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USVI Times

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The bimonthly publication of the United States Virgin Islands Department of Tourism

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USVI Featured on Three National Television Segments

National broadcast opportunities showcasing the destination's offerings to potential visitors have and will continue to generate positive exposure for the Territory. In the course of just one week, the U.S. Virgin Islands was featured on three national television programs.

On the May 10 episode of the "Today Show," hosts Hoda Kotb and Kathy Lee awarded one "Fan of the Week," with a three-night stay at The Buccaneer and roundtrip air transportation to St. Croix. The coverage aired to approximately 2.5 million viewers and showcased great visual branding for the destination as well as The Buccaneer. The Today Show is the nation's number one morning show.



A family struck by natural disaster was afforded an unforgettable St. Thomas vacation this past



January when the Department of Tourism and Wyndham Sugar Bay Resort & Spa hosted them during the taping of popular television series Extreme Makeover Home Edition.

Living in an area frequented by hurricanes, the Prewitt-Brewer family hoped for a new home that could withstand rough weather conditions. But the family got much more than they dreamed of. While their new home was being built, a single mother and her three girls were flown to St. Thomas where they were treated to a surprise visit from their grandmother for an unexpected reunion.

Approximately 10 million viewers tuned in to ABC at 8 p.m. on Sunday, May 8 to watch the Prewitt-Brewer family from North Central Florida enjoy Coral World and BOSS Underwater

(Continued)

USVI Featured on Three National Television Segments (continued)

Adventure, along with meaningful Mother's Day family gatherings at local restaurants and popular beaches on St. Thomas.

In addition to the weekly national viewership, Extreme Makeover Home Edition attracts millions of additional viewers in syndication nationally on CMT and ABC Family and internationally in over 69 countries and 58 languages. The value the destination will receive from this exposure is estimated at close to \$1 million.

"The Nate Berkus Show" also aired a Mother's Day episode on Friday, May 6, during which a woman was reunited with her birth mother and grandmother after 40 years of separation. Following the on-stage reunion, the show's estimated 1.2 million viewers watched Nate surprise the family with news that they'll be sent on a vacation to St. Thomas to catch up on lost time at the



Frenchman's Reef & Morning Star Marriott Beach Resort.

On his show, Nate Berkus, the popular design expert and former frequent contributor to "The Oprah Winfrey Show," helps viewers live a life they love through his distinctive point of view. Entertainment, lifestyle, design and stories of personal transformation are explored in every hour of this nationally syndicated show. The advertising value of this promotion is \$20,000, which results in an ROI of 6:1.

The Department of Tourism actively seeks out national television, online and print promotional opportunities for all three islands on an ongoing basis. These opportunities generally require minimal investment from the Department, yielding strong return on investments, and garner excellent coverage for the destination as well as tourism partners.

DOT Supports St. Croix Ironman and St. Thomas/St. John Villa Segment with Group Press Trips

In an effort to secure prominent and positive feature editorial coverage for the destination, the Department of Tourism continues to host journalists on St. Croix, St. John and St. Thomas who are on-assignment for publications with readerships that reach tourism's desired target markets.

The St. Croix Ironman 70.3

Most recently, the DOT hosted two journalists visiting St. Croix during the Ironman 70.3, which took place on Sunday, May 1. The writers collectively contribute to leading triathlon-focused print and online publications including *Triathlete* magazine, Ironman.com, UK's *Triathlon Plus* and Australia's *Triathlon & Multisport* magazine. While one writer geared up to participate in the race, the other witnessed the excitement from the perspective of a spectator. Both journalists got the opportunity to engage with race participants and local residents at the pre- and post- race events, including the training swim, "Jump Up" street fair, "Carbo Feast" dinner and the Awards Banquet/beach bar-b-que. Additionally, they got a taste of low-key island life by visiting popular attractions like the Buck Island National Monument and the Captain Morgan welcome center.

