

U.S. Virgin Islands Department of Tourism

TESTIMONY FOR ECONOMIC DEVELOPMENT & AGRICULTURE COMMITTEE

MARCH 8, 2023

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INTRODUCTION

Good afternoon to the Honorable Senator Javan E. James, Chairperson of the Economic Development & Agriculture Committee, and other esteemed members of this committee, as well as legislative staff, fellow testifiers, and the listening and viewing audience.

I am Commissioner Joseph Boschulte of the USVI Department of Tourism, and I am here today with Assistant Commissioner Alani Henneman-Todman and Division of Festivals Director Ian Turnbull.

We were invited to this hearing to provide an update on:

- Tourism Marketing Updates
- St. Thomas Carnival, St. Croix Festival and St. John Celebration
- Ubersoca Cruise Partnership
- Sports Tourism Updates
- Seatrade Global Conference
- On-going Airlift Strategy

The department's update includes appendices for festival and sports tourism financial updates.

TOURISM MARKETING UPDATES

During the past three years, in the midst of the worldwide Covid-19 pandemic, tourism in the US Virgin Islands not only survived, but thrived after the Territory reopened in June 2020. Although the worldwide cruise industry collapsed — a major driver of the USVI tourism economy — we quickly pivoted our strategy to focus on increasing airlift and overnight stays. Our hard work paid off, under the leadership of Governor Albert Bryan and Lt. Governor Tregenza Roach, as we had phenomenal success. Between 2019 and 2021, USVI became the fastest-growing destination in the Americas, growing total departure seats by 35.8%.

However, in the past few months worldwide airline travel has fully returned and our competition, both in the Caribbean and internationally, has come back in full force. The competitive landscape, which gave us a very unique opportunity for growth during 2021, has expectantly begun normalizing, with more competitors aggressively fighting to secure their position in the tourism space. The lack of pilots and airline support staff, combined with the rise of fuel costs and a shortage of aircraft availability, make 2021 levels of airlift capacity impossible to sustain. Despite all of our challenges, the USVI continues to see promising growth in airlift.

Currently, there is an increase in major airline flights from the continental United States to both St. Thomas and St. Croix compared with 2019. But there has been a reduction in total airlift, primarily due to regional airlines cutting back. Still, total load factors are up compared to 2019

The USVI Department of Tourism continues to refine our marketing strategy to stay top-of-mind as the airline industry restructures after major losses sustained during the Covid-19 pandemic. The team will meet with airline partners at Routes America in March 2023, with an extensive aviation plan which aggressively supports new airlift for the Territory and highlights opportunities for new potential carriers. Additionally, we've increased our footprint at Routes by increasing our floor space, which allows for our booth to highlight the territory and ongoing marketing campaigns *Naturally in Rhythm* and *St. Croix - A Vibe Like No Other*.

Last Fall, the USVI Department of Tourism launched a bold new marketing campaign tagged **“Naturally in Rhythm,”** featuring a new print and billboard ad campaign, a re-imagined website, online giveaways, pop-up events, media outreach, press trips, and a social media influencer program. The campaign is designed to inspire visitors to evoke their five senses and to fall naturally in rhythm with the various islands' diverse culture and natural wonders, with a keen focus on our most precious resource — the people of the USVI. It speaks to travelers seeking an authentic Caribbean experience of food, heritage, culture and nature without the hassle of needing a passport.

In 2022, the Department of Tourism made tremendous progress in marketing and media:

- Last Spring, the US Virgin Islands hosted the internationally renowned Sports Illustrated Swimsuit Edition. The Sports Illustrated campaign received a Bronze Adrian award from the Hospitality Sales and Marketing Association International (HSMAI) and featured a multi-page print and digital editorial spread showcasing WNBA players, including Hall of Famer Sue Bird, at various locations across St. Thomas, St. John, and St. Croix. In addition to the location features, USVI participated in and was on-site for a variety of launch events in New York City and Florida. We co-sponsored the red-carpet event in New York City, with Tourism logos, branded swag and special performances by Adam-O, steel drummers and dancers. To enhance USVI's marketing visibility at the New York red carpet event, we partnered with an out-of-home vendor to do customized car wraps on various Ubers and Lyfts promoting the St. Croix - A Vibe Like No Other branding.



