affiliates. The show consisted of one-on-one interviews with Governor Albert Bryan Jr. and Commissioner Joseph Boschulte, as well as both local upcoming artists and well-known recording artists like Pressure BussPipe, Th3rd, and Temisha. With co-hosts Maino, The Jasmine Brand, and DJ WhutEVER, Angela Yee discussed tourism on the island, carnival events, Caribbean culture, and the emerging impact of USVI on the global carnival scene with guests. More than 20 organic social media posts were also produced, garnering 4.2 million impressions with an additional estimated \$40.4K in earned media value.



- **Live Broadcast Pre-episode:** <https://www.youtube.com/watch?v=coqQAabdFLI>
- **Live Broadcast Pre-episode:** [https://www.youtube.com/watch?v=9rVcdG\\_fkHk](https://www.youtube.com/watch?v=9rVcdG_fkHk)
- **Governor Albert Bryan:** <https://www.youtube.com/watch?v=nR9sQzswIMg>
- **Commissioner Boschulte:** <https://www.youtube.com/watch?v=eBwukl9A7GE>
- **Pressure Busspipe:** <https://www.youtube.com/watch?v=qzUleImCzAg&t=12s>
- **Th3rd & Temisha:** <https://www.youtube.com/watch?v=AFIYbS4iAf8>
- **Lima Roe and Roe FM:** <https://www.youtube.com/watch?v=sQzrtOlP8rY&pp=ygUVUm9lIEZNIGFuZCBBBmdlbGEgWWVl>

## USVI TOP TOURISM AWARDS

In 2025, The U.S. Virgin Islands solidified its reputation as one of the Caribbean's most celebrated destinations, earning top honors across travel, culinary and beach categories. At the Caribbean Travel Awards, the territory was named Caribbean Yachting Destination of the Year and Event Destination of the Year, while St. Croix received the distinction of Caribbean Culinary Destination of the Year. Chef David "Benji" Benjamin, of Blue Eleven and Indigo 4 in St. Thomas, was also recognized as Caribbean Chef of the Year, highlighting the islands' growing influence in the region's culinary scene. The USVI's beaches also captured national attention, with Trunk Bay Beach in St. John ranked #4 and Honeymoon Beach ranked #7 on USA TODAY's 10Best Readers' Choice Awards for Best Caribbean Beach. Additionally, Trunk Bay and Magens Bay in St. Thomas were named among the Top 10 Beaches in the Caribbean in Tripadvisor's Travelers' Choice Best of the Best Awards. These accolades reflect the USVI's unmatched natural beauty, thriving food culture, and continued appeal as a premier travel destination.

## LUXURY MEDIA FAM

In May 2025, we hosted a successful luxury media trip to the U.S. Virgin Islands focused on showcasing the elevated offerings of St. Thomas. The group included one influencer, Francesca Murray, and three travel journalists: Elizabeth Brownfield (Forbes), Vanita Salisbury (freelance), and DeAnna Taylor (freelance). The itinerary highlighted two distinct luxury experiences with stays at The Ritz-Carlton, St. Thomas and The Hideaway at Hull Bay and a day trip to Lovango Resort + Beach Club for a private, secluded escape. Culinary highlights included a private chef dinner at The Hideaway, a tasting menu at Blue 11, and a private beach dinner at The Ritz. Media and social coverage are forthcoming.

## PORTHOLE TRAVEL SHOOT ON ST. CROIX

As part of our ongoing partnership with Porthole Media, the U.S. Virgin Islands welcomed Bill Panoff and his team back to the territory in September 2024 to film a new episode for their YouTube channel, this time spotlighting St. Thomas and St. John. Over the course of the visit, the crew captured dynamic footage across both islands, including iconic stops such as Magens Bay, Drake's Seat, Mountain Top, and the Skyride to Paradise Point on St. Thomas, as well as Trunk Bay, Annaberg Plantation, and Irie Pop on St. John. The filming also featured local flavors at Petite Pump Room, Gladys' Café, Mutiny Vodka, and unique property highlights like Bluebeard's Castle and the Pink Palm Hotel. This content further amplifies the USVI's visibility among cruise travelers and YouTube subscribers alike through Porthole's digital platforms.

## TRAVMEDIA INTERNATIONAL MEDIA MARKETPLACE (IMM)

In January of 2025, the Department of Tourism was represented at TravMedia's International Media Marketplace (IMM), the leading global networking event connecting the travel industry with top Journalists, editors, influencers, and broadcasters. At IMM, the team, including DCI representatives, met with top media professionals, including renowned travel journalist Peter Greenberg, Black Travel Alliance president Martinique Lewis, luxury travel writer Sofia Perez, Black Enterprise writer Jeroslyn Johnson, Travel Market Report Editor Briana Bonfiglio, among others. Leads from IMM facilitated connections with journalists who later attended and covered St. Thomas Carnival.

## PRESS AND INFLUENCER FAM TRIPS

- **Industry thought leadership** was on full display in a Caribbean Journal published op-ed by Commissioner Joseph Boschulte, which emphasizes the U.S. Virgin Islands' dual identity—"American by law, Caribbean by heart"—as a strategic bridge fostering stronger Caribbean-American travel ties, highlighting the Territory's accessibility, cultural richness, and role in regional resilience.
- A visit from Miles Marshall Lewis produced organic media coverage with the article "48 Hours in Paradise: My Micro-Getaway to St. Thomas" and subsequent social media published in **Ebony Magazine** and shared respective social platforms. The posts garnered an estimated total of 30K digital impressions.
- After participating in the 2024-2025 Crucian Christmas Festival Hannah Giorgis produced the article "In St. Croix, Carnival Can Be Queer" in **CondeNast Traveler**, a deeper look at the Carnival in Frederiksted that has become a vibrant, inclusive space where designers are making room for queer expression and community within the festival's deep roots of resistance. This placement garnered an estimated \$40K in earned media value.





- **Trini Jungle Juice**, a Caribbean entertainment online platform reaching Caribbean and diaspora communities across the world, covered the 2024-2025 Crucian Christmas Festival, garnering digital coverage on their site and social media exposure to their more than 46 million digital impressions. After returning to the territory for St. Thomas Carnival, they again covered a bevy of events during the last week of celebrations and throughout their six-day trip, TJJ shared more than 118 posts reaching more than 2.1M people for an earned media value of \$564K.
- A successful **Diving FAM** in the Spring of 2025 produced three social media placements from creators Sienna Christine and Black Girl Blue World, and journalist Kinga Phillips, who produced a broadcast placement. Published content garnered 120K impressions, over 7,000 engagements, and over \$25K in estimated media value.
- **Additional Journalists and Photojournalists** who have visited the territory include Linda Lange (Knoxville News Sentinel), Ida Harris (Black Enterprise), Dakota Kim (Food52, New York Times), Candace Echols (National Geographic), Alicia Johnson (Lonely Planet), Simone Harvin (Travel Noire), Elizabeth Brownfield (Forbes), and Stephen Bennett (Uncommon Caribbean).



## INFLUENCER EFFORTS

As influencer marketing continues to grow in impact, the Department of Tourism has embraced this new marketing avenue, collaborating with agency partners to develop a fruitful influencer program. Initially anchored around Carnival experiences throughout the territory, during fiscal year 2025, the Department welcomed a diverse listing of influencers to spotlight a broad scope of topics, including culture, culinary, and adventure.

This year, the team also focused on elevating relationships in the influencer space, establishing long-term partnerships to elevate the territory with rising star Raequan Rose, better known as Dope Like Blaze, a New York-based Jamaican American who first encountered the U.S. Virgin Islands during St Thomas Carnival 2024. Rose returned as an official influencer partner for both the Crucian Christmas Festival (2024/2025) and St Thomas Carnival, creating more than 150 social media posts reaching an audience of over 6 million people across Instagram and TikTok.