St. Thomas & St. John Villas

The DOT has partnered with McLaughlin Anderson Luxury Villas to welcome a small group of luxury lifestyle writers to experience St. Thomas and St. John's most extravagant villa properties and the customized, personal service that comes with the experience. The journalists will hail from a select group of publications with high net-worth readers based in key target markets around the mainland U.S. In addition to luxury villa

accommodations and site checks, the group will enjoy cuisine prepared by a private chef, meals at some of the islands' first-class restaurants, a guided shopping tour of St. Thomas' designer boutiques and sails around the islands' cays and bays aboard luxury charters.

The coverage from the trip will position both St. Thomas and St. John as ideal destinations for a lavish getaway and attract travelers who prefer the personalized experience that a villa vacation offers.

Through these visits, the DOT aims to further increase brand awareness for the U.S. Virgin Islands among visitors with a high propensity to travel and a niche interest that can easily be fulfilled in the Territory.

McLaughlin
Anderson
LUXURY
VILLAS



Kismet Villa

The U.S. Virgin Islands Targets Atlanta For Summer Travel

In keeping with the Department's strategy to promote the Territory to potential visitors in primary gateway markets, the Department of Tourism is coordinating a series of events in Atlanta, May 17-19, targeting area travel agents, meeting planners and Atlanta-based media.

Meeting Planner Event

The week will commence with an event held in partnership with the Georgia Chapter of Meeting Professional International (MPI). On May 17, more than 200 top-tier meeting planners will attend a mini trade show with hoteliers from the Territory and Department of Tourism representatives. Interactive elements will include VI Carnival dancers and a presentation by the Department of Tourism. MPI is a membership-based organization comprised of more than 23,000 members belonging to 71 chapters and clubs worldwide.

Media Activities

On the evening of Tuesday, May 17th the DOT will host an intimate sit-down dinner in the heart of Atlanta with the city's top editors, bloggers and freelance writers. The media will have the chance to sit and spend quality time with tourism representatives, learn about U.S. Virgin Islands culture and upcoming local events.

In addition, Atlanta residents will wake up to the sounds of steel



pan music and VI Carnival dancing delights on Wednesday, May 18th when CBS' Better Mornings dedicates a portion of its 2-hour morning show to the U.S. Virgin Islands, featuring a series of USVI-branded segments throughout the broadcast. The segment is slated to include:

- Interview with a DOT representative
- USVI steel pan player performing
- VI Carnival dancers teaching the host's how to dance
- A giveaway offering viewers a chance to win a USVI vacation, with accommodations provided by The Buccaneer

Travel Agent Outreach

The week's events will conclude with a travel agent reception and presentation on Wednesday, May 18th, hosted by Director of Sales, Kay Milliner-Kitchens. Top-tier travel agents based in and around Atlanta's metropolitan area will attend the reception, where they will learn about the Territory's latest developments and promotional offers.

National Tourism Week Celebrated in the USVI

The Department of Tourism has planned numerous events in the Territory to celebrate the annual National Travel and Tourism Week. The May 9 – 14, activities highlight the impact of tourism on the local economy and honor the National Travel and Tourism Week that is celebrated stateside. This year, Governor John P. de Jongh Jr. officially proclaimed the week of May 9th as Tourism Week in the Territory.

The DOT has re-launched its tourism awareness campaign to kick off the week. Week-long public service announcements on local radio, scheduled TV2 programming, and "mocko" spots airing on the Government Access Channel will raise awareness about the benefits of tourism. In addition, the Mystery Tune contest began on WSTA on May 9 and will last through the week.

To supplement the campaigns and programming, a series of week-long events and awareness efforts began May 9 on St. Thomas and St. Croix.

St. Thomas/St. John Activities

Events at Havensight Mall, May 9

Entertainment and local arts and craft vendors participated in all-day events at Havensight Mall, including a proclamation issued by the Governor. Additionally, there was entertainment at the Cyril E. King Airport.

Events at Crown Bay, May 10

Entertainment and local arts and crafts vendors celebrated



Tourism is me

National Tourism Week at Crown Bay.

Wear Red Day, May 10

At the request of the Department of Tourism, all Government employees and hospitality workers were encouraged to wear red as a show of unity.