- A major initiative in both 2021 and 2022 was launching a Destination Optimization program that provides support to local USVI businesses to learn how to enhance their Google profiles to strengthen their search positioning. The program gives marketing tips, best practices, and easy ways to promote their goods and services on the Google platform. To ensure the community has an opportunity to participate in this program, the Department of Tourism launched a Virtual Tourism Business Marketing Academy with one-on-one office hours support.
- At a Condé Nast/Bon Appétit Test Kitchen event, editors and writers from Bon Appétit, Condé Nast Traveler, Essence and the New York Post dined on Caribbean cuisine by Chef John while the Tourism Department showcased its Naturally in Rhythm campaign. As a result of the event, we reinforced solid media relationships that have led to multiple on-location press trip requests for featured content coverage, brand-sponsored content and digital ads in Condé Nast digital publications that drove an 18% lift in traffic in December 2022 to our new website.



- For radio advertising opportunities, the Tourism team proposed partnerships with organizations like the Financial Exchange network, where we booked Governor Bryan to advocate for travel to the US Virgin Islands and other territories, more direct flights and new airline routes, and other economic opportunities.



- USVI was a premier sponsor of the inaugural Wasabi Fenway Bowl, the first FBS Bowl Series games to be played in the greater-Boston area, featuring a match-up between Cincinnati from the American Athletic Conference and Louisville from the Atlantic Coast Conference. The game was attended by more than 15,000 fans and watched by nearly 2 million viewers on ESPN.
- In 2022, Condé Nast Traveler ranked the USVI in its prestigious Readers' Choice Awards as one of the Best Islands in the World. Travel + Leisure ranked USVI as one of its 50 best 2023 destinations in its "For Beach Vibes" section. Yahoo! Life listed the USVI as one of the top ten tropical islands to get to in under three hours from the U.S. Readers of Porthole Cruise and Travel Magazine voted USVI as the Best Caribbean Cruise Destination for 2023. Frommer's also gave the island territory top billing in its annual Best Places to Go in 2023 list.
- Our department's publicity campaign in 2022 resulted in 2,090 earned media placements and 8 billion media impressions, with equivalent ad value in the tens of millions. Features in leading travel and lifestyle publications including Condé Nast, Travel + Leisure, Travel Noire, Essence, Forbes, Porthole Cruise and Travel Magazine, Travel Weekly, Sports Illustrated, Caribbean Journal, and a cover feature in Black Meetings and Tourism Magazine.
- Social media also experienced significant wins with the launch of Instagram reels and collaboration posts with partners like Made In America Festival and Sports Illustrated, which expanded our reach by millions.



For 2023, the Department of Tourism has prioritized a number of marketing initiatives that have the overall goal of driving traffic and creating awareness to our destination. Calls-to-action for much of the marketing messaging drive back to the new visitUSVI.com website where local businesses have featured listings.

The St. Croix Travel Promotion, promoted as Vibe, was a collaborative effort by the DOT to partner and promote St. Croix with local hoteliers and properties to bring guests unique

discounts and air credit opportunities in order to promote travel to the destination. The discounts are promoted through featured content on visitUSVI.com, and the campaign gained traction with 7,000 page views in January 2023 alone. Travel windows run now through April 30, 2023.

Participating hotels include:

- Club Comanche
- Oceans at Divi Carina Bay
- Divi Carina Bay Resort & Casino
- Carambola Beach Resort
- Company House
- Hotel Caravelle
- King Christian Hotel
- Sand Castle on the Beach
- Tamarind Reef Resort
- The Buccaneer Hotel
- The Fred
- The Waves Cane Bay

ST. THOMAS CARNIVAL, ST. CROIX FESTIVAL & ST. JOHN CELEBRATION

The Division of Festival's relentless efforts to keep our three Carnivals top-of-mind during the two-year shutdown period helped the USVI to keep the spirit of Carnival in the hearts and minds of Carnival fans throughout the world during the pandemic.

After two years of mostly virtual Carnival events due to pandemic restrictions from 2020 through 2021, all three of our beloved Carnivals in St. Thomas, St. John and St. Croix have had a triumphant LIVE comeback in 2022.