## NOTABLE INFLUENCERS

- **Amanda Brown (Mandii B)** – 239K Followers
  - Digital Creator/ Podcast host/ New York Times Best Seller
- **Asia Scales (Miss Crazy Sexy Cool)** – 127K Followers
  - Digital Creator/ Carnival Influencer
- **Reaquan Rose (Dope Like Blaze)** – 19.5K Followers
  - Digital Creator/ Carnival Influencer
- **Sienna Christine (iamsiennachristine)** – 95.9K Followers
  - Digital Creator/ Free Diving Influencer
- **Gabrielle Shepard (Black Girl Blue World)** – 366K Followers
  - Digital Creator/ Diving Influencer
- **Mathieu James (Blackie 97)** – 44.5K Followers
  - Digital Influencer/ Carnival Influencer
- **Hannah Brooke** – 482K Followers
  - Digital Influencer/ Netflix's Too Hot to Handle
- **Francesca Murray** – 51.3K Followers
  - Digital Influencer/ Travel and Tourism
- **Jermaine Coleman (Maino)** – 1.2M Followers
  - American Rapper/ Radio Personality
- **Jermaine Johnson** – 111K Followers
  - New York Jets
- **DJ Whutever** – 87.9K Followers
  - DJ/ Radio Personality
- **Angela Yee** – 1.7M Followers
  - Radio Personality

# SOCIAL MEDIA (ORGANIC)

In fiscal year 2025, our organic social media efforts centered on not just growing our reach but building deeper, more meaningful relationships with our audience, driving loyalty, advocacy, and even confirmed travel conversions. Across every major platform, including TikTok, Instagram, Threads, Facebook, Pinterest, LinkedIn, YouTube, and X — we delivered measurable increases in visibility, engagement, and audience size while fostering genuine connections that translate to real-world impact.

## Key results include:

- A 718% increase in TikTok impressions, totaling 22.2 million, alongside a 112% increase in engagements (365K+) and a 113% increase in audience size (32.5K+), fueled by a series of high-performing, viral videos.
- Overall follower growth of 12.4% across all platforms, including USVI Festivals, with content volume increasing 15.7% year-over-year.
- Total impressions surged to 31.78 million (+34.5%), while engagements climbed to 740K (+15.5%), reflecting stronger content resonance and audience participation.
- As part of our loyalty-building efforts, we launched an Instagram Broadcast Channel, quickly attracting 400+ engaged, opt-in members within the first month.
- Emerging platforms like Threads and LinkedIn showed promising early traction, with 94K profile views on Threads and 17.5K post impressions on LinkedIn despite only being active for just over one year.

Beyond metrics, we saw direct evidence of the power of our community-driven approach: on Threads, a potential traveler engaged with our post, asked questions, and ultimately booked a trip to the destination—later sharing photos and feedback that we repurposed for social content. This highlights how real-time, personal engagement can influence travel decisions and inspire user-generated content that reinforces the brand's authenticity and appeal.



# SPORTS & LIFESTYLE

The U.S. Virgin Islands continues to lead the region in leveraging sports as a core marketing strategy to position the Territory as a premier tourism destination. Through strategic partnerships and bespoke campaigns, the Department of Tourism uses sports to engage curated audiences, build brand awareness, and expand market influence.

Guided by data and insights, the department focuses on key markets including the New York Tri-State area, New England, the Midwest, Texas, and the Southeast, while targeting specific socioeconomic demographics. Partnerships with Major League Baseball (MLB), the National Football League (NFL), and the Ladies Professional Golf Association (LPGA) contributed to an increase in regional online searches for the 2024-2025 season and generated millions of impressions from stadium and ballpark activations.

Current partnerships include Fenway Sports Management, Boston Red Sox, New York Jets, New York Mets, Chicago Cubs, LPGA, and Klutch Sports. These partnerships feature assets and deliverables, including naming partners for press conference streams, branded tailgate zones, television spots, on-site signage, player appearances, executive interviews, and more.

## Spotlight Metrics for fiscal year 2025 sports partnerships, to date, include:

- **New York Jets:** Two years into the partnership, travel from the New York Tri-State area increased nearly 15%, with a 13% increase since 2023 alone.
- **Boston Red Sox:** Over the past two seasons, the territory experienced a 62% surge in travel from Greater Boston
- **Chicago Cubs:** The partnership has helped to facilitate a 19% rise in visitors from Chicago since 2023 and expand regional airlift, including a non-stop from O'hare to St. Croix and increase of daily two daily flights to St Thomas
- The success of these activations is also reflected in the USVI's overall marketing success as bookings are up 32% year-over-year, confirming the USVI as a leader in the Caribbean.





The importance of localized visibility is not lost on us, and we put forth a conscious effort to ensure we support in-destination sporting events, including:

- **U.S. Virgin Islands Paradise Jam** tournament features top and nationally ranked Division 1 NCAA Men's and Women's basketball teams. The annual event, which is broadcast on ESPN, ESPN2, and ESPNU and streamed across affiliate platforms, reaches millions of viewers. Every year, the tournament brings nearly 1,500 visitors to the island of St. Thomas, accounting for nearly 4,100 room nights while broadcasting to nearly 70 million U.S. homes.
- **YES Tournament** hosts Division 2- and 3-Men's Basketball teams from Historically Black Colleges and Universities (HBCUs). The 2024 tournament featured Shaw University, University of Fort Lauderdale, Winston-Salem State University, Tuskegee University, Claflin University, and Albany State University.
- The **USVI Cup**, part of the Caribbean Cup Tennis Series, took place in May 2025 at the Buccaneer Resort in St. Croix. More than 200 youth participated, representing the U.S. Virgin Islands, Aruba, Brazil, Belgium, Canada, the USA, Mexico, France, Germany, and the Netherlands.
- The **St. Thomas International Regatta**, sponsored by the Department of Tourism, remains one of the most prestigious in the Caribbean. Known as the "Crown Jewel" of Caribbean racing, the event attracts thousands of yachting enthusiasts who come for the island's consistent trade winds, warm waters, and renowned hospitality.
- The **8 Tuff Miles** race on St. John, Virgin Islands, covers 8.38 miles from Cruz Bay to Coral Bay, climbing from near sea level to a high point of 999 feet before descending again. Many runners train by simulating this challenging elevation, which is nearly as high as the 86th floor of the Empire State Building. The course offers a unique blend of endurance and scenic views that make it a standout challenge.

As we look toward the future, we aim to continue expanding our relations with localized talent who are thriving in the continental United States and across the globe, including Alexandra Swayne (European Ladies Golf Tour) and Aliyah Boston (WNBA).



Cross-departmental collaboration supports many of these efforts, and as we continue through this year, we look forward to working with the USVI Department of Sports, Parks, and Recreation to attract more sports conferences and tournaments.

We are committed to marketing the USVI as a viable sports tourism destination.

## LIFESTYLE MARKETING AND EVENTS

### One Music Fest

The U.S. Virgin Islands' presence in the world of music and entertainment continues to grow as efforts to expand touchpoints to target traveler demos, showcasing the destination, its people, and culture. In year two at One Music Fest in Atlanta, GA., the Department of Tourism activation, strategically placed at the center of the festival layout, featured cultural dancers and Moko Jumbie, serving an immersive experience of music and dance, enthralling the more than 100,000 festival attendees and retaining newsletter signups and social media followers. Participation in the One Music Fest supports a major route strategy from the Atlanta-metro area.



### Dreamville Festival

On the heels of Dreamville Records founder and internationally renowned rapper J. Cole announcing that the 2025 Dreamville Festival would be the last iteration, the USVI participated in the Block Party, building out a family-friendly activation featuring dancers, Moko Jumbie, a DJ, sandbox, and family-friendly games. The activation event resulted in newsletter sign-ups, website visitation and social media followers. The partnership's secondary touchpoint featured branding and logo placement throughout the festival village, with a mainstage feature introducing the headlining performance by J. Cole, facilitating visibility to more than 200,000 people.





## Aspen Food and Wine Festival

The U.S. Virgin Islands expanded its brand reach through a strategic partnership with Travel + Leisure and Food & Wine, including a featured installation at the 2024 Food & Wine Classic. The event attracted 4,000 ticket holders, providing an opportunity to introduce attendees to the Territory's rich culinary heritage, paired with music and immersive visual storytelling. As part of this collaboration, USVI's editorial presence in Travel + Leisure has significantly increased over the past three years, with five sponsored articles planned for 2025.

The U.S. Virgin Islands' partnership with Food & Wine and Travel + Leisure continued to deliver meaningful results in 2024, with five feature articles published as a direct outcome of engagement generated through brand activations.