Career Fair, May 11

Hotels, attractions and other businesses on the island participated in the fair in conjunction with the Hotel Association.

Activities on St. John, May 11

Activities to celebrate National Tourism Week included entertainment, cultural demonstrations, and local food.

Travel Service Professional Appreciation Day, May 13

Events at Cyril E. King Airport include entertainment and refreshments for all airport employees. Signing of the Customer Service Pledge will be encouraged.

(Continued)

National Tourism Week Celebrated in the USVI (continued)

St. Croix Activities

Tourism Week Signage, May 9

Signage for National Tourism Week is up at the Times Square Marquis.

Wear Red Day, May 10

At the request of the Department of Tourism, all Government employees and hospitality workers were encouraged to wear red as a show of unity. The airport visitor's bureau was decorated with balloons.

Steel Pan Entertainment, May 11

Steel pan entertainment was featured at the Rohlsen airport from 1pm to 5pm.

Travel Service Professional Appreciation Day, May 13

Events at Henry Rohlsen Airport include entertainment and refreshments for all airport employees from 11am to 2 pm. Signing of the Customer Service Pledge will be encouraged.

Christiansted Historical Walk and Talk with CHANT, May 14

Insightful tour of historic Christiansted begins at 9:00 am.

Radio Promotions Raise Awareness of St. Croix Fantastic Flight Promotion

To generate awareness and drive bookings of the Fantastic Flight promotion, the Department of Tourism secured strategic radio promotions in select key markets for the destination: Miami and Orlando. The total advertising value of these various promotions is estimated at approximately \$35,000.

WMIA-FM, 93.9 Miami

The USVI partnered with Miami's "New 93.9-FM MIA" for the station's Mother's Day promotion to give away a trip to Divi Carina Bay, St. Croix during the week of April 30th.

The promotion encouraged an estimated 505,000 listeners to tune in on-air, as well as to visit www.939mia.com for a chance to win a trip to the U.S Virgin Islands during the morning, mid-day and evening rush-hour period. The total value for this promotion was \$2,000, while an advertising value, benefiting both the DOT and the participating on-island partners, reached up to \$20,000 with a 9:1 ROI.



WOCI-FM, 105.9 Orlando

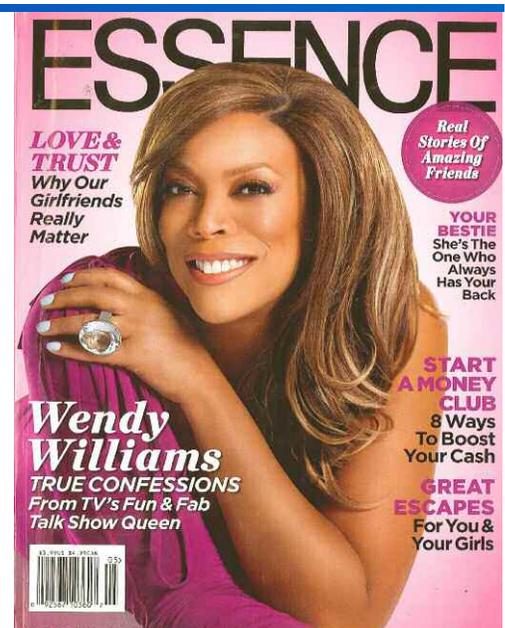
Orlando radio station WOCI-FM, 105.9 (CBS Radio), reaching over 200,000 listeners, partnered with the USVI on a Mother's Day sweepstakes giveaway to Renaissance Carambola Beach Resort on St. Croix. The offer was promoted on-air, on-line and via their Facebook page May 6-8th. The promotion gave the Territory the unique opportunity to gain exposure in the Orlando area during the morning, mid-day and evening rush-hour period, in addition to the social media and online presence. The total DOT investment for this promotion was \$1,500, and advertising value was measured at \$12,570, resulting in a ROI of 7:1.



St. Thomas Featured in *Essence Magazine's* May Issue; More Coverage to Come in June Issue

St. Thomas shines in the spotlight of two high-profile fashion supplements in the May 2011 issue of *Essence Magazine*. The Department of Tourism hosted a group of the magazine's editors and fashion models in January for a five-day photo shoot, which resulted in the extensive coverage.