The USVI is the only Caribbean destination that hosts three distinct Carnivals throughout the year in Spring, Summer and Winter, with free live entertainment.

Last year in late April through early May, St. Thomas' 70th Carnival came roaring back with both local and world-renowned acts such as Beres Hammond, Kes the Band, Spectrum, Rock City and Adam O. The six-day event included a parade, a food fair, a boat race and Village Nights. To promote this festival, we partnered with Caribbean influencer and content creator Trini Jungle Juice, which solidified our position as one of the Caribbean's preeminent Carnivals. The event's live stream and social media engagement reached more than 3 million viewers.

Following the success of the St. Thomas Carnival was the popular 68th Annual St. John Celebration, held June 26 – July 4, which kicked off with Panorama, a steel pan celebration,

and a food fair. The celebration featured five days of great music by local and international acts, cultural reveling during both the J’ouvert and Parade, an Emancipation Day program, and a fourth of July fireworks display. The festivities brought countless visitors and locals to the shores of Cruz Bay.

The holidays ended with a very successful 70th Annual St. Croix Crucian Christmas Festival, held from December 11 – January 7. Crucian Festival welcomed the return of royals with pageantry events that showcased the talents of nine contestants who performed for a packed house as they vied for both Prince and Princess and Miss St. Croix, proving that our traditional events are alive and well. Additionally, the Food Fair and J’ouvert saw record numbers of attendance on the Big Island, and revelers from near and far enjoyed two parades that brought vibrancy to Frederiksted. These events garnered worldwide media attention for St. Croix and the Crucian Festival, with an estimated 15 million views between our streaming partners and influencers. The USVI is still reaping the PR benefits of repost, retweets and shares online from this successful event.

Please see Division of Festival event financials in the appendices.

UPDATE ON THE 2023 ST. THOMAS CARNIVAL

Currently, the Division is putting the finishing touches on the upcoming 2023 St. Thomas Carnival, which begins on April 8. The theme of this 71st annual event is Illuminating Our Culture for the World to See, St. Thomas Carnival 2023, reflecting the pride and joy of our people’s heritage and carnival celebrations. In addition to traditional Carnival events such as J’ouvert, Food Fair, the Children’s and the Adults Parade, and Panorama, the St. Thomas Carnival will honor Kelly “Pupa Kelly” Charleswell as the Village Honoree. It will also host performances by local and international artists, such as Spectrum, Bunji Garlin, Monea, Romain Virgo, VIBE, Asa Banton, Imagi and 17 Plus, to name a few. On April 29, a spectacular fireworks display will close out the festivities.

Our plans for promoting and marketing the upcoming St. Thomas Carnival include a mix of traditional marketing, social media, influencers, OTT (Over-the-Top, or film content via internet TV, i.e. Netflix, Sling or Hulu) and online ads, as well as email marketing. Additionally, we have partnered with Viya and VI Consortium to promote a mini series dubbed My Reason to Fete, produced by local videographer John Wheatley, which highlights seven components of our Carnival. This series will be promoted to our travel groups to encourage cultural tourism and destination travel while telling the story of the St. Thomas Carnival and all of our festivals. We will also host journalists affiliated with Travel Noire, Travel + Leisure, Essence, Trini Jungle Juice and other media to promote visiting St. John, St. Croix and St. Thomas in the future.

Throughout the month of April, we have put together a spectacular schedule of events that showcases the rich tradition and spirit of our Carnival. We are grateful to our sponsors, volunteers and the people of the Virgin Islands for their continued support and look forward to very successful Carnivals this year.

UBERSOCA CRUISE PARTNERSHIP

In June 2022, the Department of Tourism announced a 3-year partnership with UberSoca Cruise, which offers the largest Soca festival at sea. UberSoca offers passengers a curated cruise vacation featuring Caribbean entertainment and cuisine, along with itineraries carefully designed with its destination partners from each port of call.

The Department of Tourism and UberSoca planned a cruise that docks at WICO on April 13, 2023, to coincide with the month-long Carnival festivities in St. Thomas. Tourism and UberSoca have scheduled an exciting day packed with a pub crawl, beach runs, boating activities, a J'ouvert, restaurant and shopping tours, and a concert at WICO, produced by UberSoca, for over 4,000 guests.