Performance metrics demonstrated consistent year-over-year growth:

- In Food & Wine, ad recall increased by 4 points to 55%, while 82% of readers reported taking an action after seeing the campaign, an 8-point increase from 2023.
- Favorability toward the USVI rose by 4 points to 29%, with 24% of readers indicating intent to book travel, a 5-point increase from the previous year.
- Overall brand affinity among Food & Wine readers reached 77%, with 25% naming the USVI as their favorite destination brand, a 3-point increase from 2023.



In Travel + Leisure, the campaign achieved similar gains:

- Ad recall increased by 3 points to 56%, with 81% of readers taking an action after exposure, up 5 points from the prior year.
- The bottom-funnel metric of purchase consideration remains strong at 28%, with a 2-point increase in active booking intent to 23%.
- Combined data from Food & Wine and Travel + Leisure shows that positive disposition toward the USVI rose from 73% to 81%, and the percentage of readers naming the USVI as their favorite brand increased by 6 points, from 19% to 25%.

### **Coterie Retreat**

In December of 2024, the Department of Tourism hosted the 10th Annual Coterie Retreat on St. Thomas in partnership with global multicultural wedding brand Muna Luchi Bride. The event welcomed wedding industry leaders and media representatives, providing firsthand exposure to the Territory's diverse offerings for destination weddings, including scenic venues, cultural experiences, and premium accommodations. This initiative is part of a broader strategy to position the USVI as a premier destination for weddings, honeymoons, and group travel.



# FILM & ENTERTAINMENT

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The U.S. Virgin Islands continues to expand its position as a premier, accessible U.S. location for television, commercial, and film production. Through long-standing industry memberships and active participation in entertainment industry conferences and summits—including the Location Managers Guild International, the Association of Film Commissioners International, and the American Film Market/Location Expo—the Territory promotes its versatile locations, direct airlift, and logistical advantages. In 2025, the Department of Tourism and Film Office engaged with the American Black Film Festival (ABFF) in Miami Beach to explore a strategic partnership with the event and an opportunity to align with ABFF’s longtime sponsors including HBO, Warner Bros. Discovery, Comcast NBCUniversal, Amazon, and Netflix. Partnerships with niche festivals like ABFF also provide valuable opportunities to introduce emerging filmmakers to the Territory’s historic sites, cultural richness, and cinematic potential.

Recent productions in the Territory include a major pharmaceutical company’s marketing campaign filmed in St. Croix in early summer, with an estimated production budget of \$1 million. The project brought approximately 40 industry professionals to the Territory and generated an estimated \$250,000 in direct local spending as reported by the stateside producer and the local production services company. This project’s production budget included hiring 15 local crew members in high-paying department head positions. HGTV’s House Hunters franchise also returned to St. Thomas to film new episodes, continuing a multi-year relationship with the USVI. Looking ahead to late 2025 and early 2026, several small-to-mid-budget productions are in development or pre-production, with budgets ranging from a \$400,000 feature film which will almost be entirely shot in St. Croix to a production company considering shooting up to three multi-million dollar movie projects in the Territory according to the producer. As the global film and television industry is being reshaped by transformative technologies and new, disruptive, distribution models, production companies are increasingly pursuing alternative financing strategies that includes more competitive incentive partnerships. While there is increased interest in the + USVI STARS program, its modest rebate caps presents limitations for mid- to large-scale productions shopping for maximum incentives. Smaller, independent filmmakers also face challenges meeting the \$250,000 minimum “qualified spend” threshold required for incentive eligibility. At the same time, major studios and producers are asking that destinations competing for productions make more lucrative offers that may include requests for direct funding, hotel comps and/or other types of tourism partnerships in exchange for guaranteed on-screen exposure, destination branding, and social media promotion tied to celebrity talent. These trends—driven by restructuring within major studios, shifts in audience consumption, and rising production costs—present both challenges and strategic opportunities for the USVI to position itself competitively in the global film production landscape.

# INTERNATIONAL MARKETING

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## CANADA

Canadian travelers continue to represent a valuable market for the U.S. Virgin Islands, with sustained interest in international leisure travel. According to Expedia Group, 41% of Canadians indicated they were very likely to book—or had already booked—international travel within a 12-month period, surpassing the global average of 30%. This trend reflects Canadians' growing appetite for warm-weather destinations that offer natural beauty, cultural richness, and convenient access, making the USVI a natural choice, particularly during the winter season.

With single-connection airlift options from major Canadian gateways, the territory is well-positioned to attract this audience. Recent data from ForwardKeys shows a notable +193% year-over-year increase in travel search volume from Canada to the U.S. Virgin Islands, underscoring renewed interest in the destination.

Our FY 2025 strategy focused on proactive media engagement and education, targeting top-tier Canadian outlets that influence consumer travel decisions. Insights gathered through meetings with leading Canadian journalists confirm that travel content remains highly sought after, with a strong preference for first-hand destination experiences to guide editorial coverage. While geopolitical dynamics have prompted some shifts in travel behavior, the Department has remained consistent in its messaging and outreach efforts across the Canadian market.

In June 2025, the U.S. Virgin Islands was showcased at the Travel Media Association of Canada's (TMAC) Media Marketplace, connecting with over 75 accredited travel journalists. TMAC, established in 1994, represents nearly 400 members, including Canada's most respected travel writers, photographers, videographers, bloggers, and public relations professionals. The platform provided a strategic opportunity to share timely updates and reinforce the USVI's appeal to Canadian travelers seeking authentic and accessible Caribbean experiences.

## DENMARK

Denmark continues to lead as the largest international inbound market for the U.S. Virgin Islands, with Danish visitors averaging 12-night stays and spending approximately \$3,000 per trip. This affluent traveler segment, primarily Gen X and Boomers aged 40+, with household incomes over \$100K, travels three or more times a year, making them a strong fit for the Territory's year-round offerings.

Ties between the USVI and Denmark, rooted in a shared colonial history, continue to fuel interest and cultural connectivity. Historically, the destination has been sold through major tour operators, with consistent charter activity accounting for a significant percentage of travelers and contributing to the overarching average of Danish visitors per year.

With expanded airlift and strategic marketing, visitation is projected to rebound to 10,000 annual visitors for 2025–2026. The Department of Tourism is actively pursuing additional airlift capacity, including direct charter opportunities for the 2026/2027 season with Scandinavian Airlines. Stakeholder meetings with airline partners such as Delta, Scandinavian Airlines, Norse Atlantic Airways, and Fly Play hf. are ongoing, and a dedicated stakeholder mission is planned for February 2026. Key airlift updates include:

- Scandinavian Airlines is offering direct service from Copenhagen (CPH) to Miami and Atlanta
- American Airlines is adding direct service from Copenhagen (CPH) to Philadelphia in Summer 2025
- Delta is providing service from Copenhagen (CPH) to Minneapolis with onward connections to St. Thomas

The Department has invested in robust trade and media efforts to support awareness and engagement. USVI's presence at leading Scandinavian travel shows such as Herning Travel Show and USA Travel Show continues to build top-of-mind awareness. Media coverage in-market has achieved a reach of over 4.6 million with an earned media value of \$299,786, spotlighting everything from the award-winning Trunk Bay Beach to St. Croix's rich cultural offerings.

Newsletters tailored to the Danish market have seen above-average engagement, with open rates averaging 27.6%—well above the industry benchmark of 20%. High-performing topics include “3 Things You Might Not Know About the U.S. Virgin Islands” and “Explore Hotels & Unique Experiences.”

For FY 2025, a focused objective was to differentiate the U.S. Virgin Islands from Caribbean competitors such as Jamaica and Barbados, highlighting the Territory's unmatched cultural connection to Denmark, no-passport entry for U.S. travelers, and seamless connectivity from Europe via key U.S. gateways.

## ITALY

Despite global uncertainties and a shifting political climate, Italian travelers remain highly engaged with long-haul destinations, particularly the United States and the Caribbean, where demand continues to hold steady. Italy stands out as one of the most stable European markets for U.S. travel, with vacationers continuing to prioritize extended holidays averaging 10 to 15 days. Millennials are at the forefront of this segment, accounting for 70% of honeymooners. With an average age of 38, these travelers are seasoned in crafting personalized experiences and are eager to invest in comfort, authenticity, and cultural immersion. Growth is also evident among married travelers over the age of 50, who now comprise 17% of the market, surpassing Gen Z (8%) with a preference for niche and thoughtfully curated itineraries. The average booking window is 154 days prior to departure, though a growing number of travelers are opting for shoulder-season travel—particularly in October—which has seen an 11% increase in departures, driven by lower costs, fewer crowds, and more temperate climates. Honeymooners most frequently select 12–16-day travel packages, and 33% of couples choose multi-stop itineraries combining exploration with beachside relaxation. The average daily spend is approximately \$550 per person, covering lodging, transportation, food, and activities. Italian travelers also reflect a near-even gender split: 51% male and 49% female.