In the up-front "Style" section of the May issue, a three-page spread shows plus-size supermodel Toccara Jones – a former *America's Next Top Model* contestant – and a girlfriend taking in the sights, enjoying tropical cocktails and relaxing around the island, positioning St. Thomas as a great destination for a "girlfriend getaway." The unique and beautiful backdrop locations show many facets of the island, including sequences at the Royal Dane Mall, Oceana, Blackbeard's Castle and Wyndham Sugar Bay Resort & Spa. The pages include descriptive captions noting each location and attraction.



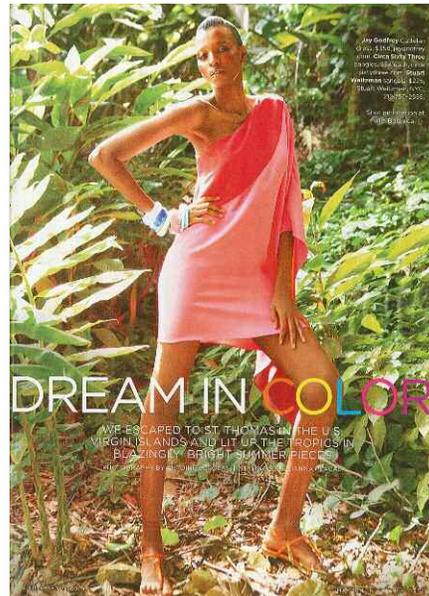
(Continued)

St. Thomas Featured in Essence Magazine's May Issue; More Coverage to Come in June Issue (continued)

In a separate eight-page fashion feature, a model shows off colorful spring clothing and accessory trends amidst the foliage of Villa Botanica.

The 11-page coverage in the May issue of Essence accounts for roughly 4.3 million media impressions. The production included celebrity hair-stylist Yusef Williams, who counts First Lady Michelle Obama as a client.

The June issue featured two swimwear images shot at Smith Bay on St. Thomas. Photo credit was given to the beach and destination for the images.



Wedding RFP on VisitUSVI.com Makes Planning Island Romance an Easy Process

The Department of Tourism continues to make enhancements to its web site, VisitUSVI.com. The latest stage of developments targets a key segment for the Territory, weddings and honeymoons.

Now live on VisitUSVI.com, the new Weddings and Honeymoons Request for Proposal functionality makes requesting information from the destination even easier for brides (and grooms). Rather than sifting through dozens of site and wedding service providers, brides can submit this form and have wedding consultants, properties, and other service suppliers provide information to plan their special day. In the first few days of this new functionality going live, the destination has already received several requests.

The Weddings and Honeymoons page allows couples to submit a request including information about the event date and time, theme, guests, hotels, and other details about their wedding planning. The destination will then send quotes that fit the needs of the couple and their wedding.

In addition, links to services such as wedding planners/consultants, florists, photographers/videographers, and information about places of worship, weddings at sea, and marriage licenses are available for each island. This new functionality has the capability to make planning a wedding in the Territory a seamless and easy process.



Small Hotel Hosts VI Carnival Facebook Contest Winner

In effort to drive overnight bookings for the Territory's small hotels, generate buzz about VI Carnival and grow the U.S. Virgin Islands' social media fan-base, the Department of Tourism held the "Experience VI Carnival 2011 Sweepstakes" Facebook contest from March 17 – April 17.

The sweepstakes offered one lucky USVI Facebook fan two round-trip plane tickets and a seven-day/six-night stay for two at At Home in the Tropics Bed & Breakfast in St. Thomas. The winner and their guest also received the opportunity to play mas in the Adult's Parade as a member of a carnival troupe, a USVI Welcome Bag, \$100 dining certificate, \$150 in retail certificates and \$50 in activity certificates.

