

U.S. VIRGIN ISLANDS DEPARTMENT OF TOURISM

TESTIMONY FOR BUDGET APPROPRIATIONS & FINANCE COMMITTEE

JUNE 25, 2024

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EXECUTIVE SUMMARY

Good morning Finance Committee Chairwoman, Honorable Senator Donna Frett-Gregory, Committee Members and Senators of the 35th Legislature of the United States Virgin Islands, legislative staff, members of the media, and the listening and viewing audience.

I am Joseph Boschulte, Commissioner of the U.S. Virgin Islands Department of Tourism. Pursuant to your invitation, I appear before you today to present the Department of Tourism's budget testimony for the fiscal year 2025.

The executive team members accompanying me today are Assistant Commissioner Alani Henneman, Director of Administration and Management Jamila Miller Christopher, Director of Festivals Ian Turnbull, and Assistant Director of Festivals Shamari Haynes. I would also like to recognize members of the Department of Tourism who are supporting today in the chamber and those who are hard at work but following this hearing online.

This has been a record-setting year for tourism in the U.S. Virgin Islands, and I proudly attribute that growth to the Department of Tourism team, whose hard work, creativity, and dedication to the concerted mission help to make our home the premier Caribbean destination. Year-over-year, we have garnered national and global attention, expanding brand recognition and increasing on-island visitation and investment. Together the team has created a data-driven and strategic marketing plan, which continues to aggressively showcase the Territory on a global scale. Our strategy has proven to be highly impactful and continues to garner positive economic growth for the Territory.

In early April, Expedia.com named St. Thomas the number one trending summer destination in the world. This acknowledgment reaffirms that demand for airlift and hotel accommodations will remain strong as we enter this season, achieving a major long-term objective of shifting away from seasonality and into a year-round destination.

Following the Expedia announcement, we also learned that the Territory's March 2024 arrivals were an all-time record for airlift passengers, with over 100,000 passengers welcomed.

Airlift numbers continue a steady upward shift increasing 26% over last year, adding 374,420 overnight passengers into the Territory during the Winter 23-24 season, defined as December - March. The current forecasting reports for 2024 arrivals project that we are on pace to surpass the previously set record of 827,000 air passenger arrivals in 2021.

In addition to our consistent marketing efforts in target and feeder cities, we can also attribute the increase in airlift to our consistent communication with airline partners and executives at key industry events such as Routes America and Routes World. At both Routes events, our team creates bespoke data-focused partner presentations that highlight demand in the Territory and why the destination is prime for increased airlift.

Within this fiscal year alone, airlines have added 971 new flights representing 184,747 additional seats.

Increased airlift combined with additional hotel capacity - such as the 2023 opening of the Pink Palm and re-opening of two properties at Frenchman's Reef: the 392-room Westin Beach Resort & Spa and the 94-room Morningstar Buoy Haus Beach Resort - has helped the Territory maintain a very healthy growth rate of hotel bookings. Despite our competition adding new hotel developments throughout the Caribbean, the Territory's hotel occupancy rate grew 12.4% in the last 12 months. As we continue to target a higher net-income household, hotel room rates in the USVI continue to garner more than hotels in other Caribbean destinations, with an average daily rate (ADR) of \$603 compared to the regional average of \$455 as reported by Tourism Economics. The Revenue Per Available Room (Rev/PAR) is up 10.5 % during the last 12 months at \$360.78 compared to \$302.54 in the region, and the shared economy revenue is 1.1% ahead of pace, producing \$368,708,347 so far this year.

Hotel tax collections, which subsidize the Tourism Advertising Revolving Fund (TARF), are surpassing 2023 revenues by 24%, at \$35,934,054 year-to-date as of May 2024 and are 5.3% ahead of the fiscal year 2022. This forecast tracks to surpass revenue collections in the 2022 record year of \$57.8 million.

In this record-breaking year, the long-time bulwark of our economy, our cruise industry sector may have accomplished the most impressive feat. According to a 2024 industry report by the Cruise Lines International Association (CLIA), there were 31 million cruise passengers globally in 2023, and our Territory carved out a remarkable 5% of that WORLDWIDE market, with almost 1.7 million passengers and 495 calls arriving into St. Croix, St. John, and St. Thomas.

Cruise traffic in St. Croix has grown substantially from 2019 to 2023, with an astonishing 191% increase of passengers from 54,827 to 159,658 at Ann E. Abramson Marine Facility. Between WICO and Crown Bay, St. Thomas welcomed 1,613,554 passengers in 2023. This is in comparison to 2019 when we welcomed 1,433,121 passengers at both marine docks before the CDC-imposed cruise industry shutdown during the COVID-19 pandemic. The cruise market on both islands considerably expanded by 13% from 2019 and 2023 and continues to grow with the industry's restabilization.



In line with the continued industry restabilization and anticipated expansions from major cruise lines through 2028, we forecast continued fair winds for the Territory's cruise industry, with passenger arrivals expected to increase by 5% during the 2024-2025 season.

Our three carnival celebrations have experienced spectacular growth under the Department of Tourism's leadership, elevating production and promotion to the point that they are considered among the best in the region.

Every December, the spirit of festival overtakes the island of St. Croix, and the 2023-2024 Crucian Christmas Festival proved to be a resounding success. From more than 3000 attendees to the pageants, an estimated 10,000 revelers taking to the streets for J'ouvert and Parade, and a more than 58% increase in year-over-year air passenger arrivals in December/ January, we are proud of the continued growth of this beloved cultural celebration.

Growing in regional and international popularity, St. Thomas Carnival continues to elevate USVI carnivals and culture throughout the diaspora and to visitors alike. This year's carnival welcomed an estimated 15,000 revelers, who joined locals at a bevy of cultural and community events, including the Food Fair, which featured over 200 vendors. Additionally, to note, air arrivals during the 2024 St. Thomas Carnival increased 32% year-over-year in April/May.

This year's live streams, hosted on Facebook and Instagram, have reached more than 10 million viewers for the Crucian Christmas Festival and St. Thomas Carnival. Both digital and traditional media coverage for these events has also been strong garnering top-tier placements and substantial influencer-driven engagement on social media platforms, including Facebook, Instagram, and TikTok.

Festivities are currently underway for the 70th Annual St. John Celebration, where we again anticipate welcoming record numbers of revelers to the Love City shores for an unforgettable showcase of the Territory's rich and vibrant culture. This year's free Village lineup honoring Gwenda Dagou will feature international sensation Wyclef Jean, Patrice Roberts, Dexta Daps, Kes the Band, Mr. Killa, Richie Spice, Lyrikal, and a bevy of artists from the Virgin Islands, including Pumpa, Adam O, Mic Love, Star Martin, Quelbe Resurrection, Cruz Rock, Spectrum, Blind Earz, Karnage and many others.

Whether it was a once-in-a-lifetime performance from Davido, Shaggy, Koffee, or Pupa Kelly, coupled with great cultural experiences such as our pageants, panoramas, parades, and daybreak parties in the streets of Frederiksted, Cruz Bay, or Charlotte Amalie, our work has propelled the USVI Festivals brand to the forefront of people's minds and atop the Carnival market throughout the region and abroad.

The Division of Festivals brand continues to support our marketing initiatives by adding global exposure at major lifestyle events, including the Toronto Caribbean Carnival, One Music Fest, and UberSoca Cruise, while also being integrated into broad-scope Department of Tourism partnerships like the NY Jets, Chicago Cubs, and Boston Red Sox activations. UberSoca Cruise will return to the seas with the U.S. Virgin Islands as a premier partner and island host. This coming October, the cruise will dock on the big island of St. Croix for the USVI X UberSoca J'ouvert takeover.

From the many sold-out hotel properties to the year-over-year increase in air passenger arrivals, the numbers underscore the remarkable growth and success of our events through the Division of Festivals while remaining anchored in showcasing our time-honored traditions.

As we move forward within the Festival Arts industry, the Division of Festivals will continue collaborating with local and international promoters to expand our reach and bring new visitors to our shores. Additionally, our relentless promotional efforts now give us an edge in Heritage Tourism as we present our traditions and culture to visiting travelers.

For the past few years, the Department of Tourism has been aggressive in nontraditional marketing spaces to maintain the destination's status as the fastest-growing destination in the Americas.

Our two principal marketing campaigns, Naturally in Rhythm, the general branding for all three major islands, and St. Croix: A Vibe Like No Other, a stand-alone marketing campaign, continue to target multi-generational and multi-ethnic visitors. This year, we put a spin on the general campaign with "Step into Rhythm," focusing on culture, heritage, authenticity, and adventure tourism. We continue to push our complimentary slogan, "No Passport Required," as it undoubtedly helps differentiate us from our regional counterparts, given that more than 52% of Americans don't have a passport.

The 2024 advertising strategy builds on the momentum of last year's campaigns, which focused on paid social, search, out-of-home media, and digital tactics such as display, retargeting, native, pre-roll, and connected TV. We continue to foster strategic relationships and sponsorships with best-in-class media groups, such as Sports Illustrated for special issues, Food & Wine's annual festival in Aspen, and Afar for its Fishing TV series.

Pivotal marketing wins from the last year include:

- Paid media campaigns reporting over \$3.5 million return in hotel revenue, a significant year-over-year increase.
- The brand campaign drove more than 136,000 clicks to the website for an overall click-through rate (CTR) that was double the industry benchmark
- 4 Telly Awards
- 2 Internet Advertising Awards
- HSMAI Adrian Award
- Brand USA Storytelling Award

The VisitUSVI.com website continues to outperform year-over-year visitation with meaningful results. So far, in 2024, we have reached 1.5 million site sessions, up 10% year-over-year, and 1.3M total users, up 16% year-over-year.

Integrated marketing and partnerships have shown significant returns as we continue to lead

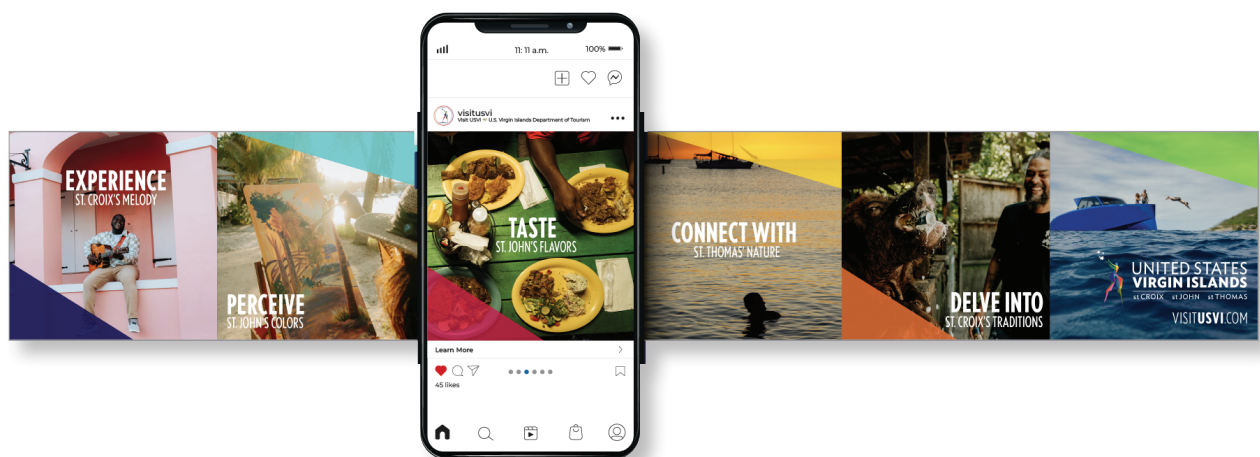
the region and industry with our innovative marketing tactics. From the New York Jets, which has returned a 10% increase in regional destination searches, to the Boston Red Sox, which has seen a 41% increase in flights from the Boston area, we have experienced high dividend returns on our investments.

Public relations and social media have both been a cornerstone of our continued efforts to organically elevate the Territory. By engaging a diverse array of storytellers and sharing authentic stories through bespoke lenses on various platforms, we have been able to expand our daily reach to primary target demographics. This year, we have been featured in major publications and media outlets, including Conde Nast Traveler, Travel + Leisure, Forbes, Essence Magazine, Caribbean Journal, The Shade Room, Black Enterprise, Yahoo!, and more.