# TRADE & SALES

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The Offshore Sales Team remains a key driver in promoting the U.S. Virgin Islands as a premier Caribbean destination for leisure, group, and incentive travel. Through a combination of travel advisor training, webinars, and active participation in key trade shows, the team consistently engages travel professionals to expand destination awareness and drive bookings. Representation at leading industry events, including the Travel and Adventure Shows, Delta Vacations University, the Ascend Conference, ASTA Chapter Tradeshow, Cruise360, and Caribbean Marketplace, ensures the USVI maintains a strong presence among advisors and planners throughout the year.

A robust Customer Relationship Management (CRM) program supports these efforts by enhancing client engagement, improving data tracking, and streamlining follow-up with travel advisors and MICE planners. The database includes more than 18,200 travel advisors and 2,200 MICE planners, with a strategic goal to grow this audience by 25% over the next year. This will be achieved through lead collection at trade shows, virtual event participation, and collaborative initiatives with wholesale and consortia partners. Additionally, the Travel Rewards Program remains a valuable tool for incentivizing bookings, with over 4,200 advisors enrolled and 637 confirmed bookings recorded to date. Plans are underway to expand the program by 20–25% through outreach to non-enrolled advisors, re-engagement of inactive participants, and on-site enrollment opportunities at industry events.

Looking ahead, the Offshore Sales Team will continue to strengthen relationships with travel advisors, meeting planners, and consortia partners across the mainland United States, Canada, Europe, and other priority international markets. This will be executed through proactive sales missions, participation in trade shows, in-market training, and co-branded marketing initiatives. By expanding the destination's advisor database and providing consistent education on the USVI's offerings, the team remains committed to elevating the Territory's visibility in the global travel marketplace. These initiatives are critical to sustaining tourism growth, diversifying visitor markets, and ensuring the USVI remains competitive, relevant, and top-of-mind among key travel audiences.



## TRADE AND SALES SHOWS

- **Travel & Adventure**
  - Atlanta, GA
  - New York, NY
  - Chicago, IL
  - Phoenix, AZ
  - Los Angeles
  - Denver, CO
  - San Francisco, CA
  - Dallas, TX
  - Washington, DC
- **AAA**
  - Pittsburgh, PA
- **Selling Destination Weddings & Honeymoons (Virtual)**
- **Caribbean Village Collaboration**
- **Midwest Travel Suppliers Association**
  - Detroit, MI
  - Cleveland, OH
  - Cincinnati, OH
- **Cruise 3Sixty**
- **Luxury Travel Advisor's Ultra Summit**
- **GMITE**
- **American Black Film Festival**
- **2025 Morris Columbus Travel Utah Travel Expo**
- **AAA Pittsburgh Travel Showcase - Pittsburgh**
- **Travel Adventure Show - NY**

- **Wedding Salon - NY Showcase**
- **Adventure and Travel Trade Show - IL**
- **ASTA Mississippi**
- **AAA Travel Marketplace**
- **Meetings & Incentive Forum**
- **Travel Marketplace (TMP) Vancouver**
- **International Miami Boat Show**
- **Adventure and Travel Trade Show - AZ**
- **Wedding Salon - LA Showcase**
- **ASTA South Central Roadshow (New Orleans, Houston, Austin & Dallas)**
- **Adventure and Travel Trade Show - LA**
- **AAA East Central LeHigh Travel Showcase**
- **Georgia Bridal Show**
- **SITE Global Conference**
- **Adventure and Travel Trade Show - CO**
- **Midwest Travel Suppliers Association - Travel Suppliers Showcase (Various Cities)**
- **Adventure and Travel Trade Show - CA**
- **AAA Erie Vacation Expo - PA**
- **Adventure and Travel Trade Show - TX**
- **Selling Destination Weddings & Honeymoons**
- **Beneath the Sea**

- **Adventure and Travel Trade Show – DC**
- **ASTA Global Conference**
- **Brand USA Canada**
- **World of Travel™, Trade & Taste EXPO Toronto Canada**
- **15th Annual Produced by Conference**
- **The Wrap - Reality TV Producer Virtual Conference Sponsorship**
- **Incentive Live**
- **Cvent Connect**
- **Classic Vacations Explore & Mingle**
  - Dallas, TX
  - Houston, TX
- **Global Travel Marketplace (GTM) West**
- **M&I Transatlantic Miami 2025**
- **Travel Marketplace (TMP) Toronto**
- **HelmsBriscoe Annual Business Conference**
- **LMGI Membership**
- **ASTA Arizona Chapter: Fiesta in the Desert 20th Year!**
- **Georgia Bridal Show**
- **Canadian Meetings & Events Expo**
- **ASTA Caribbean Showcase**
- **Connect Marketplace**
- **Travursity's Travel Showcase (Various Cities)**

- **Destination Caribbean**
- **AAA East Central Vacation Expo**
- **Annapolis Boat Show**
- **ALG Vacations /Ascend Conference**
- **CLIA LIVE Learning Events**
- **GTM Luxury/North America/West**
- **Delta Vacations University**
- **World Travel Expo**

# MEETINGS, INCENTIVES, CONFERENCES, & EXHIBITIONS (MICE)

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For the current fiscal year, the MICE Team has received over 50 RFPs for the Territory, spanning conferences, board meetings, and incentive trips. Through Cvent, six confirmed programs have already generated more than \$345,000 in room revenue and \$217,000 in food and beverage revenue, underscoring the growing impact of this sector on the local economy.

The Department of Tourism maintains an active presence at key MICE industry trade shows to position the USVI as a competitive meetings and incentives destination. Recent and ongoing participation includes:

- GMITE (Global Meeting & Incentive Travel Exchange)
- CMITE (Caribbean Meeting & Incentive Travel Exchange)
- TEAMS Conference & Expo
- IMEX America



## Strategic Growth Recommendations for FY 2025-2026:

- Leverage the Territory's core advantages—no passport required for U.S. travelers, direct flights from major cities, year-round warm weather, and diverse meeting venues—to attract new group business.
- Launch a targeted marketing campaign under the theme “Meet in Paradise,” focusing on North America and the Caribbean. This will include attendance at MICE-specific trade shows such as IMEX America, SITE Global, and MPI events, as well as outreach to corporate retreats, government summits, and incentive groups. Supporting tactics include LinkedIn campaigns, direct mail outreach to planners, and travel advisor incentives for group leads.
- Develop a MICE Incentive Program that offers group booking rebates, FAM trips for qualified planners, and cultural welcome packages featuring local entertainment and experiences, such as Mocko Jumbie performances and traditional rum toast.
- Establish a USVI MICE Alliance to foster collaboration with hotel suppliers, destination management companies (DMCs), transportation providers, and excursion operators. Quarterly meetings will align service expectations and strategize to secure future business.
- Create themed sample itineraries—luxury, adventure, heritage, and wellness—to assist planners in crafting bespoke group experiences that highlight the Territory's unique offerings.
- Enhance lead tracking and conversion by working closely with planners and DMCs throughout the sales cycle and gathering post-event feedback to optimize service delivery and secure repeat business.

These strategic actions will position the U.S. Virgin Islands as a leading choice for group travel, meetings, and incentive programs in the Caribbean.

# FY26 GOALS & PRIORITIES

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## MISSION AND MESSAGING

In fiscal year 2026, the Department of Tourism will continue positioning the U.S. Virgin Islands as a leading destination in the Caribbean. With newly renovated properties reopening and new developments coming online, we anticipate continued growth in overnight visitor arrivals. At the same time, we remain focused on restoring cruise passenger numbers to pre-pandemic levels.

Our team will promote the USVI as a premier Caribbean destination that is welcoming to both domestic and international travelers through strategic outreach to consumers and the travel trade. As we move into fiscal year 2026, our priorities include strengthening airlift to the Territory, promoting marine tourism, enhancing the overall visitor experience, and improving customer service through targeted training and professional development for industry partners. Additionally, we will reinforce our public relations, marketing, and reputation management efforts with creative, differentiated messaging that sets the USVI apart from the competition.