The partnership includes an extensive cross-promotional deal that provides Tourism with cruise vacation giveaways, sponsorship branding and an extensive social media push.

The UberSoca partnership targets younger visitors to build future generations of guests for USVI.

SPORTS TOURISM UPDATE

Last year, we raised our sports profile when the Territory was selected as a host location for the 2022 Sports Illustrated Swimsuit Issue. To date, the campaign has garnered more than 25 million media impressions.

Our expansion into the sports arena continued throughout the year, with various partnerships and campaigns to establish a clearly defined connection between tourism and sports. As the department identified our key markets of influence, we strategically aligned with Boston-based Fenway Sports Group, a multinational sports holding conglomerate, to execute on-site advertising and product placement at Major League Baseball (MLB), National Hockey League (NHL) and NCAA Football Bowl games.

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

- U.S. Virgin Islands Paradise Jam tournament, which featured top and nationally ranked Division 1 NCAA Men's and Women's basketball teams, which was streamed on ESPN and brought in thousands of visitors to St. Thomas. Broadcast of the tournament reached millions of viewers via ESPN, ESPN2 and ESPNU. The tournament garnered 3,700 room nights, 366K media and social impressions, and approx. 14K engagements.

- YES Tournament, which hosts Division 2 and 3 Historically Black Colleges and University (HBCU) Men’s Basketball teams. The Department of Tourism hosted Sports Illustrated’s HBCU Legends editor, who published 13 articles garnering more than 7 million impressions.
- For the 2023 English Caribbean Amateur Softball Confederation Tournament, held March 2 – 5, USVI served as the host to teams from Aruba, the British Virgin Islands, Curacao, Jamaica and St. Maarten, all vying for a berth in the Central American and Caribbean (CAC) Games.



The recently launched promotional partnership with KLUTCH Sports Group allowed us to align the territory and tourism brand with leading figures in the NBA, NFL and WNBA at exclusive invite-only events during the Super Bowl and NBA All-Star weekends.

As we look toward the future, we aim to continue expanding our relations with localized talent who are thriving in the continental 49 and across the globe, from professional golfers to collegiate basketball standouts, NBA rising stars and more.

Cross-departmental collaboration supports many of these efforts, and as we continue through this year we look forward to working with the Honorable Calvert A. White and the VI Sports Commission to attract more sports conferences and tournaments.

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

As the committee has requested, we are submitting the financial reports for Sport appropriations from FY 2022 – 2023.

UPCOMING SEA TRADE GLOBAL CONFERENCE

Every year, the USVI Department of Tourism exhibits at the Seatrade Cruise Global Conference in Fort Lauderdale. The event is the largest and longest-running global cruise industry event in the world, where over 80 cruise lines attend (including many of our partners), including Royal Caribbean, Carnival, Celebrity, Norwegian and Holland America.

We will attend the conference this year from March 27 – 30 to pursue our goal of regaining our dominance as a leader in the Caribbean cruise industry. In 2023, we are expecting an additional 630,000 cruise passengers throughout the Territory, with at least 140,000 of the passengers porting in St. Croix, tripling last season’s numbers.

We are currently finalizing our meetings at the conference with current and future cruise line executives to plan for the 2025/2026 season.

In addition to industry-based meetings, we also use the opportunity to meet with leading trade industry reporters and travel writers covering the event. This year, our public relations discussion points will highlight our new Naturally in Rhythm campaign, as well as emerging developments throughout the territory.

ON-GOING AIRLIFT STRATEGY

Today, I'd like to give our airlift strategy some context. After the Covid-19 pandemic hit in 2020, we saw huge increases in airline traffic because of worldwide shutdowns. Because other countries had closed entry to foreign tourists for safety concerns, the US traveler had limited destination options and the USVI was a great escape for pandemic-weary tourists. The border closures also meant that aircraft and crew availability increased, and access to connecting hubs in Atlanta and Miami opened up, creating an opportunity for the USVI. Hence, we saw a 30% rise in nonstop flights to the USVI in 2022 compared to 2019.