The USVI has been awarded several prestigious media honors, including:

- The World's 50 Best Beaches™ 2024: Trunk Bay, the number 1 beach in the world
- 2024 USA TODAY 10 Best Readers' Choice #6 Best Caribbean Beach-Honeymoon Beach, St. John
- Caribbean Journal's 2024 Caribbean Travel Awards
 - Innovative Destination of the Year
 - Cruise Destination of the Year
- 2024 Porthole Reader's Choice Award Best Caribbean Cruise Destination

In the world of social media, we have continued to grow our reach in the past year, launching a TikTok, Threads, and a Departmental LinkedIn. On Instagram and Facebook, we have continued to build out and share authentic stories focusing on user-generated content and integrating local content creators' narratives to showcase the territory. On Facebook, we have over 10 million impressions, and on Instagram, we have nearly 800,000 impressions, an 11% increase from 2023.



In FY25, we are looking to expand our influencer/content creator program aligning more with current industry trends and ensuring that we continue to be on the cutting edge of how we connect with past, current, and future visitors.

CONCLUSION

Moving forward the Department of Tourism intends to continue expanding the marketing efforts to build brand awareness and drive visitation, increase connectivity with international markets, strengthen airline relationships, and continue to bolster the festival and cultural events. Aimed at broadening our underlying goal of making the Territory the leading Caribbean destination, our team and partners stand steadfast in the continued efforts.

Please review the Addendum section for further updates on airlift, accommodations, the cruise industry, marketing, public relations, social media, marine, international marketing, trade marketing, sales, film, and MICE (meetings, incentives, conferences, and exhibitions).

We have included our current FY24 budget breakdown, which supported traditional and digital advertising, sales and marketing, strategic partnerships, public relations, and community involvement.

The budget recommendation for FY2025 is \$34,443,073.00 directly mirroring our FY24 budget. The aforementioned budget recommendation will cover all operational costs for the department's salaries and fringe benefits, contracts, office expenses, special division operations (Film, Visitor Experience, and the Division of Festival), sponsorships, collateral, public relations, social media, and marketing. We intend to execute our mandate to market the Territory within our approved FY25 budget.

Our budget breakdown is outlined on pages 34-35 in Appendix A and gives the monetary itemization for the budgeted categories.

In conclusion, I want to extend my gratitude to Governor Albert Bryan, Jr., Lieutenant Governor Tregenza A. Roach, ESQ, the Virgin Islands government, and my devoted and hard-working team at the Department of Tourism for their tireless commitment and efforts.

To the esteemed Senators of the 35th Legislature of the United States Virgin Islands, we look forward to continuing to work with you to ensure the U.S. Virgin Islands continues to shine as a premier travel destination.

Thank you for this opportunity to present our summary for fiscal year 2024 and the Department of Tourism's budget recommendations for fiscal year 2025.

Before we conclude today's testimony, we would like to share with you VisitUSVI.com 2.0. This website refresh includes added context that spotlights local businesses, events calendars, and pertinent tourism information, including where to go and what to do.

We stand available to answer any question pertaining to today's testimony.

ADDENDUM

CRUISE INDUSTRY

Globally, the cruise market has rebounded in the post-pandemic era faster than any other form of international travel. According to a 2024 industry report by the Cruise Lines International Association (CLIA), there were 31 million cruise passengers globally in 2023. **The U.S. Virgin Islands retained 5% of that WORLDWIDE market in 2023**, with over 1.6 million passengers and 495 calls arriving to St. Croix, St. John, and St. Thomas.

St. Thomas, which has long been a leading port-of-call in the Caribbean, welcomed 1,613,554 passengers in 2023 at WICO and Crown Bay, experiencing a 12.5% increase over pre-pandemic numbers in 2019. St. Croix's Ann E. Abramson Marine Facility experienced an astonishing 191% increase in passenger arrivals from 2019, going from just 54,827 to 159,658 in 2023. Collectively the U.S. Virgin Islands cruise market grew 13% between 2019 and 2023 despite not having port calls for 18 months.

In line with the continued industry restabilization and anticipated expansions from major cruise lines through 2028, we forecast continued fair winds for the Territory's cruise industry, with passenger arrivals expected to increase by 5% during the 2024-2025 season.

The impact of the cruise industry reverberates throughout the US Virgin Islands' economy with statistics citing that cruise passengers spend more per person per day while in the territory than anywhere else in the Caribbean. However, our local partners in the tourism industry must recognize that cruise passenger's desires and expectations have changed. Today's passengers look beyond confining themselves to designated shopping areas instead of seeking unique, exciting, Instagram-worthy excursions and experiences.

AIR TRAFFIC STRATEGY

Since the onset of the COVID-19 pandemic and subsequent cruise industry shutdown, the Department of Tourism has shifted its strategic focus to bolster air traffic in the territory. Now, nearly four years into re-focusing our marketing strategies and resources, the USVI is on a record-setting trajectory for airlift service and has already increased arrivals and overnight stays significantly.

The 2023- 2024 winter season, defined as December- March, recorded 374,420 overnight guests representing a 25% increase from the prior year. In March of 2024, the Territory reached another all-time record, surpassing 100,000 passengers in one month. Forward-looking projections anticipate that the territory will eclipse the previous annual record of 827,000 arrivals set in 2021, with more than 900,000 arrivals by the end of 2024.

These significant increases are a direct result of the Department's continued relationship-building within the industry. Throughout the year, the department presents growth and opportunity scenarios to airline executives and partners to illustrate the increased need for additional non-stop flights from key major stateside cities.

This spring, we have seen an increase in flights into the Territory, with Frontier Airlines announcing the addition of two new routes to St. Croix. This summer, JetBlue will add a second weekly flight from Boston to St. Thomas.

To amplify demand for additional flights into the St. Croix and St. Thomas markets, we increased marketing efforts in targeted feeder cities by venturing into new brand partnerships that reached broader audiences. In 2023, we launched several brand partnerships with major sports teams, including the Boston Red Sox. Since the inception of the Red Sox partnership, the number of flights from Boston to St. Thomas increased by 41%, from 61 to 86, from December 2022 to August 2023.

Territory-wide, seats have increased from 9,493 to 13,144, a 38% increase in 2024 over 2023.

Currently, the U.S. Virgin Islands has over 152 weekly flights from the mainland United States with major airlines, including America Airlines, Delta Airlines, Frontier Airlines, JetBlue Airways, Spirit Airlines, Sun Country, and United. Interisland travel continues to also thrive and increase, with 54 weekly flights into the territory from throughout the Lesser Antilles on Cape Air, Fly the Whale, Frontier Airlines, JetBlue Airways, Silver Airways, and Skyhigh Dominicana.

AIRLINE	INCREASED FLIGHTS
Frontier Airlines	• SJU to STX begins June 2024 • added SJU to STT 4 days a week started April 2024
JetBlue Airlines	• SJU to STX begins December 2024 • added a 2nd weekly BOS to STT for summer 2024
American Airlines	• added daily CLT to STT (kept 2nd flight through summer 2024) • 3rd daily MIA to STT for Winter season, drops to weekly June 2024 • weekly DFW to STT kept for summer 2024 • weekly ORD to STT for Winter season
Delta Airlines	• kept 2nd daily ATL to STT for summer 2024 • added 3rd ATL to STT on Saturdays year round
United Airlines	• kept daily EWR & IAD to STT for summer 2024 • added a 2nd ORD to STT April 2024 • 6 times a week IAH to STT starting June 2024
Spirit Airlines	• added 2nd daily FLL & MCO to STT Dec-May
Sun Country Airlines	• added a 2nd weekly MSP to STT Winter season

The Department of Tourism continues to explore and requisition for increased flight routes into the territory through one-on-one meetings, trade show appearances, and strategic marketing campaigns.



ACCOMMODATIONS - HOTELS & SHARING ECONOMY

With the pandemic crisis in the rear-view mirror, tourism competition has normalized throughout the Caribbean region. Primary data indicators show that hotel and shared economy bookings in the USVI, including Airbnb and VRBO, are holding steady even as the regional competition rises.

Over the last year, the Territory's hotel occupancy growth rate increased by 12.4%, while the Rev/PAR expanded by 10.5% to \$360.78 above the regional norm of \$302.54. The Territory also leads the Caribbean region in Average daily rates (ADR) at \$522.35 compared to \$410.61.

This year, hotel tax collections are surpassing 2023 revenues by 24.0%, at \$35,934,054 year-to-date (May 2024) and 5.3% ahead of fiscal year 2022, putting the territory on track to surpass our record year in 2022 of \$57.8 million.

For fiscal year 2024, sharing economy revenue is 1.1% ahead of pace producing \$368,708,347.00.

In line with the regional tourism stabilization, we understand that hotel development and renovation are crucial to keeping our competitive edge. As a wave of major hotel expansion continues to spread throughout the Caribbean and Latin America, luxury hotel room accommodations significantly increased in St. Thomas at the end of 2023 with the successful launch of the re-opening of two properties at Frenchman's Reef: the 392-room Westin Beach Resort & Spa and the 94-room Morningstar Buoy Haus Beach Resort, an Autograph Collection Hotel along the beachfront.

Hotel expansion continues in St. Thomas with the groundbreaking for the Hampton Inn by Hilton at Havensight, which is expected to open in early 2025 with 126 rooms. Ongoing construction at the former 323-room property at Sugar Bay holds a possible future opening. In St. Croix, new hotel developments include the Hotel on the Key, adding another 78 rooms in 2026, and the Hibiscus Hotel, adding 100 rooms by 2027. In St. John, the Lovango Beach Club and Resort continues to expand, adding new units each season.

A positive sign that demand for hotel accommodations will remain strong as we enter this Summer season is that St. Thomas was recently ranked the #1 fastest-growing travel destination by Expedia.com, achieving our long-term objective of the USVI being recognized by travelers as a year-round destination.

DIVISION OF FESTIVALS

Last year marked the continuation of the Division of Festivals' success in the Carnival destination space with an even more robust season. As we continue to innovate and expand our Carnival celebrations, we have integrated several social connectivity enhancements, including a live stream, which has reached 830,000 collective viewers to date. We have also increased our social media presence, now reaching over 10 million impressions across all active platforms and media partners.

Crucian Christmas Festival

Every December, the spirit of festival overtakes the island of St. Croix, and the 2023-2024 Crucian Christmas Festival proved to be the resounding success it was poised to be. From more than 3000 attendees to the pageants and an estimated 10,000 revelers taking to the streets for J'ouvert and Parade, we are proud of the continued growth of this beloved cultural celebration.

This year's Children's Parade featured 16 entries, and the adult parade featured 13 troupes and with nearly 5000 revelers.

This year's free nightly village concerts were headlined by international AfroBeats superstar Davido who performed in the territory for the first time. The seven nightly concerts included performances by Dexta Daps, Capleton, Kranium, Nadia Boston, Alison Hinds, Charlie Aponte, Destra, Adam O, Karnage, Krosfyah, Mr. Killa, Sisa, Quan, Mic Love and more.

The 2023-2024 Crucian Christmas Festival attributed to a 58.7% increase in air arrivals in December/January YOY 2022-23 Festival.

St. Thomas Carnival

Growing in regional and international popularity, the St. Thomas Carnival continues to elevate carnival and USVI culture throughout the diaspora and to visitors alike. This year's carnival welcomed an estimated 15,000 revelers, who joined locals at the bevy of cultural and community events, including the Food Fair, which featured over 200 vendors.

On J'ouvert morning, revelers took to the streets of Charlotte Amalie in record numbers, leading to one of the territory's most attended Carnival Parades to date.

The nightly Carnival Village concerts welcomed record concertgoers to see performances from Shaggy, Machel Montano, Kes the Band, Sizzla, Barrington Levy, Adam O, Temisha, TeeJay, Krosfyah, Spectrum Band, and many more.

This year, we experienced a 32% increase in airline arrivals for April/May and a record number of sold-out accommodations.

St. John Celebration

The 2023 St. John Celebration, which also marked the 175th anniversary of Emancipation in the Virgin Islands, helped solidify the U.S. Virgin Islands as a pre-eminent leader in the Carnival scene. The annual village nights in Cruz Bay welcomed a record number of attendees, and artists like Koffee, Pressure, Skinny Fabulous, Cool Session Brass, Nailah Blackman, and others entertained over the six nights of celebration.