We will:

- Strengthen tourism activity to increase TARF revenue
- Focus on new business opportunities with airlines and cruise companies
- Increase digital footprint through airline and spirit ads

To increase visitation, the USVI plans to:

- Work to increase its share of the recently revitalized cruise market.
- Continue efforts to increase airlift and attract new airlines.
- Focus on the continued development of overnight sectors.
- Help local businesses and entrepreneurs reimagine our tourism product to create a more-engaging local experience for visitors.
- Increase business during low and shoulder seasons by working strategically to build a more comprehensive offering in the U.S. Virgin Islands that will attract visitors year-round.
- Generate more jobs and opportunities for residents, improve our overall economy, maintain a high quality of life for our citizens and attract more airlines and cruises to the Territory.

## VISITOR ARRIVALS

- Improve visitor arrival experience by refining the greeter program to ensure talent is at airports and cruise docks daily

## ACCOMMODATIONS

- Partner with the Economic Development Authority to promote hotel investment opportunities in the territory at key industry trade shows
- Refresh guest incentive programs including the St Croix Vibe promotion to augment marketing efforts to drive increased occupancy
- Target paid media campaigns to airline source markets

## INTERNATIONAL

- Establish a direct or one-stop feeder route from a key European gateway city.
- Strengthen connectivity with travel agents in Denmark and Italy.
- Refine a Canada-based media plan to engage visitors despite the rising hesitations to travel to America

## AIRLIFT

- Attendance at major industry airline route development conferences such as Routes Americas and Routes World.
- Secure a speaking engagement at Routes World 2025, showcasing the DOT's leadership, commitment and vision in the airline space as a premier tourism destination.
- Secure meetings with up to 12 targeted airlines, presenting the business cases for flying to the USVI.
- Create marketing co-operatives with airlines for route promotion and further route development.
- Implement a gate activation and other marketing and PR initiatives to promote any new upcoming route launches.
- Increase data backed marketing in key markets to support airlift and drive visitation.

## **CRUISE**

- Attend leading industry trade shows including Seatrade Cruise Global and FCCA Conference
- Continue to connect with industry stakeholders to market St. Croix as an attractive cruise destination.

## **MARINE**

- Continue local marine events support including boat shows and races
- Attend at least one major international industry event
- Develop a detailed marine and boating marketing campaign

## **SPORTS AND LIFESTYLE TOURISM**

- Expand sports marketing campaigns with strategic activations throughout the country, associating the Territory with the top major sports teams within key feeder markets.
- Restructure the Sports Tourism Ambassador program, prioritizing optimized cross-sectional marketing opportunities with collegiate and professional athletes with direct ties to the Territory.
- Promote inner-territory sporting events in basketball, tennis, golf, pickleball, and boat racing.

## **VISITOR EXPERIENCE**

Refocus on core visitor experience tenets:

- Understand the needs and wants of visitors
- Provide important educational pieces on multiple platforms for travellers
- Increase engagement at the visitor centers on all three islands
- Implement a 360 rating system to ensure goals and objectives are rated periodically

## **PUBLIC RELATIONS & INFLUENCER MARKETING**

- Increase positive media interest and coverage of the U.S. Virgin Islands across key travel, lifestyle, and cultural outlets.
- Amplify destination marketing for St. Croix under the positioning “St. Croix: A Vibe Like No Other.”
- Promote year-round tourism through “all-season” travel messaging.
- Highlight the Territory’s rich culture, heritage, and culinary offerings in all promotional efforts.
- Target niche travel segments including marine tourism, Black travelers, U.S. Hispanic Travelers, Gen X group travel, meetings and incentives, and multigenerational family travel.
- Elevate visibility for local businesses through strategic placements in lifestyle and entrepreneurial media.
- Expand the communications and promotional strategy for the Division of Festivals.
- Strengthen and diversify influencer partnerships to enhance reach and authenticity.
- Develop niche-focused FAM (familiarization) trips to spotlight key interest areas and deepen media and trade engagement.

## **SOCIAL MEDIA**

- Expand the Department’s social media strategy across TikTok, Threads, and LinkedIn to reach and engage broader audiences.
- Increase organic reach through targeted, platform-specific best practices.
- Leverage a curated library of user-generated content (UGC) to enhance authenticity and engagement across all channels.
- Boost the use of short-form video content, including Reels, TikToks, and platform-specific Guides, to drive discovery and storytelling.
- Launch a local influencer content program to highlight on-island experiences and amplify community voices.



## MARKETING & BRANDING

- Continue to add value to the local business community through skills development by networking with key island organizations
- Support creating a critical mass of business participation in the Enhanced Listings program and, consequently, creating a robust Destination Dashboard Report
- Build USVI's owned industry contact database and owned visual and information assets
- Continued visibility and transparency for the local industry – along with the benefit of our media dollars behind it – through custom dashboards that each individual business will have access to. The Destination Dashboard will compile the Google Business Profile performance data for all Enhanced Listing Participants including Visibility; Completeness; Visitor Engagement; Review Rating & Sentiment.
- Continue to prioritize website performance and engagement to ensure we're attracting the right audience and continuing the user experience through the site. Ensure USVI's branding is reflected and refreshed periodically to ensure impact and representation.

## TRADE MARKETING & SALES

- Collaborate and form partnerships with Consortia such as Ensemble Travel, Travel Leaders, Virtuoso and Signature Travel while continuing our relationship with Classic Vacations to ensure we leverage our unique strengths and tap into a wealth of expertise and customer base to enhance the destination marketing efforts.
- Grow the USVI Travel Agent Specialist Program YOY by 25% by offering more attractive incentives for completing the program and increasing visibility of the program through targeted marketing campaigns.
- Effectively introduce a Spring and Fall Road Show in key target market/regions to engage and build relationships with travel advisors which will ultimately drive business growth to the destination and establish market presence
- Increase FAM trips from once to twice a year. These FAM trips are educational and allow the travel advisors to experience firsthand the destination, accommodations and activities they may recommend to their clients.
- Revitalize our "Lunch and Learn" sessions each quarter in key markets for our top producing Advisors to show our appreciation for their loyalty and their business.
- Incorporate monthly webinars to engage travel advisors, educate them about our offerings and continue to build stronger relationships within the industry.

## **SALES & MEETINGS, INCENTIVES, CONFERENCE & EVENTS (MICE)**

- Promote key USVI differentiators, including no passport requirement, direct flights, warm climate, and diverse venues.
- Introduce group incentives, including booking rebates, FAM trips, and cultural welcome packages.
- Establish a USVI MICE Alliance with hotels, DMCs, and service providers for quarterly collaboration.
- Provide themed itinerary packages for luxury, adventure, heritage, and wellness groups.
- Strengthen lead tracking, post-event feedback, and conversion support with planners and DMCs.

## **FILM OFFICE**

- Continue promoting the U.S. Virgin Islands as a premier, versatile filming destination by maintaining a strong presence at key industry events and professional organizations such as the Location Managers Guild International, Association of Film Commissioners International, Producers Guild of America, and the American Film Market.
- Support the growth of the Territory's production capacity by encouraging local crew development across key departments and advocate for enhancing on-island production infrastructure, equipment and resources.
- Pursue fast-turnaround projects including unscripted, reality television, commercial shoots, and fashion campaigns.
- Redesign and refresh the official film office website, with updated content and new, high-quality images in the location gallery to better showcase the islands' diverse filming environments.