Now that the world has reopened and air travel has stabilized, our competition in the Caribbean and stateside has returned. Consequently, the availability of aircraft has tightened up again. Moreover, the airlines have been plagued with operational challenges due to high fuel costs and issues with staffing. Therefore, our strategic planning is in the midst of shifting gears to face our present reality.

The good news is that we already have a diverse range of airlines servicing the territory, including Air Sunshine, American Airlines, Cape Air, Delta, Frontier, JetBlue, Liat, Seaborne, Silver Airways, Spirit, Sun Country Airlines and United Airlines.

In both St. Croix and St. Thomas there are several opportunities for either new nonstop services or additional seat capacity, depending on the city of origin, connecting hub and market demand. A recent Air Service Market Assessment highlights new and existing routes expansion opportunities. The priority carriers identified include Southwest, Spirit, Frontier, JetBlue, American, United, Delta and Breeze Airways. Upcoming meetings with airline partners and the DOT will focus discussions on new and expansion services out of New York City, Philadelphia, Boston, Raleigh, NC, Orlando, Washington and Baltimore. Later this month the Tourism team will also be attending the leading national airlift route forum, Routes Americas, at which Commissioner Boschulte will meet with representatives from major airlines to discuss additional airlift opportunities.

CONCLUSION

This completes our testimony. I would like to take this opportunity to thank the members of my department, who work long hours and weekends with pride and professionalism. They represent the USVI across the nation and throughout the Caribbean at trade shows, produce the local events, facilitate global media outreach, educate travel agents, and liaison with hundreds of our partners in the airline, cruise and hotel industries to ensure that our beloved Territory remains a top destination in an extremely competitive travel market.

I would also like to thank our many local partners at hotels, restaurants, taxis and other businesses. Without you, our tourism industry would not have survived and thrived in the economic havoc the pandemic caused..

And I would like to thank the Governor for his vision and fortitude, as well as the many government agencies that my department works with.

We look forward to answering any questions you may have. Thank you.

APPENDIX

APPENDIX A: ST. THOMAS CARNIVAL 2020 REVENUES & EXPENSES

REVENUES	
Item	Revenue
Sponsorships	\$2,000.00
Total Revenues	\$2,000.00

EXPENSES	
Item	Expense
Rental Land & Building Vendors	\$3,500.00
Rental Machines/Equipment	\$9,300.00
Talent Booking Fees	\$154,875.00
Professional Services	\$17,355.00
Other Services	\$140.00
Advertising & Promotion	\$13,150.00
Marketing, Printing & Binding	\$3,343.94
Transportation	\$2,780.00
Travel & Accommodations	\$257.25
Total Expenses	\$204,701.19

APPENDIX B: ST. THOMAS CARNIVAL 2022 REVENUES & EXPENSES

REVENUES	
Item	Revenue
Booth & Vendor Fees	\$36,850.00
Sponsorships	\$133,000.00
Total Revenues	\$169,850.00

EXPENSES	
Item	Expense
Rental Land & Building Vendors	\$7,000.00
Rental Machines/Equipment	\$401,955.11
Other Services	\$622,596.00
Advertising & Promotion	\$298,946.30
Marketing, Printing & Binding	\$6,164.60
Transportation	\$37,035.00
Travel & Accommodations	\$82,735.00
Security Services	\$2,000.00
Total Expenses	\$1,458,432.01

APPENDIX C: ST. CROIX FESTIVAL 2019-2020 REVENUES & EXPENSES

REVENUES	
Item	Revenue
Sponsorships	\$80,000.00
Ticket Sales & Event Revenue	\$86,180.00
Total Revenues	\$166,180.00

EXPENSES	
Item	Expense
Repairs & Maintenance Vendors	\$20,658.57
Rental Machines/Equipment	\$25,132.50
Rental Land & Building Vendors	\$2,500.00
Talent Booking Fees	\$239,230.00
Professional Services	\$151,615.96
Advertising & Promotion	\$12,600.00
Marketing, Printing & Binding	\$24,438.94
Transportation	\$22,049.50
Travel & Accommodations	\$173,647.50
Gifts & Prizes	\$7,960.00
Total Expenses	\$679,832.97