We are currently preparing to celebrate the 70th Anniversary of the St. John Celebration, where we again anticipate welcoming record numbers of revelers to the Love City shores for an

unforgettable showcase of the territory's rich and vibrant culture.

This year's Free Village lineup honoring Gwenda Dagou will feature international sensation Wyclef Jean, breakout star Pumpa, Patrice Roberts, Dexta Daps, and many others.

Uber Soca Cruise



After a brief hiatus, Uber Soca Cruise will return to the seas with USVI as a premier partner and island host. Following the success of the St. Thomas J'ouvert, we are heading over to the big island of St. Croix in October 2024 for the USVI X Uber Soca J'ouvert takeover.

This year, we anticipate welcoming more than 2,500 cruisers to Ann E. Abramson Marine Facility (Fredriksted Pier), the streets of Fredriksted, and Fort Fredrik Beach for a day of fun, performances, and a celebration of Caribbean culture.

As we move forward within the Festival Arts industry, the Division of Festival's relentless efforts fuel our overarching goal of propelling the US Virgin Islands as one of the top Carnival destinations and brands in the region.

INTERNATIONAL MARKETING

Canada

While international travelers dominate the U.S. landscape, our Canadian neighbors remain a top international market for the Caribbean. According to American Express, 1-in-3 (33%) Canadians planning on taking a trip in 2024 plan to partake in a major trip (e.g., bucket list trip, dream vacation) this year.

Our strategy for 2024 focuses on educating and pitching top-tier Canadian media that produce stories that influence Canadians to consider and book the USVI for a vacation. In our discussions with Canadian travel media, they noted that travel stories continue to grow in popularity, and there is more interest in experiencing a destination first-hand to share with their audiences. Their willingness to cover the Caribbean is stronger than ever, and their focus continues to be on destinations with outdoor activities, history and culture, and diverse stories.

This June, we participated in Brand USA Canada Connect, which featured B2B meetings, networking opportunities, insightful panel discussions, and direct interaction with travel agents. We also attended the Travel Media Association of Canada's (TMAC) Media Marketplace to meet and network with more than 75 Canadian travel writers.

In 2023, the Department of Tourism built on the connectivity to the Canadian community who have an interest in or are a member of the Caribbean Diaspora as a lead partner for the Toronto Caribbean Carnival (formerly known as Caribana). With more than a million people in attendance, members of the Department, alongside cultural dancers and Moko Jumbies, traversed the 4.5-kilometer route on a custom truck, sharing branded giveaways and information about the Crucian Christmas Festival.

Italy

United States tourism recently hit a key milestone of one million visitors from Italy despite ongoing airline service disruptions and a tremendous increase in travel costs in recent years.

In a detailed analysis, the USVI's Italian sales representative reported that the Territory has an opportunity to carve out a meaningful share of these Italian visitors to the USA especially with the upcoming 2026 FIFA World Cup taking place in USA host cities. The Department of Tourism is currently revising our marketing strategies accordingly to most accurately connect with Italian visitors, including more dedicated connectivity to local travel agents who are the cornerstone of travel planning in the region. Association with tour operators will help support the “packaging” of our destination with mainland cities such as New York City, Boston, Atlanta, Miami, and Dallas that have direct flights with major Italian cities

The USVI is well positioned to create travel programs for a number of reasons, including:

- Logistical advantages over competing Caribbean and Latin American destinations when packaging tours with US cities
- Ease of port of entry procedures as a U.S. Territory
- National Park locations
- Favorable language and currency

Denmark

Denmark remains the largest international inbound market for the U.S. Virgin Islands. Economically, Danish visitors continue to positively contribute to the economy, spending an average of \$3,000 per person on stays of twelve days or more.

The Department of Tourism Danish sales representative creates a quarterly business-to-business marketing newsletter that is distributed to local tour operators who sell our destination throughout Denmark. As part of the multipronged regional marketing plan, we also engage traditional public relations campaigns that target consumers through Danish newspapers and publications and via a media website to sustain awareness of the USVI. Various articles covering the Territory have appeared in several print publications with a combined reach of 1.6 million readers and an equivalent ad value of approximately \$69,000.

The connectivity between Denmark and the U.S. Virgin Islands has an opportunity to strengthen with the anticipated launch of a Denmark to Philadelphia flight, allowing a tertiary point of entry for visitors.

We estimate an average of 15,000 Danish visitors annually with the current airlift to the Territory.

MARKETING AND ADVERTISING

For the past few years, the marketing approach of the U.S. Virgin Islands Department of Tourism has been to continue to be aggressive in the nontraditional market space and to maintain the destination's status as the fastest-growing destination in the Americas.

Through our audience insight data through Adara, we were able to validate just that:

- While bookings across the Caribbean are trending down significantly (specifically Aruba and Puerto Rico), **USVI is up almost 32%.**
- When someone sees a USVI advertisement and books a trip, **the ADR is \$698, which is higher than for any other Caribbean destination.**
- USVI continues to have a strong search and booking presence within the market and against other competitive destinations.

The Territory continues to set records in the economic impact space in 2024. Returns on paid media campaigns report over \$3.7M in hotel revenue, a massive 85% increase year-over-year. Additional results from paid media campaigns include 19,000 flight searches, 54,000 hotel searches, and 119M overall media impressions.

Website promotions in 2024 are attributed to over \$2M in total revenue and a \$659 associated average daily rate.

The Department of Tourism continues to lean into our bold new marketing campaigns with *Naturally in Rhythm* for general brand awareness and *St. Croix: A Vibe Like No Other* for our St. Croix marketing efforts. This year, we encouraged our audience to “Step into Rhythm” with our brand. The goal of this campaign is to inspire visitors to step into and explore the various islands’ diverse cultures and natural wonders and engage with the people of the USVI. It beckons the traveler to explore authentic Caribbean experiences of food, heritage, culture, and nature without the hassle of needing a passport for domestic travelers.



Our 2024 advertising strategy was to continue the momentum and maintain our industry leadership role. This meant focusing on paid social, search, digital tactics (such as display, retargeting, native, pre-roll, and connected TV), and out-of-home media. We continued our effort to foster strategic relationships and sponsorships with best-in-class media groups such as *Sports Illustrated* for special issues, *Food & Wine* for their annual festival in Aspen, where USVI was a sponsor and vendor, and Afar for their Fishing TV series, to name a few. We've also continued to grow our sports-specific sponsorships with major teams, which will be expanded upon in the Sports section.

Combined marketing and advertising efforts have garnered the following results:

- In Q1 2024, USIV's brand digital campaign delivered more than 79M impressions across all in-market tactics.
- Overall, the Brand campaign drove more than 136K clicks to the site for an overall click-through rate (CTR) of 0.17% - **more than double the industry benchmark and an improvement of 42% YoY.**
- The cost-per-click remained efficient at \$3.27, down from \$10 this time last year. This demonstrates that our media is continuing to optimize and find our audience efficiently.
- Enhanced Native continues to be the top-performing tactic, driving more than 55K clicks to the site for a CTR of 0.79%, followed by Standard Native with a CTR of 0.21%.
- In Q1, pre-roll video placements delivered 8.8M+ video completions for a video completion rate of 82% - **14% above industry benchmark.** These placements also drove more than 15K clicks to the site for a strong CTR of 0.14% - **more than double the industry benchmark of 0.07%.**
- CTV/Hulu/Amazon placements that featured our stunning new brand commercials delivered 12M video completions for an **average video completion rate of 98%.**

One of our key marketing focuses in 2024 was to extend USVI's reach and impact on TikTok. On the heels of Commissioner Boschulte's panel session at ESTO in 2023 -- where he was invited by TikTok to speak as a leading tourism industry expert on the impact of the platform for our destination -- we had established our destination as a leader in this space, where many others had shied away. We extended our paid media focus on the platform, supporting the organic follower growth, and maintained incredible results:

- The campaign's performance across impressions and clicks was consistently in the top 25% for the entire travel industry.
- Impressions: 15M; Clicks: 29,152; CTR: 0.19%

Our website, visitUSVI.com, continues to outperform year-over-year with meaningful results. In just the first five months of 2024, we have reached 1.5M site sessions, up 10% YOY, and 1.3M total users, up 16% YOY.

While the team continues to invest in advertising and media to raise awareness, it's astounding to see that organic traffic continues to be the website's #1 medium—with over 500K sessions coming through Google or other organic avenues. This shows that brand recognition for the USVI is strong, and our awareness tactics are effective.

The Department of Tourism is committed to elevating and supporting our local industry, which is why we are continuing our work through Destination Optimization programming. Through Destination Optimization programming, the goal is to provide value to businesses in the tourism industry through training, enrichment, and enhanced visibility online. These efforts consequently promote a positive image of USVI online and a compelling visitor travel-planning journey.

Our goal for this programming over the past two years has been to secure the industry's representation in the Google ecosystem. We know that Google is the single, most central information source for all products, including Search and maps. We dedicated time, office hours, and various webinars to getting local entrepreneurs set up with their free listing and management tools for any businesses with a physical location, as we know that Google is likely the first thing customers see about a business when they search for a business when planning a trip.

For all our marketing efforts in 2023 and 2024, we have been awarded the following accolades:

Telly Awards

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

Internet Advertising Awards

- visitUSVI.com won Best of Show
- U.S. Virgin Islands Website won Best Travel Website

HSMAI Adrian Awards

- Gold HSMAI Adrian: U.S. Virgin Islands Department of Tourism's "Everywhere Approach to Marketing"

Brand USA Storytelling Award

- Outstanding Video Storytelling - U.S. Virgin Islands, "Venturing Out: St. Croix"

Internet Advertising Competition

- 2023 IAC Award for Outstanding Achievement in Internet Advertising for VisitUSVI.com "Naturally in Rhythm" Travel Promotion Site

PUBLIC RELATIONS

For 2023-24, we continued to expand our public relations strategy to be more expansive beyond traditional travel media and inclusive of our expanded target demographic, which now includes the diaspora and diversity in age, socioeconomic, race, and location. We also reinforced tried-and-true tactics that have helped launch the Territory into the broader media landscape. Over the past year, we have garnered nearly 2580 organic media placements with a total ad value of \$126,113,482.

Media Relations Spotlights

Commissioner Boschulte Featured in *Black Enterprise Magazine*

Department of Tourism Commissioner Joseph Boschulte authored an op-ed that was featured in *Black Enterprise Magazine*. The op-ed addressed the power of representation and spotlighted the rich depth of Black culture in the U.S. Virgin Islands.

Throughout the article, Commissioner Boschulte discusses the importance of authentically highlighting the culture of the territory's people, whose roots are a blended tapestry of cultures with influence from Taino, Amerindian, Spanish, Dutch, African, Caribbean, and American heritage.

Caribbean Journal Names Commissioner Boschulte Executive of the Year

Renowned travel publication *Caribbean Journal* names U.S. Virgin Islands Commissioner of Tourism Joseph Boschulte 2023 Executive of the Year, touting, "No Caribbean destination has seen more growth in the last three years than the U.S. Virgin Islands, which kicked off a full-fledged tourism renaissance just after the onset of the pandemic and hasn't looked back. And so much of that growth can be directly tied to the expert stewardship of Boschulte, who helped craft an innovative, flexible response to the challenges of the pandemic and has continued to drive the USVI's performance with a data-driven, creative approach to modern tourism."

USVI Top Tourism Awards: The U.S. Virgin Islands (USVI) received top honors from several prestigious media companies for 2023.