## FESTIVALS

Strengthen Cultural Education & Community Engagement of our Carnivals by:

- Creating workshops on each island that educate and promote our culture
- Promoting our stakeholders via storytelling via our internal social media specialist

KPI based results:

- Increased air arrivals during the period of Carnivals YOY
- Develop an attendee satisfaction score via a survey
- Increase in vendors YOY
- Increase in village live stream viewership YOY

Additional Initiatives:

- Curate 1 new event during each Carnival season and add 4–6 annual events to the mix of the calendar year
- Pursue and procure culture-based grants to assist in enhancing cultural education and impact
- Execute a volunteer drive to recruit 4–6 top volunteers per island

# APPENDIX



# APPENDIX A: FY'S ANALYSIS 2024-2026

## DEPARTMENT OF TOURISM BUDGET SUMMARY FY 2026

EXPENSES	FY 2024 ACTUAL EXPENSES	FY 2025 BUDGET	FY 2026 RECOMMENDED
PERSONNEL	\$1,541,792.28	\$3,295,669.00	\$2,602,727.00
FRINGE	\$678,461.46	\$1,424,350.00	\$1,134,774.00
SUPPLIES	\$187,066.82	\$522,000.00	\$522,000.00
OTHER	\$29,200,041.58	\$33,467,981.00	\$34,495,499.00
CAPITAL	–	–	–
UTILITIES	\$126,461.67	\$245,000.00	\$245,000.00
<b>SUBTOTAL</b>	<b>\$31,733,823.81</b>	<b>\$38,955,000.00</b>	<b>\$39,000,000.00</b>
Team Cardinals 2nd Annual JB	–	\$45,000.00	–
<b>TOTALS</b>	<b>\$31,733,823.81</b>	<b>\$39,000,000.00</b>	<b>\$39,000,000.00</b>

# APPENDIX B: FY24 & FY25 EXPENDATURES

## PERSONNEL SERVICES

	OCT. 1, 2023 – SEP. 30, 2024	OCT. 1, 2024 – JULY 2025
CLASSIFIED EMPLOYEE SALARIES	\$223,282.01	\$128,261.57
UNCLASSIFIED EMPL. SALARIES	\$1,073,117.53	\$814,898.13
TEMP/PART TIME SALARIES	–	–
OVERTIME SALARIES	–	–
LUMP SUM PAYMENTS	–	–
NIGHT DIFFERENTIAL COMP	–	–
OTHER DIFFERENTIAL COMP	–	–
FEES & COMPENSATION NOC	\$56,942.55	\$138,264.58
HOLIDAY PAY	\$97,673.81	\$107,454.76
ALL OTHER	\$90,776.38	\$79,214.74
<b>SUB-TOTAL</b>	<b>\$1,541,792.28</b>	<b>\$1,268,093.78</b>

## FRINGE BENEFITS

	OCT. 1, 2023 – SEP. 30, 2024	OCT. 1, 2024 – JULY 2025
EMPLOYER CONTR. RETIREMENT	\$261,120.98	\$260,048.31
F.I.C.A.	\$93,195.00	\$78,621.92
MEDICARE	\$21,795.95	\$18,387.86
HEALTH INSURANCE PREMIUM	\$290,193.70	\$216,063.61
WORKERS COMP. PREMIUMS	\$12,155.83	–
UNIFORM ALLOWANCE	–	–
ALL OTHER	–	–
<b>SUB-TOTAL</b>	<b>\$678,461.46</b>	<b>\$573,121.70</b>

## SUPPLIES

	OCT. 1, 2023 – SEP. 30, 2024	OCT. 1, 2024 – JULY 2025
OFFICE SUPPLIES	\$1,923.27	\$4,850.24
OPERATING SUPPLIES	\$76,894.84	\$30,700.18
SMALL TOOLS/MINOR EQUIPMENT	\$899.98	\$3,309.97
ALL OTHER	\$107,348.73	\$78,075.65
<b>SUB-TOTAL</b>	<b>\$187,066.82</b>	<b>\$116,936.04</b>

## OTHER SERVICES & CHARGES

	OCT. 1, 2023 – SEP. 30, 2024	OCT. 1, 2024 – JULY 2025
PROFESSIONAL SERVICES	\$706,642.51	\$8,798,048.73
COMMUNICATION	\$162,692.43	\$74,432.91
TRAVEL	\$532,441.20	\$171,320.70
TRANSPORTATION – NOT TRAVEL	\$223,382.44	\$203,690.02
ADVERTISING AND PROMOTION	\$18,652,478.77	\$19,419,324.22
PRINTING AND BINDING	\$27,454.80	–
INSURANCE	\$32,853.00	\$6,695
REPAIRS AND MAINTENANCE	\$131,422.24	\$15,435.00
RENTAL – LAND/BUILDING	\$155,234.24	\$151,529.08
RENTAL – MACHINES/EQUIPMENT	\$1,265,464.29	\$452,932.00
TRAINING	–	–
SECURITY	\$111,739.50	\$39,409.00
ALL OTHER	\$7,198,236.16	\$2,931,977.48
<b>SUB-TOTAL</b>	<b>\$29,200,041.58</b>	<b>\$32,264,794.14</b>

## UTILITY SERVICES

	OCT. 1, 2023 – SEP. 30, 2024	OCT. 1, 2024 – JULY 2025
ELECTRICITY	\$113,566.60	\$71,855.69
WATER	\$12,895.07	\$5,436.26
<b>SUB-TOTAL</b>	<b>\$126,461.67</b>	<b>\$77,291.95</b>

## TOTAL EXPENSES

	OCT. 1, 2023 – SEP. 30, 2024	OCT. 1, 2024 – JULY 2025
<b>TOTAL</b>	<b>\$31,733,823.81</b>	<b>\$34,300,237.61</b>

# APPENDIX C: FY26 RECOMMENDED EXPENDATURES

## PERSONNEL SERVICES

	FY26 RECOMMENDATION
CLASSIFIED EMPLOYEE SALARIES	\$198,331.00
UNCLASSIFIED EMPL. SALARIES	\$2,162,859.00
TEMP/PART TIME SALARIES	–
OVERTIME SALARIES	–
LUMP SUM PAYMENTS	–
NIGHT DIFFERENTIAL COMP	–
OTHER DIFFERENTIAL COMP	–
FEES & COMPENSATION NOC	\$241,537.00
HOLIDAY PAY	–
ALL OTHER	–
<b>SUB-TOTAL</b>	<b>\$2,602,727</b>

## FRINGE BENEFITS

	FY26 RECOMMENDATION
EMPLOYER CONTR. RETIREMENT	\$478,769.00
F.I.C.A.	\$161,369.00
MEDICARE	\$37,740.00
HEALTH INSURANCE PREMIUM	\$446,410.00
WORKERS COMP. PREMIUMS	\$10,486.00
UNIFORM ALLOWANCE	–
ALL OTHER	–
<b>SUB-TOTAL</b>	<b>\$1,134,774.00</b>

## SUPPLIES

	FY26 RECOMMENDATION
OFFICE SUPPLIES	\$30,000.00
OPERATING SUPPLIES	\$25,000.00
SMALL TOOLS/MINOR EQUIPMENT	\$84,000.00
ALL OTHER	\$383,000.00
<b>SUB-TOTAL</b>	<b>\$522,000.00</b>

## OTHER SERVICES & CHARGES

	FY26 RECOMMENDATION
PROFESSIONAL SERVICES	\$8,940,196.00
COMMUNICATION	\$150,000.00
TRAVEL	\$610,000.00
TRANSPORTATION – NOT TRAVEL	\$450,000.00
ADVERTISING AND PROMOTION	\$15,323,376.00
PRINTING AND BINDING	\$50,000.00
INSURANCE	\$35,000.00
REPAIRS AND MAINTENANCE	\$100,000
RENTAL – LAND/BUILDING	\$103,000
RENTAL – MACHINES/EQUIPMENT	\$525,000
TRAINING	\$100,000.00
SECURITY	–
ALL OTHER	\$8,108,927.00
<b>SUB-TOTAL</b>	<b>\$34,495,499.00</b>

## UTILITY SERVICES

	FY26 RECOMMENDATION
ELECTRICITY	\$210,000.00
WATER	\$35,000.00
<b>SUB-TOTAL</b>	<b>\$245,000.00</b>

## TOTAL EXPENSES

	FY26 RECOMMENDATION
<b>TOTAL</b>	<b>\$39,000,000</b>



## PROFESSIONAL SERVICES TOURISM AD REVOLVING

	FY26 RECOMMENDATION
ADIUVO PARTNERS, LLC	\$215,000.00
DEVELOPMENT COUNSELLORS INTERNATIONAL, LTD.	\$2,100,000.00
SHANA C. WHYTE d/b/a SCW CONSULTING SERVICES	\$106,000.00
LA-VEDA CONSULTING AND DEVELOPMENT, LLC	\$80,000.00
LISA POSEY	\$104,000.00
MEETING THE NEEDS OF OUR COMMUNITY	\$107,000.00
MILES PARTNERSHIP, LLLP	\$4,976,000.00
MILLENNIUM PHONE AND CABLE	\$221,000.00
Ann Theophille dba Kubuli Ladi	\$18,375.00
Public Strategy Group	\$225,000.00
KMISHA V COUNTS	\$70,000.00
University of the Virgin Islands	\$250,000.00
Welcome Center - Cleaning Service	\$81,000.00
Prime Storage (STT)	\$6,815.68
Prime Storage (STX)	\$3,955.20
<b>TOTAL</b>	<b>\$8,564,145.88</b>