APPENDIX D: ST. CROIX FESTIVAL 2020-2021 REVENUES & EXPENSES

REVENUES	
Item	Revenue
Sponsorships	\$12,000.00
Total Revenues	\$12,000.00

EXPENSES	
Item	Expense
Rental Machines/Equipment	\$17,185.00
Rental Land & Building Vendors	\$5,000.00
Talent Booking Fees	\$51,975.00
Professional Services	\$33,695.00
Advertising & Promotion	\$3,400.00
Marketing, Printing & Binding	\$2,925.00
Transportation	\$2,286.50
Travel & Accommodations	\$5,458.91
Gifts & Prizes	\$5,000.00
Other Services	\$2,000.00
Total Expenses	\$128,925.41

APPENDIX E: ST. CROIX FESTIVAL 2022-2023 REVENUES & EXPENSES

REVENUES	
Item	Revenue
Sponsorships	\$80,000.00
Ticket Sales & Event Revenue	\$70,353.00
Total Revenues	\$150,353.00

EXPENSES	
Item	Expense
Rental Machines/Equipment	\$64,115.00
Rental Land & Building Vendors	\$2,375.00
Other Services	\$692,228.32
Talent Booking Fees	\$80,075.00
Professional Services	\$80,075.00
Advertising & Promotion	\$163,160.00
Marketing, Printing & Binding	\$5,314.37
Transportation	\$32,892.00
Travel & Accommodations	\$183,459.85
Total Expenses	\$1,146,044.54

APPENDIX F: ST. JOHN CELEBRATION 2020 REVENUES & EXPENSES

REVENUES	
Item	Revenue
Sponsorships	\$13,000.00
Total Revenues	\$13,000.00

EXPENSES	
Item	Expense
Rental Machines/Equipment	\$7,500.00
Rental Land & Building Vendors	\$8,000.00
Other Services	\$221.85
Advertising & Promotion	\$4,650.00
Talent Bookings	\$13,575.00
Professional Services	\$6,400.00
Travel & Accommodations	\$2,169.59
Total Expenses	\$45,776.44

APPENDIX G: ST. JOHN CELEBRATION 2022 REVENUES & EXPENSES

REVENUES	
Item	Revenue
Sponsorships	\$47,500.00
Ticket Sales & Event Revenue	\$12,375.00
Total Revenues	\$59,875.00

EXPENSES	
Item	Expense
Rental Machines/Equipment	\$129,084.98
Other Services	\$321,420.50
Advertising & Promotion	\$41,228.00
Marketing, Printing & Binding	\$18,490.00
Transportation	\$33,775.80
Travel & Accommodations	\$61,473.56
Total Expenses	\$605,472.84