- The World's 50 Best Beaches™ 2024, presented by Banana Boat, named Trunk Bay the number 1 beach in the world
- World Travel Awards nominations for Leading Beach Destination, Leading Destination, Most Romantic Destination, and Leading New Resort (Morningstar Buoy Haus Beach Resort, at Frenchman's Reef, Autograph Collection, and the Westin Beach Resort & Spa at Frenchman's Reef)
- 2024 USA TODAY 10Best Readers' Choice #6 Best Caribbean Beach- Honeymoon Beach, St. John

- Caribbean Journal's 2024 Caribbean Travel Awards
 - Innovative Destination of the Year
 - Cruise Destination of the Year
 - New Caribbean Hotel of the Year
- 2024 Porthole Reader's Choice Award Best Caribbean Cruise Destination

Broadcast Coverage

The Satellite Media Tour titled “Longing for a Tropical Getaway?” achieved outstanding results, with a total of 1,117 airings and an impressive audience reach of 57,257,635. An accompanying Multi-Media News Release, including a “mock” interview, was distributed to hundreds of TV stations, garnering attention from 216 stations. Notable TV stations that featured the SMT include Cox Communications in Southern California, CONN TV in Atlanta, GA, WSFL (CW) in Miami, Florida, KAIL (FOX) in Honolulu, Hawaii, and internationally in Guam, Canada, Antigua & Barbuda, Barbados, Curacao, Guyana, Jamaica, St. Lucia, Trinidad, and St. Vincent & Grenadines.

TravMedia International Media Marketplace (IMM)

In January of 2023, Assistant Commissioner Alani Henneman attended TravMedia's International Media Marketplace (IMM), the leading global networking event connecting the travel industry with top Journalists, editors, influencers and broadcasters. At IMM, Assistant Commissioner Henneman met with top media professionals, including CNN's Richard Quest, *Frommer's* owner Pauline Frommer, *NatGeo's* Jeff Jenkins, PBS' Fly Brother (Ernest White III), Black Travel Alliance president Martinique Lewis, NoMADNess Travel Tribe founder Evita Robinson, and *Everett Potter's Travel Report* founder Everett Potter, amongst others.

Press and Influencer FAM Trips:

- Spanish-Language Media Fam: In October 2023, we hosted our first Spanish-language FAM trip hosting 4 journalists from El Diario NY, La Nota Latina, El Tiempo Latino and M10ods. The trip, which explored the Hispanic culture and connectivity of the St. Croix, St. John, and St. Thomas, allowed journalists to receive a first-hand glance at the expansive interconnectivity to our surrounding islands. The FAM trip resulted in 5 placements that resulted in valued at \$56,121.96 and 6,067,239 in impressions.
- Snowbird Canadian Media Fam: On February 21-25, 2024, we hosted a Snowbird FAM trip with four journalists from Canadian media outlets, including The Toronto Sun, Foodism, Escapism, and NUVO Magazine. The trip covered all three islands, showcasing each island's unique offerings, and aimed to highlight the USVI as the perfect warm-weather getaway during the cold Canadian winter.
- Trini Jungle Juice: The Department continues to expand our partnership with Trini Jungle Juice, a Caribbean entertainment online platform reaching Caribbean and diaspora communities across. The team, led by international influencer Andre Choo-Quan, covered the 2023/24 Crucian Christmas Festival and 2024 St. Thomas Carnival, garnering

digital coverage on their site and social media exposure to more than 11.3 million viewers and over 21,000 YouTube views.

- Renowned Radio personality Angela Yee from iHeart Radio visited the territory for St. Thomas Carnival 2024, where she participated in activities ranging from J'ouvert to parade day and attended village night performances. Angela's visit garnered 156.8K social media impressions, 5 on-air radio mentions, and media coverage from outlets like Ebony and The Jasmine Brand.
- Actress and TV Personality Apryl Jones visited the territory for St. Thomas Carnival 2024, where she participated in activities ranging from Food Fair and J'ouvert to Parade day and attended village night performances. Apryl's visit garnered 614.8K social media impressions and media coverage.
- Journalist Mariette Williams visited the territory for the 2023/2024 Crucian Christmas Festival, participating in J'ouvert, Food Fair, Parade Day, and Village Nights. Following the trip, Mariette posted an article in Essence Magazine spotlighting the Moko Jumbie and its importance to the USVI culture. The article featured quotes from Virgin Islands natives, including Gabrielle Querrard and the George sisters from St. John.
- Influencers who have visited the territory this year include Markie Markland, Tanyka Renee, Royal Gale, Asia Scales (MissCrazySexiCool), and Martinique Williams.
- Journalists and PhotoJournalists who have visited the territory include Rick Southers (Black Travel Alliance), Noel Walker (NBC), Lahoma Scarlett (Miami Herald), Natalie Preddie (Canadian TV), Biba Adams (BET), Ida Harris (Black Enterprise), Jasmine Henderson (The Jasmine Brand), Koia McElroy (Afro TV), Joey Rosado (Photo Journalist), Jeroslyn Johnson (Black Enterprise), Dana Givens (Freelance), Stephanie Gravalese (Forbes and Slow Living Kitchen), Nicolette Renee Miller-Ka (Tripadvisor), Adam Dupuis (Instinct magazine), Jamie Valentino (freelance), Carson Mlnarik (Queerty)



ORGANIC SOCIAL MEDIA

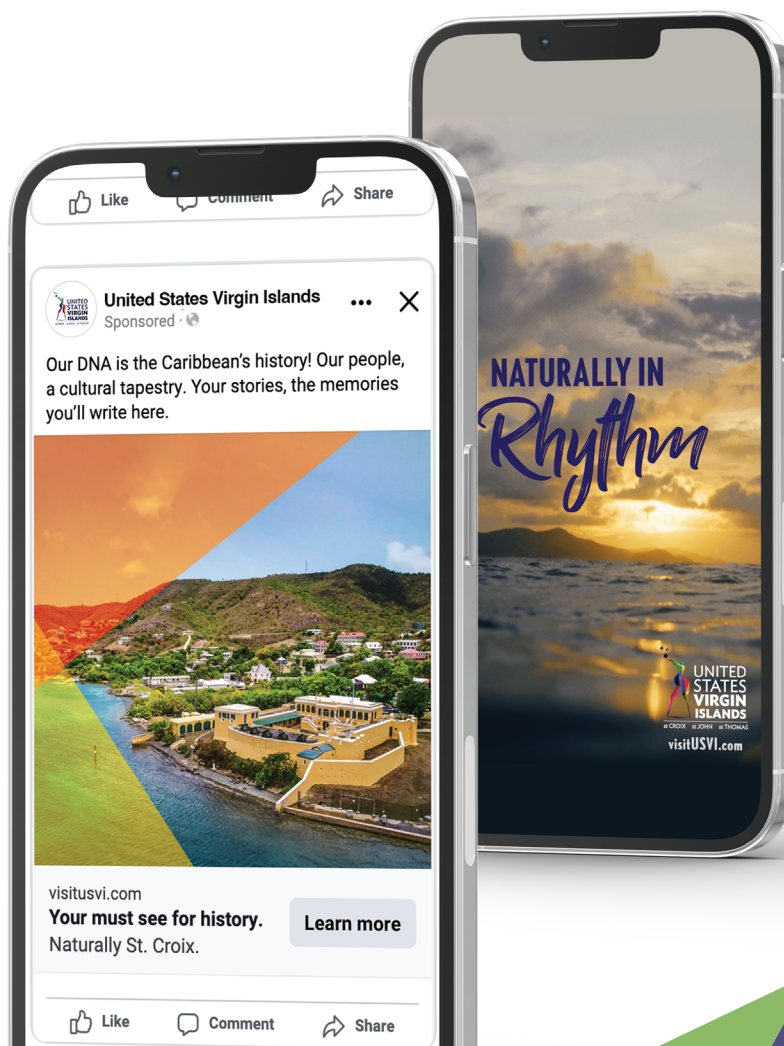
The Department of Tourism's organic social media strategy for 2023-2024 was to expand platforms, increase followers, build an authentic voice, and establish a bespoke user-generated content program.

Following the successful launch of TikTok, the team focused on creating and posting authentic and memorable content incorporating local and visitor stories to tell the genuine stories of experiences within the Territory.

Curate content collected during a dedicated immersion trip in the Spring of 2023 with local media company Mango Media also gave life to the creation of the "My V.I." series, which interviews Virgin Islanders about their love for the territory. Content from the "My V.I." series spawned the first organic viral TikTok video for the department featuring Nicholas Cherubin, owner of the Mt. Pillier Domino Club.

Expansion of social connectivity continued in 2024, realigning the department's various pages, including the Division of Festivals Instagram, which increased collaboration posts expanding its impressions.

In the Spring of 2024, the Department increased its social presence by adding Threads and an official U.S. Virgin Islands Department of Tourism LinkedIn page.



Stats July 1, 2023 – May 31, 2024 (compared to July 1, 2022 – May 31, 2023)

*– denotes data unavailable

Threads and LinkedIn were launched in 2024.

PAGE	FOLLOWERS	POSTS	IMPRESSIONS/ VIEWS	ENGAGEMENTS	ENGAGEMENT RATE
VisitUSVI Facebook	160,511 (+2.82%)	152 (+7,500%)	10,878,335 (+68,811%)	119,307 (+64,044%)	1.10% (-6.92%)
VisitUSVI Instagram	39,638 (+28.5%)	156 (+15,500%)	781,862 (+11,691%)	67,464 (+12,702%)	8.63% (+8.57%)
VisitUSVI Threads	5,307	5 (-)	– (-)	– (-)	– (-)
VisitUSVI Pinterest	2,009 (+0.1%)	118 (+337%)	– (-)	– (-)	– (-)
VisitUSVI YouTube	1,590 (+40.7%)	10 (-)	1,543 (-)	31 (-)	2.01% (-)
USVITourism X	20,332 (+0.84)	135 (+13,400%)	105,371 (+20,125%)	3,590 (+10,257%)	3.41% (-49.28%)
USVITourism TIKTok	15,324 (+44,970%)	64 (-)	2,499,929 (-)	163,864 (-)	6.55% (-)
USVITourism LinkedIn	105 (-)	4 (-)	682 (-)	86 (-)	12.6% (-)
SUBTOTAL TOURISM	244,816	644	14,267,722	354,342	2.48%
USVIFestivals Facebook	48,163 (-)	419 (+41,800%)	8,542,770 (+170,000%)	227,033 (+1,000,000%)	2.66% (+507%)
USVIFestivals Instagram	13,403 (-)	151 (-)	817,632 (-)	59,334 (-)	7.26% (-)
SUBTOTAL FESTIVALS	61,566	570	9,360,402	286,367	3.06%
GRAND TOTAL	306,382	1,214	23,628,124	640,709	2.71%

MARINE INDUSTRY

The Marine Industry remains a mainstay in the U.S. Virgin Islands tourism ecosystem. From seasonal moorings to year-round charter companies, we have begun to see a resurgence within the marine offerings across the territory that started during the pandemic.

The St. Thomas and St. John districts remain a preferred Caribbean destination for the luxury yachting community, which is supported by the offerings from the various yacht clubs.

Marine Sports

Marine sports, including regattas and boat races, continue to grow in the territory. The latter are held as part of every island's carnival celebrations.

The St. Thomas International Regatta, sponsored by the Department of Tourism, attracts thousands of yachting enthusiasts to what racers have dubbed the “Crown Jewel” of Caribbean racing because of the island’s reliable breezes, warm azure waters, and world-renowned island hospitality.

Boat Shows

The territory’s two main boat shows, the USVI Charter Yacht Show and Virgin Islands Boating Expo help to shepherd yachting business and sales.

Hosted by the Virgin Islands Professional Charter Association (VIPCA), the USVI Charter Yacht Show has been a bellwether for the local charter community for 50 years, bringing attendees over 1000 attendees to the St. Thomas shores.

The Virgin Islands Boating Expo (VIBE) is fast becoming one of the premier boating expos in the region. It has garnered nearly 800 attendees and invested over \$1 million in the local economy.

At the Department of Tourism, we understand the importance and potential of marine tourism’s steady growth and look forward to continuing our local and national partnerships in the space.

SPORTS TOURISM

In 2023, our expansion into the sports arena continued with various partnerships and campaigns to establish a clearly defined connection between tourism in the U.S. Virgin Islands and sports. As the department identified our key markets of influence, we continued with our strategic alliances:

1. NFL Partnership with the New York Jets
2. Major League Baseball Partnership with the Chicago Cubs
3. Major League Baseball Partnership with the Boston Red Sox
4. Strategic Relationships with the Boston-based Fenway Sports Group

In 2024, we also added some new sports verticals to the mix. A sponsorship with Pickleball for America, Inc., and an NBA sponsorship with the Milwaukee Bucks. The partnership



with the Bucks allowed the U.S. Virgin Islands Division of Tourism to host the United States Virgin Islands Spotlight Night, where the Bucks hosted the Toronto Raptors at Fiserv Forum. The goal of our partnerships is to demonstrate that USVI is a first-mover in the sports space. All our agreements feature USVI as the unique Caribbean sponsor and allow us to execute on-site advertising and product placement at games.