## LEASES TOURISM AD REVOLVING

	FY26 RECOMMENDATION
GINA DYER-CINTRON CHRISTIANSTED OFFICE	\$76,000.00
VIRGIN ISLANDS PUBLIC FINANCE AUTHORITY	\$27,000.00
<b>TOTAL</b>	<b>\$103,000.00</b>

# APPENDIX D: DEPARTMENT PERSONNEL

POSITION NAME	2026
ACCOUNTANT II	1
ACCOMMODATION LIAISON	2
ADMINISTRATIVE SPECIALIST	1
ASSISTANT COMMISSIONER	1
ASSISTANT COMMISSIONER MARKET	1
ASSISTANT DIRECTOR FESTIVALS	3
COMMISSIONER	1
COMMUNICATION SPECIALIST	1
CUSTOMER CARE COORDINATOR	2
DEPUTY COMMISSIONER	2
DIRECTOR ADMINISTRATION & MANAGEMENT	1
DIRECTOR DIVISION OF FESTIVALS	1
DIRECTOR OF SALES	1
DIRECTOR OFFICE OPERATION	1
DIRECTOR VISITOR EXPERIENCE	2
EXECUTIVE ADMINISTRATIVE SPECIALIST	1
EXECUTIVE ASSISTANT	2
FILM DIRECTOR	1
FINANCIAL OFFICER	1
FISCAL DATA ANALYSTS	1
HUMAN RESOURCES COORDINATOR	1
LEISURE & MARKETING SPECIALIST	1
MAINTENANCE TECHNICIAN	1
MARKETING ASSISTANT	1
MARKETING COORDINATOR	2
MARKETING COMM LIASON	1
MARKETING DIRECTOR	1
MARKETING SPECIALIST	1
MEETING/SP EVENTS DIRECTOR	2
OFFICE ASSISTANT	1
PRODUCT DEVELOPMENT MANAGER	1
SENIOR INFORMATION OFFICER	2
SOCIAL MEDIA SPECIALIST	2
SPECIAL ASSISTANT TO COMMISSIONER	1
SPECIAL EVENT COORDINATOR	1
VISITORS EVENT COORDINATOR	1
<b>TOTAL</b>	<b>47</b>

## VACANT POSITIONS

POSITION NAME	2026
ASSISTANT DIRECTOR FESTIVALS	1
COMMUNICATION SPECIALIST	1
DIRECTOR VISITOR EXPERIENCE	2
EXECUTIVE ASSISTANT	1
FILM DIRECTOR	1
LEISURE & MARKETING SPECIALIST	1
MARKETING ASSISTANT	1
SPECIAL ASSISTANT TO COMMISSIONER	1
SPECIAL EVENT COORDINATOR	1
VISITOR EVENT COORDINATOR	1
<b>TOTAL</b>	<b>11</b>

## NEW POSITIONS

POSITION NAME	2026
ACCOMMODATION LIAISON	2
MARKETING COMM LIASON	1
MARKETING DIRECTOR	1
MEETING/SPECIAL EVENT DR	2
SOCIAL MEDIA SPECIALIST	1
<b>TOTAL</b>	<b>7</b>

# APPENDIX E: FY26 PERSONNEL BUDGET

POSITION NAME	TYPE	SALARIES TOTAL	FRINGE TOTAL	TOTAL
ACCOUNTANT II	CLASSIFIED	\$59,512.22	\$6577.26	\$66,089.48
ADM SPECIALIST	EXEMPT	\$60,000.00	\$34,314.87	\$94,314.87
ASST COMMISS MARKETING	EXEMPT	\$106,000.00	\$48,827.87	\$154,827.87
ASST. COMMISSIONER	EXEMPT	\$90,000.00	\$43,779.87	\$133,779.87
ASST DIR DIV FESTIVALS	EXEMPT	\$77,500.00	\$33,244.28	\$110,744.28
ASST DIR DIV FESTIVALS	EXEMPT	\$80,000.00	\$40,624.87	\$120,624.87
COMMISSIONER	EXEMPT	\$135,000.00	\$57,977.37	\$192,977.37
CUSTOMER CARE COORDINATOR	EXEMPT	\$46,260.00	\$29,979.90	\$76,239.90
CUSTOMER CARE COORDINATOR	EXEMPT	\$40,000.00	\$12,779.99	\$52,779.99
DEPUTY COMMISSIONER	EXEMPT	\$87,500.00	\$42,991.12	\$130,491.12
DEPUTY COMMISSIONER	EXEMPT	\$87,500.00	\$36,399.28	\$123,899.28
DIRECTOR ADMINISTRATION & MANAGEMENT	EXEMPT	\$92,000.00	\$44,410.87	\$136,410.87
DIRECTOR DIV OF FESTIVALS	EXEMPT	\$91,000.00	\$44,095.37	\$135,095.37
DIRECTOR OF SALES	EXEMPT	\$85,000.00	\$22,095.92	\$107,095.92
DIRECTOR OFFICE OPERATION	EXEMPT	\$63,000.00	\$35,261.37	\$98,261.37
EXECUTIVE ADMINISTRATIVE SPECIALIST	EXEMPT	\$55,000.00	\$26,145.53	\$81,145.53
EXECUTIVE ASSISTANT	EXEMPT	\$53,000.00	\$32,106.37	\$85,106.37
FINANCIAL OFFICER	EXEMPT	\$85,000.00	\$19,327.35	\$104,327.35
FISCAL DATA ANALYST	EXEMPT	\$65,000.00	\$17,744.72	\$82,744.72
HUMAN RESOURCES COORDINATOR	CLASSIFIED	\$61,312.93	\$34,729.10	\$96,042.03
MAINTENANCE TECH	EXEMPT	\$44,000.00	\$29,266.87	\$73,266.87
MARKETING COORDINATOR	EXEMPT	\$46,260.00	\$31,159.87	\$77,419.87
MARKETING COORDINATOR	EXEMPT	\$60,500.00	\$27,880.78	\$88,380.78
MARKETING SPECIALIST	EXEMPT	\$67,000.00	\$36,523.37	\$103,523.37
OFFICE ASSISTANT	EXEMPT	\$40,000.00	\$21,413.03	\$61,413.03
PRODUCT DEVELOPMENT MANAGER	EXEMPT	\$80,000.00	\$40,624.87	\$120,624.87
SENIOR INFORMATION OFFICER	CLASSIFIED	\$73,838.00	\$30,996.59	\$104,834.59
SENIOR INFORMATION OFFICER	CLASSIFIED	\$48,155.12	\$23,401.29	\$71,556.41
SOCIAL MEDIA SPECIALIST	EXEMPT	\$50,000.00	\$24,568.03	\$74,568.03
<b>TOTALS</b>		<b>\$2,029,338.27</b>	<b>\$929,247.98</b>	<b>\$2,958,586.25</b>

## APPENDIX F: TARF APPROPRIATIONS

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DEPARTMENT CODE	DESCRIPTION	AMOUNTS
620	Virgin Islands Waste Management Authority	1,000,000
200	Office of the Governor	300,000
400	Department of Education	500,000
500	Virgin Islands Police	3,000,000
610	Department of Public Works	1,000,000
830	Department of Agriculture	1,000,000
840	Department of Sports, Parks & Recreation	1,000,000
920	Department of Tourism	39,000,000
		<b>46,800,000</b>