APPENDIX H: 2022 SPORTS SPONSORSHIP LISTING

YEAR	EFF DATE	AMOUNT	VDR NAME/ITEM DESC	COMMENTS
2022	09/07/2022	7,500.00	ST. CROIX GOLF ASSOCIATION	ST. CROIX GOLF ASSOCIATION
2022	09/20/2022	3,500.00	VIRGIN ISLANDS GOLF FEDERATION INC.	VIRGIN ISLANDS GOLF FEDERATION INC.
2022	09/20/2022	9,995.00	TSG FOUNDATION INC.	TSG FOUNDATION INC.
2022	09/20/2022	5,050.00	TSG FOUNDATION INC.	TSG FOUNDATION INC.
2022	09/16/2022	5,000.00	USVI SOCCER ASSOCIATION	USVI SOCCER ASSOCIATION
2022	09/12/2022	200,000.00	BASKETBALL TRAVELERS, INC	BASKETBALL TRAVELERS, INC
2022	09/06/2022	62,500.00	YOUNG ENTREPRENEURZ ORGANIZATION	YOUNG ENTREPRENEURZ ORGANIZATION
2022	08/22/2022	9,875.00	V.I. BASKETBALL FEDERATION	V.I. BASKETBALL FEDERATION
2022	08/17/2022	225,000.00	BASKETBALL TRAVELERS, INC	BASKETBALL TRAVELERS, INC
2022	08/17/2022	80,000.00	ST. THOMAS YACHT CLUB	ST. THOMAS YACHT CLUB
2022	07/26/2022	9,000.00	DIEGO LIMA	DIEGO LIMA
2022	07/06/2022	5,000.00	VIRGIN ISLANDS GOLF FEDERATION INC.	VIRGIN ISLANDS GOLF FEDERATION INC.
2022	06/29/2022	5,500.00	ST. CROIX INTERSCHOLASTIC ATHLETIC ASSOCIATION	ST. CROIX INTERSCHOLASTIC ATHLETIC ASSOCIATION
2022	06/27/2022	9,500.00	ST. CROIX INTERSCHOLASTIC ATHLETIC ASSOCIATION	ST. CROIX INTERSCHOLASTIC ATHLETIC ASSOCIATION
2022	06/21/2022	8,500.00	THE VIRGIN ISLANDS ASSOCIATION	THE VIRGIN ISLANDS ASSOCIATION
2022	06/21/2022	6,500.00	THE VIRGIN ISLANDS ASSOCIATION	THE VIRGIN ISLANDS ASSOCIATION
2022	06/01/2022	6,000.00	VI OLYMPIC COMMITTEE	VI OLYMPIC COMMITTEE
2022	05/18/2022	7,500.00	TURNBULL, MAKEDA	TURNBULL, MAKEDA
2022	05/16/2022	5,000.00	ST. THOMAS CRICKET ASSOC.	ST. THOMAS CRICKET ASSOC.
2022	04/06/2022	3,500.00	VI OLYMPIC COMMITTEE	VI OLYMPIC COMMITTEE
2022	03/28/2022	20,000.00	ST. CROIX POKER RUN	ST. CROIX POKER RUN
2022	01/25/2022	50,000.00	VI TRI, INC.	VI TRI, INC.
2022	01/20/2022	3,500.00	CHARMING TWIRLERS MAJORETTES	CHARMING TWIRLERS MAJORETTES
2022	12/15/2021	30,000.00	YOUNG ENTREPRENEURZ ORGANIZATION	YOUNG ENTREPRENEURZ ORGANIZATION
2022	12/15/2021	100,000.00	YACHT HAVEN USVI LLC	YACHT HAVEN USVI LLC
2022	12/15/2021	25,000.00	VIRGIN ISLANDS PROFESSIONAL CHARTER	VIRGIN ISLANDS PROFESSIONAL CHARTER
2022	12/15/2021	35,000.00	UVI SPORTS & FITNESS	UVI SPORTS & FITNESS
2022	12/07/2021	2,500.00	VI GAME FISHING CLUB, INC.	VI GAME FISHING CLUB, INC.
2022	12/07/2021	3,500.00	VI OLYMPIC COMMITTEE	VI OLYMPIC COMMITTEE
2022	12/07/2021	2,500.00	VIRGIN ISLANDS PUBLIC BROADCASTING SYSTEM	VIRGIN ISLANDS PUBLIC BROADCASTING SYSTEM
2022	12/03/2021	375,000.00	BASKETBALL TRAVELERS, INC	BASKETBALL TRAVELERS, INC
		1,321,420.00		