We have been pleased with the following results of our 2023 key sponsorships:



Red Sox

- 2.67M total attendees
- 32,909 average attendance per game

Wasabi Fenway Bowl

- 16,238 total attendees
- National Broadcast on ESPN: 1,456,000 viewers
- USVI Media Metrics:
 - Duration - 5:33
 - 100% Media Value - \$180,259
 - Q1 Media Value - \$27,172
 - Sponsorship IQ Impressions - 2,058,651

Cubs

- Regular season – 2M people attend home games at Wrigley Field
- Winterland - 200,000 people attend Winterland inside the ballpark, and engaged with USVI's custom-branded igloo.
- Homeplate Rotational Banner – 40M+ impressions
- Outfield Wall Padding Signage – 2M+ impressions

Jets

- Hall of Fame Celebration: 1.2M logo impressions
- Press Conference Digital Stream: 31M+ views, 47M+ social and digital impressions, 13.4M push notifications reached
- Pregame Central Presenting Partner: 8M views, 4.5M+ social and digital impressions, 1.7M+ push notifications reached
- Tailgate Zone: 23K+ attendees per game
- Television: 7.3M total TV impressions

The team is proud to share that the goal to raise awareness around flights and garner additional participation from airlines to the territories was a success. Between December and August 2023, our Boston events garnered a 41% increase year-over-year for flights to St. Thomas. Seats are up 38% year-over-year. Our Chicago events garnered a 13% increase year-over-year for flights to St. Thomas between December and August 2023. Seats are up 34% year-over-year.

Sports & Lifestyle Integration

Over the past year, we have continued to find the unique bridge between sports, lifestyle, and destination marketing utilizing our existing partnerships with Klutch Sports Group, ROC Nation, and ROC Nation Sports. We have continued to align the USVI at preeminent events, including the NBA All-Star Weekend, Super Bowl, and WNBA All-Star Weekend. Seeing the growing influence in the space, we have continued to invest and expand these opportunities targeting another leading key market Atlanta, with a two-day activation at the One Music Fest and a pre-Grammy Awards celebratory event for Theron Thomas, St. Thomas native and Songwriter of the Year Grammy Award winner.

The importance of localized visibility continues to be a key focus, and we put forth a conscious effort to ensure we support in-destination sporting events, including:

- U.S. Virgin Islands Paradise Jam tournament
- YES Tournament, which hosts Division 2 and 3 Historically Black Colleges and University (HBCU) Men's Basketball teams.
- USVI Cup, as part of the Caribbean Cup Tennis Series
- St. Thomas International Regatta

As an innovative leader in the Caribbean region, our ongoing sports and lifestyle partnerships have helped our regional counterparts be considered for opportunities in the space.



TRADE MARKETING & SALES

Travel Advisors have always played a crucial role in the Department of Tourism's ecosystem. Their importance has only increased as travelers look towards them to provide reliable information and recommendations and rely on their insider knowledge and industry connections to tailor and enhance their travel experience. Travel Advisors and the department's Offshore Sales Team have a symbiotic relationship that continues to foster and grow as we work together to promote the destination and enhance the travel experience for consumers.

Our Travel Agent Specialist Program has 12,576 travel advisors now certified as specialists. This demonstrates the recognition and value of our program amongst travel professionals, ensuring that more advisors are equipped with the latest destination information to promote and sell our offerings to their clients effectively.

We are pleased to announce that the USVI Travel Rewards Program continues to grow, with over 3,200 travel advisors registering since its inception in 2023, and more than 400 confirmed bookings have been accepted to date, reflecting our travel advisor community's strong engagement and loyalty.

The Offshore Sales Team engagement encompasses a variety of initiatives designed to foster strong relationships, provide comprehensive support, and enhance their ability to promote and sell the USVI as a premier travel destination. These interactions included emails, social interaction, webinars, training, Familiarization (FAM) trips, and trade show attendance which garnered over 40,000 interactions.

Our CRM program has allowed us to better support, engage, and expand our network of travel advisors. It has also facilitated more efficient and personalized communication with travel advisors through automated email campaigns, newsletters, and targeted outreach. This program also allows for detailed tracking of interactions and bookings, enabling us to provide timely and relevant support to travel advisors. It has also streamlined many of our administrative and marketing processes, allowing the Sales Team more time to focus on building and nurturing advisor relationships. In addition, the CRM program allows us to prospect new advisors who are top sellers in the Caribbean, expanding our reach and bringing in fresh expertise to promote the USVI. At this time, approximately 14,920 travel advisors are now included in our USVI travel advisor database.

By leveraging our advanced CRM program, we are better equipped to support our travel advisors, foster strong relationships, and drive growth in bookings and engagement. This investment in technology and data management is a cornerstone of our strategy to maintain the USVI as a top travel destination and enhance the overall effectiveness of our sales and offshore sales team marketing efforts.

MEETINGS, CONVENTIONS, INCENTIVES & EXHIBITIONS

The 2023 reopening of the properties at Frenchman's Reef allowed the Department of Tourism to confidently enter the meetings, incentives, conferences, and exhibitions (MICE) industry as a plausible destination.

As a part of the Department of Tourism's offshore team, the MICE advisors have connected with pertinent representatives throughout the meeting and conventions space to market the destination as a premier hosting location.

For fiscal year 2023-2024, our MICE team has booked over 17 programs, representing almost 7,000 room nights and \$2.7 million in room revenue alone within our economy, which generated over \$333,000 in taxes. This summer, the territory will see several MICE events totaling \$1.3 million in room revenue and almost \$160,000 in tax revenue.

Based on data collected and shared by Cvent and Incentive Research Foundation (IRF), incentive travel is very appealing. Mexico and the Caribbean are still trending high for incentive destinations, with nine out of the top ten booking destinations in those regions.

St. Thomas ranks 5th as the most preferred Caribbean destination for incentive trips, above Puerto Rico and Jamaica by Cvent.

1. Nassau, Bahamas	6. Rio Grande, Puerto Rico
2. Grand Cayman, Cayman Islands	7. San Juan, Puerto Rico
3. Punta Cana, Dominican Republic	8. Montego Bay, Jamaica
4. Palm Beach, Aruba	15. Providenciales, Turks & Caicos
5. St. Thomas, USVI	16. Aruba

Booking Data Provided by Cvent

Hosted Events

- The SMART Meetings Incentive Experience was held at the Westin Frenchman's Reef in December 2023. Forty incentive planners and 30 suppliers spent three days on St. Thomas. The event was hosted by on-island partners such as The Ritz-Carlton, Westin FR, VIP Destination Solutions, RED Hospitality, IMI, Tropical Treasure Hunt, and the USVI Department of Tourism.

Site Inspections

- Cynara in August 2023
- GTE Financial
- Sealed Air, CwT

- Becky Hamer
- CMDA
- Janelle Thompson of the Insurance Association of the Caribbean.
- Global Summit of Women

Tradeshows

- IMEX Americas
- GPS Destinations
- ITS NY
- HB ABC
- Incentive Live

Awards

- The Department of Tourism received the Platinum Choice Award as the best CVB. This award recognizes hospitality partners who help meeting professionals educate, motivate, and connect communities. The Smart Meetings community nominated and voted on us as a valued partner.

Partnerships

- The Department of Tourism has established partnerships with HelmsBriscoe, Northstar Meetings Group, and the Society for Incentive Travel Excellence (SITE) who have been pivotal in showcasing the Territory's MICE offerings.
- The Department of Tourism has fostered relationships with other MICE organizations, such as Meeting Professionals International (MPI), ConferenceDirect (CD), and the National Coalition of Black Meeting Professionals (NCBMP).

FILM OFFICE

The Department of Tourism Film Office's fundamental mission is rebuilding the U.S. Virgin Islands' reputation as a viable film and TV location after facing seven years of production-hindering challenges, including hurricane disasters and recovery, a pandemic shutdown, and, most recently, an industry-wide shutdown caused by the WGA and SAG strike throughout 2023.

With this goal in mind, we launched our production revival with a successful Familiarization Tour of the USVI in the Fall of 2023 for accredited location managers who have worked on projects like "Oppenheimer," "The Joker," "Black Panther," a "Fast & Furious" sequel, "Euphoria" and "The Color Purple" (2023). In the entertainment industry, relationships and insider recommendations are critical to rebuilding the Territory's reputation as an accessible and versatile location option in the Caribbean. During the trip, we showcased St. Croix, St. John, and St. Thomas as viable locations with tax advantages, a variety of aesthetics, and direct or easy flight connections for

crew and cast from major stateside production hubs. As we court filmmakers of medium to large productions, we are continuing to attract quick-turnaround shoots, including independent and low-budget films, fashion photography shoots, and reality television projects such as OWN's "Love & Marriage Huntsville" series, which shot in St. Thomas this Spring.

The Film Office is also working with the USVIEDA to promote and improve the USVI's STARS Film Incentive Program by making it more competitive. The EDA and the film office also provide assistance for producers through the multi-agency process involved in applying for incentives. We are currently assisting an applicant pursuing incentives for an independent film production that spent over \$500,000 in St. Thomas earlier this year.

FISCAL YEAR 2025 GOALS AND PRIORITIES

- **MISSION & MESSAGING**

- Focus on growing airlift nationally and regionally to both airport stations
- Build on long-term cruise industry relationships to grow cruise calls to both districts
- Parlay the recent reopening of the Westin Frenchman's Reef and Buoy House hotels and the new Hampton Inn Havensight to recruit more hotel developers to invest in the Territory's lodging portfolio
- Leverage the Division of Festivals' recent overwhelming success to increase visitors, diaspora, neighboring islands, and residents, keeping our USVI Culture alive and thriving through active participation in the three island fetes.

- **VISITOR ARRIVALS**

- Improve visitor arrival experience
- Increase greeter program at airports and cruise docks

- **KPI CHART**

- **ACCOMMODATIONS**

- Partner with the Economic Development Authority to promote hotel investment opportunities in the territory
- Provide guest incentives to augment marketing efforts to drive increased occupancy
- Target paid media campaigns to airline source markets

- **INTERNATIONAL**

- Establish a direct or single connect feeder route from a target European city
- Increase connectivity to travel agents in Denmark and Italy

- Establish a Canadian media plan to engaged journalists and influencers
- **AIRLIFT**
 - Attendance at major industry conferences such as Routes Americas and Routes World
 - Update the Tourism's Route Development plan
 - Airport gate activations
 - Increase data-backed marketing in
 - Investing marketing dollars in the locations with the highest returns
- **CRUISE**
 - Attend Seatrade Cruise Global
 - Attend FCCA conference
 - Continue 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**
 - Increase sports marketing campaigns with strategic advertising partnerships
 - Throughout the country, associating the Territory with the top major sports teams within key feeder markets.
 - Restructure the Sports Tourism Ambassador program targeting premier athletes in the collegiate and professional realm with direct ties to the Territory.
 - Promote emerging sporting events in tennis, volleyball, horse racing, cricket, boat racing and car racing.
- **VISITOR EXPERIENCE**
 - Refocus on core visitor experience tenets: understand visitors' needs and wants, provide important educational pieces on multiple platforms for travelers, increase the number of visitor centers on all three islands, and implement a 360-degree rating system to ensure goals and objectives are rated periodically.
- **PUBLIC RELATIONS & INFLUENCER MARKETING**
 - Increase media interest and coverage of the Territory.
 - Prioritize St. Croix messaging "St. Croix: A Vibe Like No Other."
 - Promote "all season" tourism messaging.