# APPENDIX G: 2025 SPONSORSHIPS

YEAR	VDR NAME/ITEM DESC	COMMENTS	AMOUNT
2025	A TASTE OF ST. CROIX, INC	SPONSORSHIP	150,000.00
2025	AGRICULTURE & FOOD FAIR OF THE VIRGIN ISLANDS	SPONSORSHIP – STX AG FAIR	25,000.00
2025	ALEXANDRA SWAYNE GOLF LTD	SPONSORSHIP – GOLF INITIATIVE	50,000.00
2025	ALPHA KAPPA ALPHA SORORITY INC.- MU GAMMA OMEGA	SPONSORSHIP – GALA	5,000.00
2025	ANDREW HAIRSTON	SPONSORSHIP – PARACYCLING COMPETITION	3,500.00
2025	ART COLLISION INCORPORATED	SPONSORSHIP – ART EVENT	6,000.00
2025	BASKETBALL TRAVELLERS, INC	SPONSORSHIP – PARADISE JAMS BASKETBALL	450,000.00
2025	CALLENDER, CURTIS E.	SPONSORSHIP – CENTENNIAL CELEBRATION/CARIBBEAN CARNIVAL FESTIVAL EVENT ATLANTA	5,000.00
2025	CANE BAY FILMS, LLC	SPONSORSHIP – FILM EVENT	4,000.00
2025	CLEAR TOUCH IMAGING	SPONSORSHIP – ISLAND PARTNERSHIP	7,500.00
2025	COMMITTEE FOR THE BETTERMENT OF CARENAGE	SPONSORSHIP – FRENCHTOWN CELEBRATION	10,000.00
2025	COMMUNITY FOUNDATION OF VIRGIN ISLANDS, INC.	SPONSORSHIP – EMAVI CARNIVAL BASKETBALL CLINIC	5,000.00
2025	COMMUNITY FOUNDATION OF VIRGIN ISLANDS, INC.	SPONSORSHIP – CARIBBEAN WRITER	18,000.00
2025	CREATIVE MINDS, LLC.	SPONSORSHIP – VI DAY CELEBRATION EVENT	7,500.00
2025	DFG COMMUNITY IMPACT FOUNDATION OF THE	SPONSORSHIP – WOMEN'S CONFERENCE	8,500.00
2025	FASHIONISTA U.S. VIRGIN ISLANDS LLC	SPONSORSHIP – FASHION EVENT	20,000.00
2025	FRIENDS OF THE NATIONAL PARK	SPONSORSHIP – PADDLE THE PARK/ BEACH TO BEACH POWER SWIM/ FOLKLIFE FESTIVAL	15,000.00
2025	FUTURE STARS BASEBALL ORGANIZATION	SPONSORSHIP – BASEBALL INITIATIVE	3,500.00
2025	GEORGE LEWIS	SPONSORSHIP – TENNIS EVENT	1,500.00
2025	HASANNA C. GRAHAM	SPONSORSHIP – PAGEENTRY	1,500.00
2025	JANETTE MILLIN YOUNG	SPONSORSHIP – WOMEN'S CONFERENCE	2,500.00
2025	KING OF THE WING	SPONSORSHIP – WING COMPETITION/ EVENT	50,000.00
2025	LOVANGO ISLAND HOLDING, LLP	SPONSORSHIP – CULINARY EVENT	25,000.00
2025	MARIESHA MAYNARD	SPONSORSHIP – REGGAE CONCERT	4,000.00
2025	MCINTOSH, GLESTON	SPONSORSHIP FOR CRUCIAN CIGAR	2,500.00
2025	MFK VISUAL COMMUNICATIONS LLC	SPONSORSHIP – FILM INITIATIVE	9,500.00
2025	NGM SERVICES, LLC	SUNNY SIDE UP BRUNCH DAY PARTY	5,000.00

2025	PORTHOLE MAGAZINE, INC	SPONSORSHIP – MARKETING EVENT	10,000.00
2025	ROCK CITY ENTERTAINMENT INC.	SPONSORSHIP – BUJU BANTON CONCERT	125,000.00
2025	SMT ENTERPRISE, LLC	SPONSORSHIP FOR PATE FESTIVAL	1,000.00
2025	STAR TIME PROMOTION	SPONSORSHIP – “VI ALL DE WAY EVENT” ATLANTA	9,500.00
2025	ST. GEORGE VILLAGE BOTANICAL GARDEN	SPONSORSHIP – MANGO MELEE	1,000.00
2025	ST. JOHN LANDSHARKS	SPONSORSHIP – 8 TUFF MILES	20,000.00
2025	ST. THOMAS YACHT CLUB	SPONSORSHIP – REGATTAS	80,000.00
2025	TEMISHA LIBERT	SPONSORSHIP – ARTIST/CALYPSO INITIATIVE	8,250.00
2025	THEMA NUOVI MONDI SRI	SPONSORSHIP – ITALY MARKETING CAMPAIGN	10,000.00
2025	TOP SHOTTAZ ENTERTAINMENT	SPONSORSHIP – ENTERTAINMENT EVENTS	20,000.00
2025	TURNBULL, MAKEDA	SPONSORSHIP – BASKETBALL TOURNAMENT	9,500.00
2025	TYSON, NYKOLE	SPONSORSHIP – TV/MEDIA CAMPAIGN LOCAL	7,497.00
2025	TYSON, NYKOLE	SPONSORSHIP – TV/MEDIA CAMPAIGN LOCAL	7,497.00
2025	UBERSOCA LTD	SPONSORSHIP – CRUISE/ON ISLAND EVENT/ADVERTISING & MARKETING	450,000.00
2025	UNIVERSITY OF THE VIRGIN ISLANDS	SPONSORSHIP – AFTERNOON ON THE GREEN	5,000.00
2025	VIRGIN ISLANDS CONSERVATION SOCIETY, INC.	SPONSORSHIP – BLUE FLAG INITIATIVE	7,500.00
2025	VIRGIN ISLANDS MONTESSORI SCHOOL, INC.	SPONSORSHIP – M2K STT ROAD RACE	5,000.00
2025	VIRGIN ISLANDS PROFESSIONAL CHARTER ASSOCIATION	YACHT SHOW	80,000.00
2025	VIRGIN ISLANDS PROFESSIONAL CHARTER ASSOCIATION	VIBE CHARTER SHOW	150,000.00
2025	WATLEY, JAMES	SPONSORSHIP – HOUSTON EVENT	5,000.00
2025	WE GROW FOOD, INC.	SPONSORSHIP – BORDEAUX AG FAIR	9,500.00
2025	WESTIN FRENCHMAN'S REEF	SPONSORSHIP – HBCU BASKETBALL TOURNAMENT/HOTEL SERVICES	110,000.00
2025	YOUNG ENTREPRENEURZ ORGANIZATION	SPONSORSHIP – HBCU BASKETBALL TOURNAMENT	65,000.00
2025	WESTIN FRENCHMAN'S REEF	SPONSORSHIP – VIPD NASDEA CONFERENCE/HOTEL SERVICES	26,910.02
			<b>2,115,654.02</b>

# APPENDIX H: TOURISM IMPRESS & ESCROW ACCOUNTS

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## DIVISION OF FESTIVAL ACCOUNTS

		AMOUNT
5950	DOF Impress	\$2,843.38
5978	STX Escrow	\$12,106.81
917	STJ Escrow	\$3,915.38
4334	STT Escrow	\$24,355.94

## DOT ACCOUNT

		AMOUNT
3673	STT Impress	\$2,341.61

# APPENDIX I: FY25 VEHICLE LISTING

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## ST. THOMAS/ST. JOHN DISTRICT

ACTIVITY CENTER	MAKE	MODEL	YEAR	LICENSE PLATE NO.	FUNDING	LEASE/OWN	CONDITIONS/ COMMENTS
MARKETING	CHEVROLET	EQUINOX	2015	TD-4	LOCAL	OWN	POOR
MARKETING	CHEVROLET	TRAX	2016	TD-2	LOCAL	OWN	POOR
MARKETING	CHEVROLET	EQUINOX	2022	TD-6	LOCAL	OWN	POOR
MARKETING	CHEVROLET	TRAVERSE	2022	TD-1	LOCAL	OWN	GOOD

## ST. CROIX DISTRICT

ACTIVITY CENTER	MAKE	MODEL	YEAR	LICENSE PLATE NO.	FUNDING	LEASE/OWN	CONDITIONS/ COMMENTS
MARKETING	CHEVROLET	EQUINOX	2022	TD-7	LOCAL	OWN	GOOD
MARKETING	CHEVROLET	TRAVERSE	2022	TD-3	LOCAL	OWN	GOOD