APPENDIX I: 2023 SPORTS SPONSORSHIP LISTING

YEAR	EFF DATE	AMOUNT	VDR NAME/ITEM DESC	COMMENTS
2023	03/01/2023	100,000.00	VIRGIN ISLANDS SOFTBALL FEDERATION	SPONSORSHIP
2023	02/22/2023	7,500.00	UNIVERSITY OF THE VIRGIN ISLANDS	SPONSORSHIP
2023	02/22/2023	3,500.00	ST. THOMAS SWIMMING ASSOCIATION	SPONSORSHIP
2023	02/01/2023	50,000.00	SPORTS TRAVEL EXPERTS, INC.	SPONSORSHIP
2023	01/16/2023	3,000.00	CHARMING TWIRLERS MAJORETTES	SPONSORSHIP
2023	01/20/2023	100,000.00	YACHT HAVEN USVI LLC	SPONSORSHIP
2023	12/28/2022	25,000.00	YOUNG ENTREPRENEURZ ORGANIZATION	SPONSORSHIP
2023	12/02/2022	15,000.00	ST. CROIX POKER RUN	SPONSORSHIP STX POKER RUN TRIP
2023	12/02/2022	50,000.00	VI TRI, INC.	SPONSORSHIP-VI TRI BEAUTY AND
2023	12/14/2022	50,000.00	ALEXANDRA SWAYNE GOLF LTD	SPONSORSHIP
2023	12/12/2022	5,000.00	VIRGIN ISLANDS SOFTBALL FEDERATION	SPONSORSHIP
2023	12/12/2022	60,000.00	VIRGIN ISLANDS PROFESSIONAL CHARTER	SPONSORSHIP
2023	12/12/2022	5,000.00	ST. CROIX CHRISTMAS BOAT PARADE, INC	SPONSORSHIP
2023	12/02/2022	5,500.00	ST. THOMAS PRESIDENT DAY TENNIS TOURNAMENT	SPONSORSHIP PRESIDENT TENNIS T
2023	12/07/2022	33,750.00	YOUNG ENTREPRENEURZ ORGANIZATION	SPONSORSHIP
2023	12/07/2022	7,000.00	DOUGLAS, NYBY V.	SPONSORSHIP
2023	11/14/2022	9,500.00	AKAI HENNEMAN	SPONSORSHIP
2023	11/14/2022	3,500.00	K'M SPORTS MANAGEMENT LLC	SPONSORSHIP
2023	11/07/2022	50,000.00	YOUNG ENTREPRENEURZ ORGANIZATION	SPONSORSHIP-YES BUSINESS PLAN
2023	10/21/2022	5,000.00	IVANNA EUDORA KEAN HIGH SCHOOL	SPONSORSHIP
2023	10/21/2022	9,500.00	FUTURE STARS BASEBALL ORGANIZATION	SPONSORSHIP
2023	10/03/2022	7,500.00	ARIEL ROBERTS	SPONSORSHIP
		605,250.00		

APPENDIX J: ST. THOMAS & ST. JOHN NATURALLY IN RHYTHM MARKETING BREAKOUT

FY22		
Year	Amount	Campaign
2022	\$717,000.00	DISPLAY
2022	\$1,537,718.00	TRADITIONAL
2022	\$275,630.00	PAID SEARCH
2022	\$294,000.00	PAID SOCIAL
2022	\$297,000.00	PRE-ROLL VIDEO
2022	\$1,475,000.00	CTV
2022	\$112,000.00	OOH
	\$4,708,348.00	TOTAL FY22 BUDGET

FY23 (YEAR-TO-DATE)		
Year	Amount	Campaign
2023	\$600,000.00	DISPLAY
2023	\$179,975.00	TRADITIONAL
2023	\$150,000.00	PAID SEARCH
2023	\$150,000.00	PAID SOCIAL
2023	\$300,000.00	PRE-ROLL VIDEO
2023	\$450,000.00	CTV
2023	\$90,000.00	OOH
	\$1,919,975.00	TOTAL FY23 YTD BUDGET

APPENDIX K: ST. CROIX A VIBE LIKE NO OTHER MARKETING BREAKOUT

FY22		
Year	Amount	Campaign
2022	\$17,000.00	DISPLAY
2022	\$228,250.00	TRADITIONAL
2022	\$10,000.00	PAID SEARCH
2022	\$26,000.00	PAID SOCIAL
2022	\$13,000.00	PRE-ROLL VIDEO
2022	\$17,500.00	CTV
2022	\$155,000.00	OOH
	\$466,750.00	TOTAL FY22 BUDGET

FY23 (YEAR-TO-DATE)		
Year	Amount	Campaign
2023	\$53,750.00	DISPLAY
2023	\$-	TRADITIONAL
2023	\$15,000.00	PAID SEARCH
2023	\$48,000.00	PAID SOCIAL
2023	\$47,750.00	PRE-ROLL VIDEO
2023	\$30,000.00	CTV
2023	\$41,000.00	OOH
	\$235,500.00	TOTAL FY23 YTD BUDGET



UNITED
STATES
VIRGIN
ISLANDS

st CROIX st JOHN st THOMAS