- Promote culture, heritage, and culinary experiences.
 - Target niche audiences, such as marine tourism, Black travelers, Gen X group travel, meetings and incentives, and family travel.
 - Elevate local businesses with lifestyle media opportunities.
 - Expand communications strategy for the Division of Festivals.
 - Strategize and expand influencer collaborations, exploring niche subject matter FAM trips to spotlight key areas of interest
- **SOCIAL MEDIA**
 - Expand the TikTok, Threads, and LinkedIn social strategy
 - Increase organic reach utilizing strategic practices
 - Leverage a robust library of UGC across all platforms
 - Increase the use of short-form videos, Guides and Reels
- **MARKETING & BRANDING**
 - 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
 - Continue to add value to the local business community through skills development by networking with key island organizations
 - Prioritizing a website redesign which will ensure our strongest marketing asset reflects the right branding (the site launched prior to brand roll-out in 2022) and has more opportunities for custom content. This new design will continue to improve user engagement and continue to drive traffic through the site.
 - In 2024, our plan is to port over these enhanced listings onto visitUSVI.com to create a more accurate database of partners. In addition to this added visibility to the industry – along with the benefit of our media dollars behind it – we are creating a custom dashboard 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.
- **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 the visibility of the program through targeted marketing campaigns

- Effectively introduce a Spring and Fall Road Show in key target markets/regions to engage and build relationships with travel advisors, which will ultimately drive business growth to the destination and establish a market presence
- Increase FAM trips from once to twice a year. These trips are educational and allow travel advisors to experience firsthand the destinations, 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

- **FILM OFFICE**

- Continue to build awareness of the accessibility and versatility of USVI locations at industry events and membership organizations in Hollywood, such as the Location Managers Guild International, the Association of Film Commissioners International, the Producers Guild of America, the American Film Market, etc...
- Encourage the local development of production crews, resources, and equipment with the experience and capacity to support and supply small—to medium-sized productions with a 25—to 60-person cast and crew.
- Pursue quick turnaround commercial production and magazine photo shoots, especially as we expand flight routes from advertising centers such as New York and Chicago.
- Revamp the website with updated lists of production resources and fresh photos for the location gallery.

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

- Build awareness to a broader audience within the MICE industry by partnering with member-based MICE companies and organizations like Meeting Professionals International (MPI), Incentive Research Foundation (IRF), ConferenceDirect (CD), and the National Coalition of Black Meeting Professionals (NCBMP).
- Expand on St. Croix’s brand, A Vibe Like No Other, to attract more group business to the Big Island.
- Continue to promote the Territory at key MICE tradeshows and host Familiarization (FAM) trips and/or Site Inspections quarterly.
- Collaborate with on-island partners like DMCs, restaurants, transportation providers, and tour and excursion providers to expose group, meeting, and incentive planners to the USVI.
- Invest in Cvent to gain better positioning of the Department’s listing over competition to increase RFPs.

- Utilize social media, including the Department's new LinkedIn profile, to showcase the Territory's MICE offerings by showcasing its resorts, offsite venues for group gatherings, dining options, team-building activities, CSR initiatives, and promotions.
- More hands-on approach with groups coming into the Territory to ensure seamless execution from airport arrivals, hotel registration, and day-to-day activities.
- Collaborate with the Division of Festivals to incorporate cultural experiences into group activities.
- Collaborate with MICE publications like Prevue Magazine, Black Meetings & Tourism, Northstar Meetings Group, and eGroup Communications to showcase the Territory's MICE offerings.
- Strategize with hotel partners to determine need periods for group business with the intent to create group booking promotions.
- Increase presence at IMEX Americas 2024. Partner with and collaborate with on-island hotel partners. Invite up to five.



APPENDIX

APPENDIX A: FUND SUMMARY

EXPENSES	REVISED BUDGET	RECOMMENDED BUDGET
	2024 YTD	2025
6068 - TOURISM AD REVOLVING		
PERSONNEL SERVICES	834,709.16	3,295,669.00
FRINGE BENEFITS	548,740.02	1,424,350.00
SUPPLIES	55,317.36	522,000.00
OTHER SERVICES	23,380,659.84	28,954,054.00
UTILITY SERVICES	73,398.81	245,000.00
MISCELLANEOUS		
6068 - TOURISM AD REVOLVING YTD TOTAL	24,892,825.19	34,441,073.00
APPROPRIATED TOTAL	34,443,073.88	34,441,073.00
920- DEPARTMENT OF TOURISM TOTAL	34,443,073.88	34,441,073.00
EXPENSES TOTAL	34,443,073.88	34,441,073.00

APPENDIX B: FY25 RECOMMENDED EXPENDITURES (1 of 2)

Tourism Revolving Fund

	FY25 RECOMMENDATION
PERSONNEL SERVICES	\$3,295,669.00
FRINGE BENEFITS	\$1,424,350.00
SUPPLIES	\$522,000.00
OTHER SERVICES	\$28,956,054.00
UTILITY SERVICES	\$245,000.00
TOTAL	\$34,443,073.00

OTHER EXPENSES

Tourism Ad Revolving Fund

	FY25 RECOMMENDATION
PROFESSIONAL SERVICES	\$8,943,196.00
COMMUNICATION	\$150,000.00
TRAVEL	\$610,000.00
TRANSPORTATION - NOT TRAVEL	\$450,000.00
ADVERTISING AND PROMOTION	\$17,296,858.00
PRINTING AND BINDING	\$50,000.00
INSURANCE	\$35,000.00
REPAIRS AND MAINTENANCE	\$100,000.00
RENTAL- LAND/BUILDING	\$101,000.00
RENTAL - MACHINES/EQUIPMENT	\$525,000.00
TRAINING	\$100,000.00
ALL OTHER	\$595,000.00
TOTAL	\$28,956,054.00

APPENDIX B: RECOMMENDED EXPENDITURES (2 of 2)

Professional Services Tourism Ad Revolving

	FY25 RECOMMENDATION
ADIUVU PARTNERS, LLC	\$215,000.00
ADVANCED HOTEL & HOSPITALITY RESOURCES LLC	\$115,000.00
DEVELOPMENT COUNSELLORS INTERNATIONAL, LTD.	\$2,100,000.00
DYER-CINTRON, GINA	\$76,000.00
LA-VEDA CONSULTING AND DEVELOPMENT, LLC	\$80,000.00
LISA POSEY	\$104,000.00
MEETING THE NEEDS OF OUR COMMUNITY	\$97,000.00
MILES PARTNERSHIP, LLLP	\$4,976,000.00
MILLENNIUM PHONE AND CABLE	\$221,000.00
Ann Theophille dba Kubuli Ladi	\$18,375.00
Shana C. Whyte d/b/a SCW Consulting Services	\$106,000.00
Public Strategy Group	\$225,000.00
Trillienne Productions/Webster, Marquida	\$70,000.00
Welcome Center - Cleaning Service	\$81,000.00
Prime Storage (STT)	\$6,815.68
Prime Storage (STX)	\$3,955.20
TOTAL	\$8,495,145.88

Leases Tourism Ad Revolving

	FY25 RECOMMENDATION
GINA DYER-CINTRON CHRISTIANSTED OFFICE	\$76,000.08
VIRGIN ISLANDS PUBLIC FINANCE AUTHORITY	\$27,000.00
TOTAL	\$103,000.08

APPENDIX C: DEPARTMENT OF TOURISM FY24 & FY25 OPERATING BUDGET (1 of 2)

PERSONNEL SERVICES

	FY25 RECOMMENDATION
CLASSIFIED EMPLOYEE SALARIES	\$1,182,633.65
UNCLASSIFIED EMPL. SALARIES	\$2,147,177.78
FEES & COMPENSATION NOC	\$96,391.74
TOTAL	\$3,426,203.17

FRINGE BENEFITS

	FY25 RECOMMENDATION
EMPLOYER CONTR. RETIREMENT	\$637,733.00
F.I.C.A.	\$204,331.00
MEDICARE	\$47,787.00
HEALTH INSURANCE PREMIUM	\$521,359.00
WORKERS COMP. PREMIUMS	\$13,140.00
TOTAL	\$1,424,350.00

APPENDIX C: DEPARTMENT OF TOURISM FY24 & FY25 OPERATING BUDGET (2 of 2)

SUPPLIES

	FY25 RECOMMENDATION
OFFICE SUPPLIES	\$30,000.00
OPERATING SUPPLIES	\$25,000.00
SMALL TOOLS/MINOR EQUIPMENT	\$ 84,000.00
ALL OTHER	\$ 383,000.00
TOTAL	\$522,000.00

OTHER SERVICES & CHARGES

	FY25 RECOMMENDATION
PROFESSIONAL SERVICES	\$8,943,196.00
COMMUNICATION	\$150,000.00
TRAVEL	\$610,000.00
TRANSPORTATION - NOT TRAVEL	\$450,000.00
ADVERTISING AND PROMOTION	\$17,296,858.00
PRINTING AND BINDING	\$50,000.00
INSURANCE	\$35,000.00
REPAIRS AND MAINTENANCE	\$100,000.00
RENTAL- LAND/BUILDING	\$101,000.00
RENTAL - MACHINES/EQUIPMENT	\$525,000.00
TRAINING	\$100,000.00
ALL OTHER	\$595,000.00
TOTAL	\$28,956,054.00

UTILITY SERVICES

	FY25 RECOMMENDATION
ELECTRICITY	\$61,570.69
WATER	\$4,375.55
SUB-TOTAL	\$65,946.24

APPENDIX D: DEPARTMENT PERSONNEL (1 of 2)

Total Department Positions

POSITION NAME	2025
MARKETING ASSISTANT	1
COMMISSIONER	1
EXECUTIVE ASSISTANT	2
DIRECTOR ADMINISTRATION & MANAGEMENT	1
ADMINISTRATIVE SPECIALIST	1
DIRECTOR OFFICE OPERATION	1
DEPUTY COMMISSIONER	2
CUSTOMER CARE COORDINATOR	3
ASSISTANT DIRECTOR FESTIVALS	3
MARKETING COORDINATOR	2
ASSISTANT COMMISSIONER MARKETING (STT)	1
DIRECTOR DIVISION OF FESTIVALS	1
ASSISTANT COMMISSIONER (STX)	1
MARKETING COORDINATOR	1
MAINTENANCE TECHNICIAN	1
PRODUCT DEVELOPMENT MANAGER	1
SENIOR INFORMATION OFFICER	2
ACCOUNTANT II	1
SENIOR INFORMATION OFFICER	1
HUMAN RESOURCES COORDINATOR	1
ASSISTANT DIRECTOR OF COMMUNICATION	1
MANAGER MEDIA & TRAVEL INDUSTRY	1
EXECUTIVE ADMINISTRATIVE SPECIALIST	1
SOCIAL MEDIA MANAGER	1
SPECIAL ASSISTANT TO COMMISSIONER	1
DIRECTOR OF SALES	1
MARKETING DIRECTOR	1
DIRECTOR VISITOR EXPERIENCE (STT/STX)	2
FILM DIRECTOR	1
FISCAL ANALYSTS	2
ASSISTANT DIRECTOR FESTIVALS	1
TOTAL	40

APPENDIX D: DEPARTMENT PERSONNEL (2 of 2)

Vacant Positions

POSITION NAME	2025
ASSISTANT DIRECTOR OF COMMUNICATION	1
MANAGER MEDIA & TRAVEL INDUSTRY	1
EXECUTIVE ADMINISTRATIVE SPECIALIST	1
SPECIAL ASSISTANT TO COMMISSIONER	1
DIRECTOR OF SALES	1
DIRECTOR VISITOR EXPERIENCE (STX)	1
DIRECTOR VISITOR EXPERIENCE (STT)	1
FILM DIRECTOR	1
TOTAL	8

New Positions

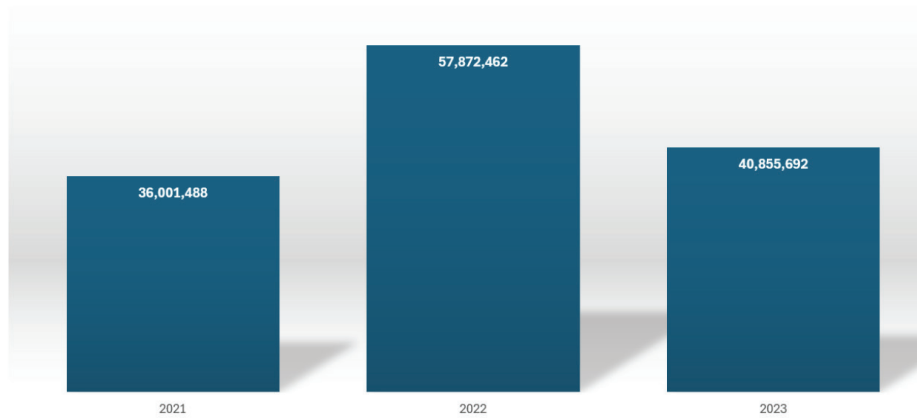
POSITION NAME	2025
FISCAL ANALYST	2
MARKETING DIRECTOR	1
SOCIAL MEDIA MANAGER	2
MEETING/SPECIAL EVENTS DIRECTOR	2
ACCOMMODATION LIAISON	2
SUPERVISOR, LEISURE MKTG & CONF PLANNING	1
CUSTOMER CARE COORDINATOR	1
DEPUTY COMMISSIONER	1
SPECIAL EVENT COORDINATOR	1
TOTAL	13

