

2015 U.S. Virgin Islands Destination Symposium



U.S. VIRGIN ISLANDSSM
st CROIX st JOHN st THOMAS
VISITUSVI.COM

A presentation by the Department of Tourism



Promotions

- Value Added Promotions
- Evergreen Promotions
- Niche Market Promotions

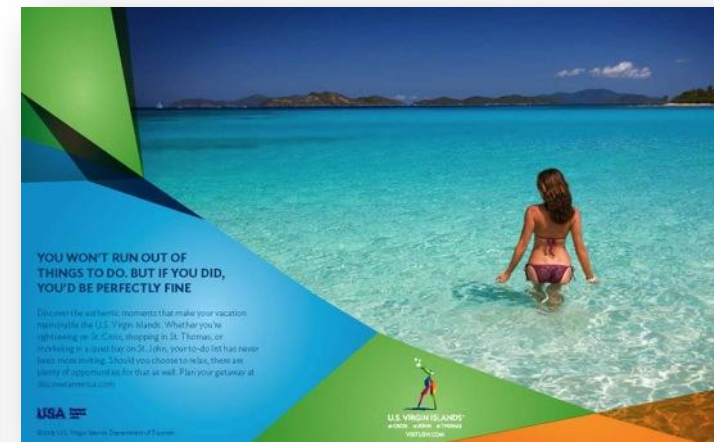
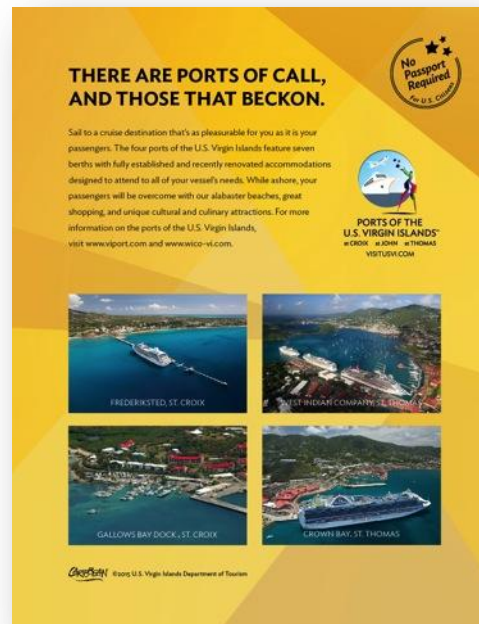


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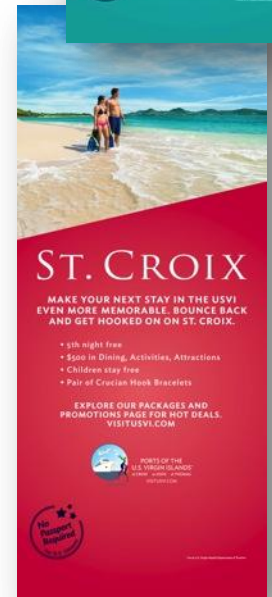
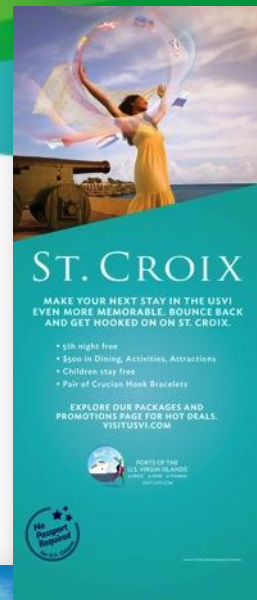
Advertising

- Generate over 400 million impressions
- Total YTD Advertising Spend in FY2015
 - \$4,000,000
- St. Croix Spend Specific YTD
 - \$1,000,000



Advertising Continued

Segments	Cost
Bridal/Romance	\$100,000
African-American	\$55,000
Inn-Market Events/Airline Promo	\$630,000
Culinary, Culture, & Heritage	\$130,000
Diving	\$95,000
Brand	\$2,000,000
Affluent Traveler	\$105,000
Cruise	\$75,000
Casino/St. Croix	\$50,000
Film	\$275,000
Meetings	\$35,000
Puerto Rico/Caribbean	\$125,000
St. Croix	\$1,000,000
Search/Digital	\$375,000



Social Media

- Generated nearly **10 million** direct impressions from DOT posts across social media channels
 - More than 5.5 million impressions from Facebook
 - More than 3 million impressions from Twitter
 - Approximately 120,000 average daily impressions
- We **have increased our following on social media by 42%** (added nearly 10,000 new followers)



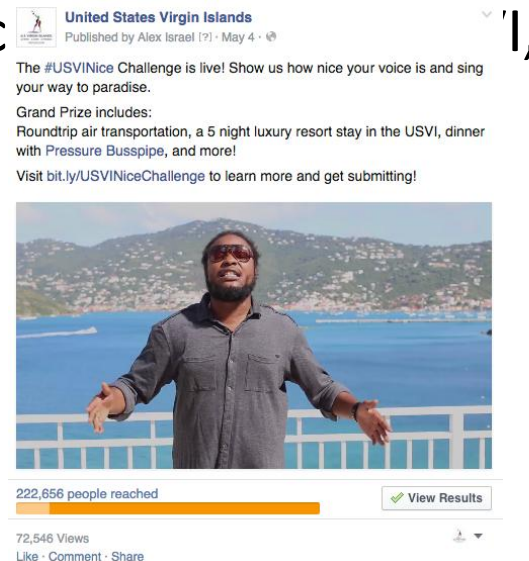
Social Media Continued

- We **generated a 25% higher engagement rate** than the regional average (out of 11 Caribbean destinations) on Facebook
 - 3rd overall in engagement among competitors
- We **drove more than 25,000 potential visitors** to our various promotional and owned landing pages from our social efforts



Social Media Continued

- We earned more than 225,000 social actions from potential visitors with our social media content
- Regionally, the DOT Facebook page received the highest number of Fan posts
- Received approximately 83,000 keyword mentions from potential and past visitors across social media (e.g., US Virgin Islands, etc.)