APPENDIX E: FY25 PERSONNEL BUDGET

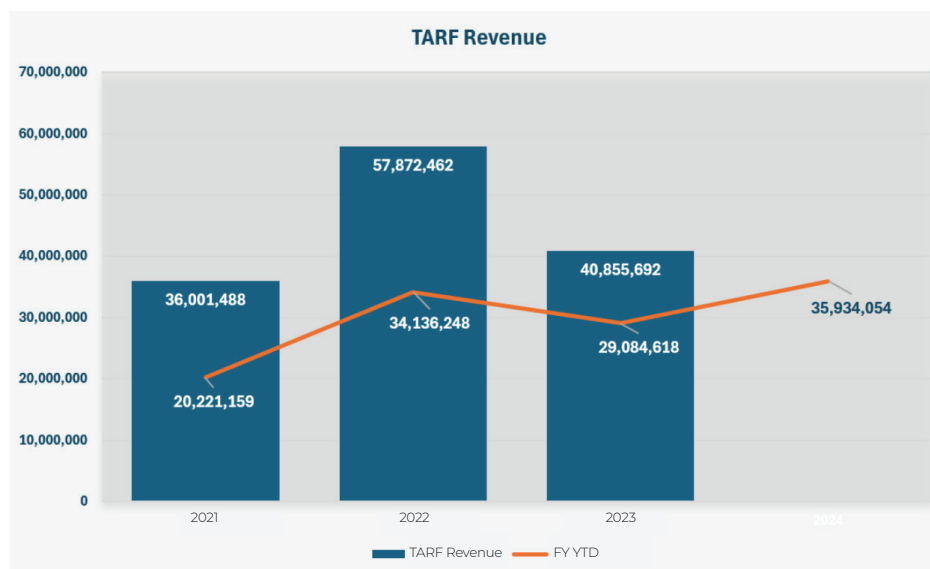
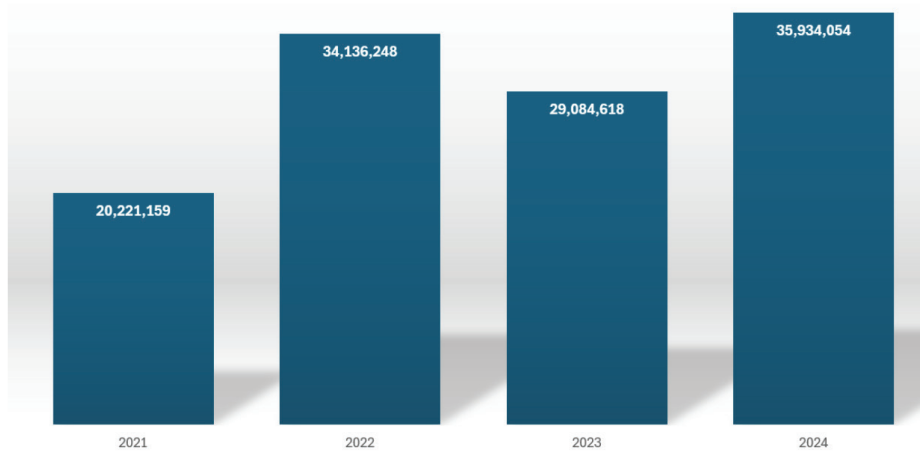
POSITION NAME	TYPE	SALARIES TOTAL	FRINGE TOTAL	TOTAL
ASSISTANT COMMISSIONER	EXEMPT	\$90,000.00	\$37,735.26	\$127,735.26
DIRECTOR ADMINISTRATION & MANAGEMENT	EXEMPT	\$87,000.00	\$37,505.76	\$124,505.76
COMMISSIONER	EXEMPT	\$135,000.00	\$41,177.76	\$176,177.76
MARKETING COORDINATOR	EXEMPT	\$60,500.00	\$34,421.01	\$94,921.01
EXECUTIVE ASSISTANT	EXEMPT	\$60,000.00	\$34,265.26	\$94,265.26
ACTING DIRECTOR OF SALES	EXEMPT	\$72,100.00	\$21,141.03	\$93,241.03
DIRECTOR VISITOR EXPERIENCE	EXEMPT	\$56,650.00	\$33,221.74	\$89,871.74
DIRECTOR VISITOR EXPERIENCE	EXEMPT	\$56,650.00	\$33,221.74	\$89,871.74
MAINTENANCE TECHNICIAN	EXEMPT	\$40,170.00	\$28,088.22	\$68,258.22
FILM DIRECTOR	EXEMPT	\$63,860.00	\$28,875.81	\$92,735.81
MARKETING COORDINATOR	EXEMPT	\$43,260.00	\$29,050.75	\$72,310.75
DIRECTOR OFFICE OPERATION	EXEMPT	\$53,560.00	\$32,259.20	\$85,819.20
DEPUTY COMMISSIONER	EXEMPT	\$87,500.00	\$37,544.01	\$125,044.01
DEPUTY COMMISSIONER	EXEMPT	\$87,500.00	\$37,544.01	\$125,044.01
CUSTOMER CARE COORDINATOR	EXEMPT	\$40,170.00	\$28,088.22	\$68,258.22
EXECUTIVE ASSISTANT	EXEMPT	\$49,440.00	\$30,975.82	\$80,415.82
SPECIAL ASSISTANT TO COMMISSIONER	EXEMPT	\$70,000.00	\$36,205.26	\$106,205.26
ASSISTANT COMMISSIONER MARKET	EXEMPT	\$106,000.00	\$37,735.26	\$127,735.26
ASSISTANT DIRECTOR FESTIVALS	EXEMPT	\$75,000.00	\$29,995.92	\$104,995.92
ADMIRATIVE SPECIALIST	EXEMPT	\$40,000.00	\$21,443.42	\$61,443.42
DIRECTOR DIVISION OF FESTIVALS	EXEMPT	\$85,000.00	\$37,352.76	\$122,352.76
ASSISTANT DIRECTOR FESTIVALS	EXEMPT	\$75,000.00	\$36,587.76	\$111,587.76
ASSISTANT DIRECTOR FESTIVALS	EXEMPT	\$75,000.00	\$29,995.92	\$104,995.92
EXECUTIVE ADMINISTRATIVE SPECIALIST	EXEMPT	\$63,000.00	\$35,199.76	\$98,199.76
PRODUCT DEVELOPMENT MANAGER	EXEMPT	\$80,000.00	\$30,378.42	\$110,378.42
ACCOUNTANT II	CLASSIFIED	\$59,824.15	\$15,447.23	\$63,912.23
SENIOR INFORMATION OFFICER	CLASSIFIED	\$46,301.92	\$21,158.71	\$60,244.71
SENIOR INFORMATION OFFICER	CLASSIFIED	\$70,375.78	\$25,265.21	\$77,534.21
HUMAN RESOURCES COORDINATOR	CLASSIFIED	\$61,312.93		
MARKETING SPECIALIST		\$67,000.00		
TOTALS		\$2,057,174.78	\$844,375.45	\$844,375.45

APPENDIX F: TARF APPROPRIATIONS

TARF Revenue - Fiscal Year



TARF Revenue - Fiscal Year to Date (May)



APPENDIX G: 2024 SPONSORSHIP LISTING (1 of 2)

YEAR	VDR NAME/ITEM DESC	COMMENTS	AMOUNT
2024	VIRGIN ISLANDS MONTESSORI SCHOOL	SPONSORSHIP-M2M STT ROAD RACE	5,000.00
2024	VIRGIN ISLANDS MONTESSORI SCHOOL	SPONSORSHIP-LAS VEGAS NIGHT EV	6,500.00
2024	KERISH ROBLES	SPONSORSHIP-CULINARY EVENTS-AS	9,500.00
2024	DIGBY STRIDIRON	SPONSORSHIP-CULINARY EVENTS-AS	9,500.00
2024	TURNBULL, MAKEDA	SPONSORSHIP-R.PETERSEN BASKETB	9,500.00
2024	CITY OF REFUGE WORSHIP CENTER INC.	SPONSORSHIP-LEVEL UP CONCERT &	50,000.00
2024	COMMITTEE FOR THE BETTERMENT OF CARENAGE	SPONSORSHIP-26TH ANNUAL FATHER	9,500.00
2024	VIRGIN ISLANDS PROFESSIONAL CHARTER	SPONSORSHIP-MEGA YACHT SHOW '2	300,000.00
2024	DELYNO BROWN	SPONSORSHIP-AFRICA TOUR&FORT F	8,000.00
2024	THEMA NUOVI MONDI SRI	SPONSORSHIP-MARKETING CAMPAIGN	9,990.00
2024	DOWE, DIANA SPIVER	SPONSORSHIP-MISS E'SSENCE PAG	7,000.00
2024	THE CHILDREN'S MUSEUM OF ST. CROIX	SPONSORSHIP FOR FUNDRAISER CHI	5,000.00
2024	MARIESHA MAYNARD	SPONSORSHIP FOR REGGAE SHOWS	7,000.00
2024	STRICTLY LOCAL PRODUCTIONS	SPONSORSHIP	15,000.00
2024	MALVERN GUMBS	SPONSORSHIP	15,000.00
2024	THE TROPICAL TREASURE HUNT COMPANY, LLC.	SPONSORSHIP	7,920.00
2024	DON'T MISS ENTERTAINMENT, LLC	SPONSORSHIP	5,000.00
2024	DIXIE SOUND PRODUCTION AND RENTALS, LLC	SPONSORSHIP	9,500.00
2024	ANDREW HAIRSTON	SPONSORSHIP	4,000.00
2024	TYSON, NYKOLE	SPONSORSHIP	7,497.00
2024	CREDIBLE SOURCE CONSULTING FIRM LLC	SPONSORSHIP	2,500.00
2024	ST. CROIX FOUNDATION FOR COMMUNITY DEVELOPMENT	SPONSORSHIP FOR VI GOOD FOOD S	8,500.00
2024	ST. GEORGE VILLAGE BOTANICAL GARDEN OF STX.	SPONSORSHIP FOR MANGO MELEE 20	5,000.00
2024	UNIVERSITY OF THE VIRGIN ISLANDS	SPONSORSHIP	7,500.00
2024	ST. CROIX FOUNDATION FOR COMMUNITY DEVELOPMENT	SPONSORSHIP	20,000.00
2024	ALL SAINTS CATHEDRAL SCHOOL, INC.	SPONSORSHIP	5,000.00
2024	VIRGIN ISLANDS PROFESSIONAL CHARTER	SPONSORSHIP	80,000.00

APPENDIX G: 2024 SPONSORSHIP LISTING (2 of 2)