Airlift Development

- St. Croix- New Norwegian Airline Flight scheduled for Fall 2015 through Spring 2016
- Second Delta ATL/STX flight scheduled to commence in December 2015
- St. Thomas has direct service from Atlanta, NY, Newark, Baltimore, Miami , Philadelphia, Ft. Lauderdale, Charlotte and Boston. There are cities will multiply daily flights

Infrastructure Projects

- Charlotte Amalie Revitalization Project
- Sports Complex- St. Croix
- Highway Projects

Film

Project	Local Hires	On-Island Spend	ROI
T-Rowe Price	17 (INCL. 12 Local Cast)	\$130,000	110:1
SI Swimsuit Edition	3	\$25,000	161:1
Pottery Barn Kids	26 (INCL. 20 Local Cast)	\$460,000	184:1
Direct TV	45	\$1,000,000	476:1
Big Little Town (Music Video)	6	\$60,000	600:1
HGTV Caribbean Life (4 Episodes)	3	\$200,000	3680:1
Discovery Channel Airplane Repo	8 (INCL. 5 Local Cast)	\$65,000	1500:1



MICE Market

- Procrastination Pays – Booking Incentive
- In Market Events- New York, Minneapolis, Atlanta, California
- Host two Meeting Planners FAMS- St. Thomas/St. Croix
- Destination Participation in C-vent & Convention Planet
- Eight Meeting Planner Shows scheduled for FY2015
- Advertising
- On-going sales calls

MICE Market Continued

- RFPs generated: 69
- # of RFPs won: 4
- Value of RFPs won: \$1,511,940 USD



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Public Relations

- Impressions: 72,488,050
- Advertising Equivalency: \$2,600,822
- Total clips: 86
- 25+ Media Visits



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Diaspora

Summary:

- Total Number of Trips: 6
- Total Number of Journalists: 36
- Total Media Outlets Represented: 42
- Advertising Equivalency: \$656K



Diaspora Continued

- State of The Industry Conference – Post-event trip to St. Croix (September 2014)
 - Multi-cultural, Canadian and travel trade media outlets represented:
 - Caribbean Media Corporation
 - Travel World News
 - thegrio.com
 - The Phoenix Newspaper
 - Barbados Advocate
 - Jamaica Gleaner
 - Caribbean Journal
 - Travel Weekly
 - JaxFax
 - eTurbo News
 - Globe and Mail
 - Dreamscapes
 - Toronto Star
 - Travelwriteclick.com
 - Canadian Traveller
 - TravelPulse.com
 - Caribbean 360
 - Travel World News
 - Cruise Industry News
 - One Caribbean TV
 - Recommend
 - Island Voice
 - Trinidad Guardian
 - Politique



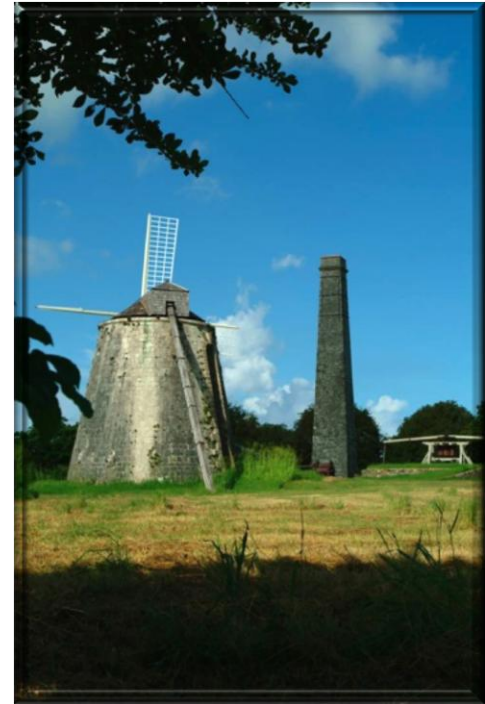
Sales

- 4,200 Sales Calls FY2015 YTD
- Developed Partnerships with Virtuoso & Ensemble
- Redeveloping the Travel Agent Specialist & Loyalty Program through Questex
- Held 11 Tour Operator Training Sessions
- Held 13 Luncheons/Dinners for Travel Agents
- Hosted 49 Travel Agents specifically targeting the luxury segment in November 2014 – which resulted in 467 room nights and \$250K in new business



Sustainable Tourism

- Collaborated with the Land Mark Society to implement the Living Museum at Whim
- Provided support for Chant for Training Programs
- Developing a Restaurant Week Program to promote locally sourced items
- Working on the Re-Development of the Heritage Trail



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THANK YOU