YEAR	VDR NAME/ITEM DESC	COMMENTS	AMOUNT
2024	BASKETBALL TRAVELERS, INC	SPONSORSHIP	450,000.00
2024	ST. THOMAS YACHT CLUB	SPONSORSHIP	80,000.00
2024	WE GROW FOOD, INC.	SPONSORSHIP	10,000.00
2024	ST. JOHN LANDSHARKS	SPONSORSHIP	20,000.00
2024	GENTLEMEN OF JONES, INC.	SPONSORSHIP FOR GOLF TOURNAMENT	5,000.00
2024	MCINTOSH, GLESTON	SPONSORSHIP FOR CIGAR FESTIVAL	3,500.00
2024	DFG COMMUNITY IMPACT FOUNDATION OF THE	SPONSORSHIP	6,500.00
2024	CANE BAY FILMS, LLC	SPONSORSHIP	60,000.00
2024	YOUNG ENTREPRENEURZ ORGANIZATION	SPONSORSHIP	65,000.00
2024	YOUNG ENTREPRENEURZ ORGANIZATION	SPONSORSHIP	50,000.00
2024	LIBERT, TEMISHA	SPONSORSHIP	7,500.00
2024	AGRICULTURE & FOOD FAIR OF THE VIRGIN ISLANDS	SPONSORSHIP	25,000.00
2024	FRETT, JUANITA	SPONSORSHIP	6,000.00
2024	TOP SHOTTAZ ENTERTAINMENT	SPONSORSHIP	35,000.00
2024	MASSEY SOCCER ACADEMY	SPONSORSHIP	15,500.00
2024	VI CONSORTIUM	SPONSORSHIP	100,000.00
2024	KARIB MUZIK ENTERTAINMENT	SPONSORSHIP	12,500.00
2024	COMMUNITY FOUNDATION OF THE VI	SPONSORSHIP	4,500.00
2024	ROY PETERSEN, SR.-MEMORIAL BASKETBALL TOURNAMENT	SPONSORSHIP	9,500.00
2024	MARKETPLACE EXCELLENCE-CMEX	SPONSORSHIP	5,000.00
2024	VI FUTURE STARS	SPONSORSHIP	9,500.00
2024	ST. CROIX POKER RUN	SPONSORSHIP	9,500.00
2024	UBERSOCA, LTD	SPONSORSHIP-STX	450,000.00
2024	NYBY DOUGLAS	SPONSORSHIP-CRICKET	9,500.00
2024	NASDEA - WESTIN FRENCHMAN'S REEF	SPONSORSHIP-VIPD SYMPOSIUM	35,000.00
2024	NOBEL	SPONSORSHIP	30,000.00
2024	RT PARK	SPONSORSHIP	35,000.00
2024	KING OF THE WING	SPONSORSHIP	35,000.00
2024	DEPARTMENT OF HEALTH	SPONSORSHIP-CULTURAL EXTRAVAGANZA	20,000.00
2024	MARKETPLACE EXCELLENCE-CTO CARIBBEAN WEEK	SPONSORSHIP	9,600.00
2024	TS WORLDWIDE-CHICCO'S CONFERENCE	SPONSORSHIP	50,000.00
2024	STX CHRISTMAS BOAT PARADE	SPONSORSHIP	5,000.00
		TOTAL	2,297,507.00

APPENDIX H: DEPARTMENT OF TOURISM IMPRESS & DIVISION FESTIVALS ACCOUNT

Division of Festivals Accounts

		AMOUNT
5950	DOF Impress	\$2,835.74
5978	STX Escrow	\$2,895.97
917	STJ Escrow	\$4,403.11
4334	STT Escrow	\$22,460.81

DOT Account

		AMOUNT
3673	STT Impress	\$3,678.15

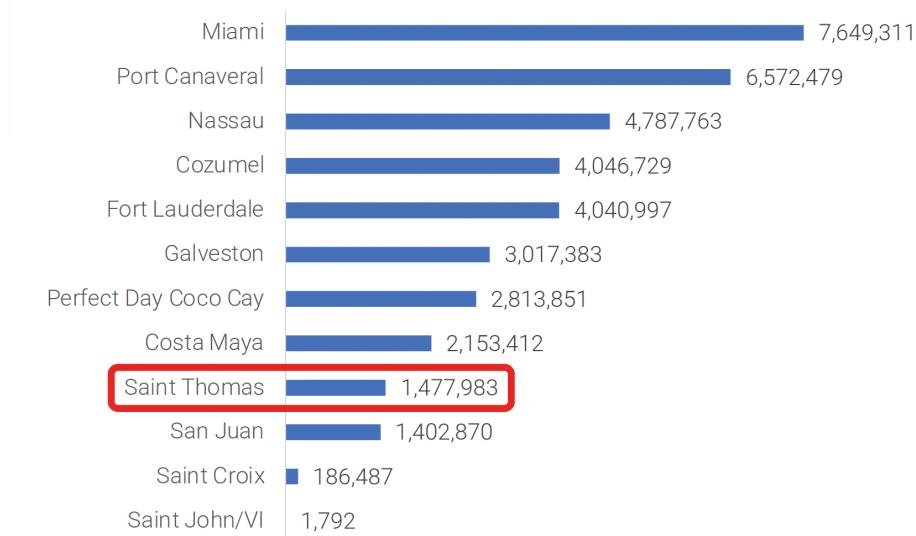
APPENDIX I: FY24-25 VEHICLE LISTING

Fiscal Year 2025

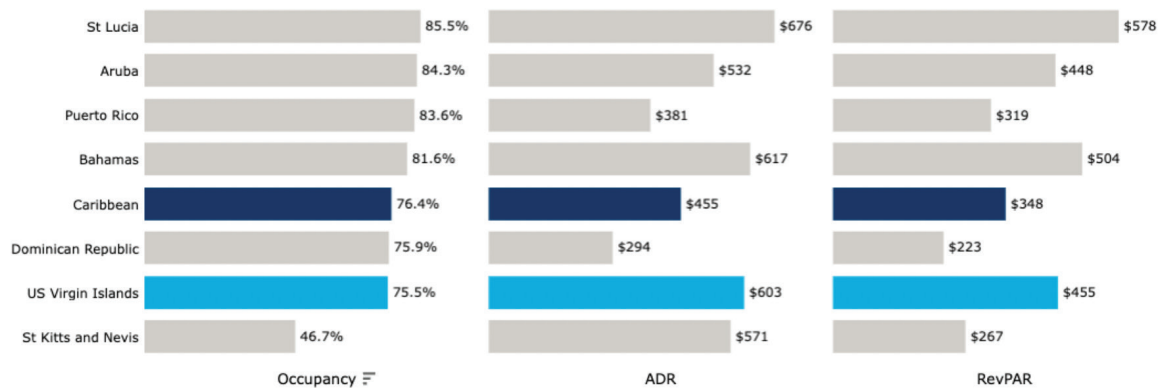
MAKE	MODEL	YEAR	LICENSE PLATE NO.
CHEVROLET	EQUINOX	2015	TD-4
CHEVROLET	TRAX	2016	TD-2
CHEVROLET	EQUINOX	2022	TD-6
CHEVROLET	TRAVERSE	2022	TD-1
CHEVROLET	EQUINOX	2011	TD-5
CHEVROLET	EQUINOX	2022	TD-7
CHEVROLET	TRAVERSE	2022	TD-8

APPENDIX J: 2024 TOP CRUISE MARKETS

Total Passenger Days 2024



March 2024, Comp. Markets Hotel KPIs



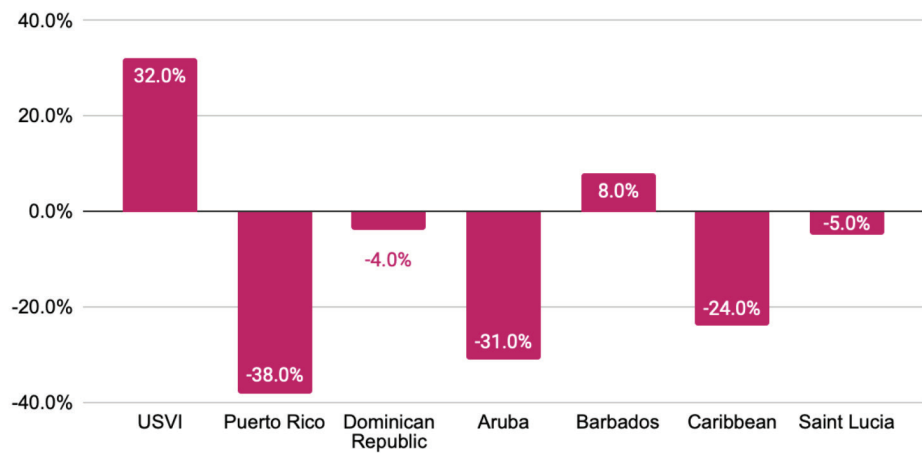
March 2024, Comp. Markets Hotel Performance vs Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Aruba	84.3%	▲ 21.3%	\$532	▲ 14.3%	\$448	▲ 38.6%	235.4K	▲ 0.0%	198.5K	▲ 21.2%	\$105.6M	▲ 38.6%
Bahamas	81.6%	▲ 0.5%	\$617	▲ 5.7%	\$504	▲ 6.3%	442.6K	▲ 2.1%	361.0K	▲ 2.6%	\$222.9M	▲ 8.4%
Caribbean	76.4%	▲ 7.3%	\$455	▲ 14.1%	\$348	▲ 22.4%	8.8M	▲ 2.6%	6.7M	▲ 10.2%	\$3.0B	▲ 25.7%
Dominican Republic	75.9%	▲ 8.4%	\$294	▲ 21.3%	\$223	▲ 31.5%	2.6M	▲ 3.0%	2.0M	▲ 11.7%	\$586.1M	▲ 35.5%
Puerto Rico	83.6%	▲ 5.9%	\$381	▲ 10.5%	\$319	▲ 17.0%	484.6K	▲ 3.0%	405.3K	▲ 9.1%	\$154.4M	▲ 20.5%
St Kitts and Nevis	46.7%	▲ 32.1%	\$571	▼ -14.1%	\$267	▲ 13.5%	62.7K	▲ 0.0%	29.3K	▲ 32.1%	\$16.7M	▲ 13.5%
St Lucia	85.5%	▲ 7.8%	\$676	▲ 12.0%	\$578	▲ 20.7%	129.6K	▲ 0.0%	110.7K	▲ 7.7%	\$74.9M	▲ 20.7%
US Virgin Islands	75.5%	▲ 20.3%	\$603	▲ 7.0%	\$455	▲ 28.7%	128.7K	▲ 13.6%	97.1K	▲ 36.7%	\$58.6M	▲ 46.2%

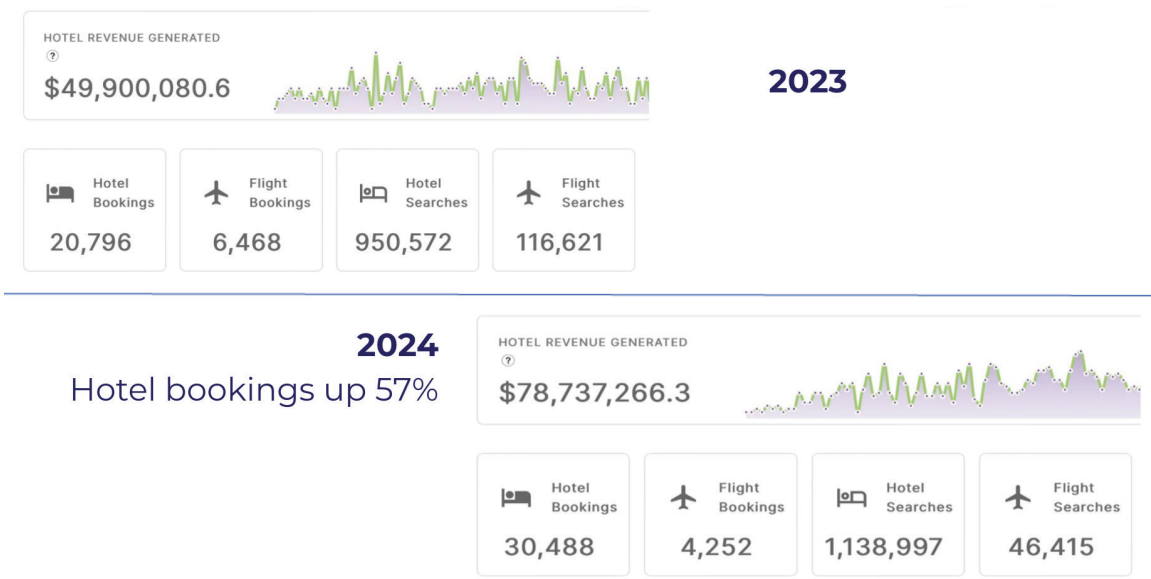
APPENDIX K: 2024 CARIBBEAN HOTEL BOOKINGS & MEDIA

Caribbean Bookings Trending Down

Q1 2024 Hotel Bookings Change vs. Q1 2023 (from US)



USVI Media Bookings Trending Up



Caribbean Average Daily Rate by Destination