To participate in the contest, entrants simply had to "like" the USVI Facebook fan page and enter their information on the "Sweepstakes" tab to be eligible to win. To keep fans engaged and to generate excitement about upcoming Carnival-related events taking place throughout the month, the DOT posted Carnival-themed status updates and comments through the



At Home in the Tropics Bed & Breakfast in St. Thomas

duration of the contest and will continue to post Carnival updates as the season goes on.

The sweepstakes attracted a total of 1,936 new fans to the page, bringing the current fan base to more than 16,800.

Department of Tourism Targets Dive Enthusiasts

Given its unique ability to boast all five types of dives in one destination, the Department of Tourism remains committed to issuing promotional offers to attract diving aficionados to explore the stunning walls, wrecks, reefs, piers and shores of the U.S. Virgin Islands.

As such, the DOT has introduced a bookable offer for the summer season that provides visitors who book at least six nights with \$300 in dive certificates at participating dive shops across St. Croix, St. John and St. Thomas. Guests also receive \$50 in retail certificates and \$100 in restaurant certificates. The offer will be available for booking through September 15 for travel from May 15 through October 31, 2011.

The DOT invested \$150,000 in an advertising campaign to support the promotion that includes placements in prominent diving publications like Sport Diver and Dive Training magazines, as well as online magazines and Scuba sites including Scubadiving.com and Scubaboard.com.

Dive shops participating in the promotional offer include:

- Admiralty Dive Center, STT
- Anchor Dive Center, STX
- Aqua Action Dive Center, STT
- Cane Bay Dive Shop, STX
- Caribbean Adventure Tours, STX
- Coki Beach Dive Club, STT
- Dive Experience, STX

- N2 the Blue, STX
- Red Hook Dive Center, STT
- St. Croix Ultimate Bluewater Adventures, STX
- St. Thomas Diving Club, STT
- Sweet Bottom Dive Center, STX

Details of the package are available on the "Packages and Promotions" page of VisitUSVI.com.

Save \$450 on a dive trip to the U.S. Virgin Islands.
With the Dive USVI Promotion, your next diving adventure is practically on us.

DIVE USVI PROMOTION

After booking your hotel, please complete the form below to ensure receipt of your certificates. Then, contact one of our participating dive shops to complete your DIVE USVI vacation.

The Dive USVI Promotion, includes:

- \$300 in Diving Certificates
- \$100 in Dining Certificates
- \$50 in Shopping Certificates
- 8-night minimum stay

Booking Window: May 1 - September 15, 2011
Travel Window: May 15 - October 31, 2011

Participating Dive Shops:

| | |
|--|---|
| St. Croix <ul style="list-style-type: none"> • Anchor Dive Center • Cane Bay Dive Shop, Inc. • Dive Experience • N2 the Blue • Red Hook Dive Center • St. Croix Ultimate Bluewater Adventures | St. John <ul style="list-style-type: none"> • Cruz Bay Watersports St. Thomas <ul style="list-style-type: none"> • Admiralty Dive Center • Aqua Action Dive Center • Coki Beach Dive Club • St. Thomas Diving Club • Sweet Bottom Dive Center |
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U.S. VIRGIN ISLANDS
VISITUSVI.COM

USVI in the Spotlight at Film Conference

The Department of Tourism's Film Office is committed to ensuring the destination remains front and center with the industry's key influencers. During the first weekend in June, the Film Office will be represented at an important industry conference, Produced By.

For the first time, the Producers Guild of America has partnered with one of the industry's most popular trade shows, AFCI Locations, and formed an alliance to bring established producers, emerging filmmakers and industry executives together for one productive weekend.

The PRODUCED BY CONFERENCE in association with AFCI LOCATIONS will take place June 3-5, 2011 on the Walt Disney Studios lot in Los Angeles, CA. By attending, the Film Office will learn from and have access to prominent producers

in film, television and new media.

This is the only conference that includes sessions on every aspect of producing a film or television show alongside more than 300 film commissions from around the world.

This is the third year the PRODUCED BY CONFERENCE has assembled heavy hitters in the film industry to speak, mentor and educate on the latest developments in finance, production, distribution, branding and digital media.



Stateside and Abroad, the Department of Tourism Participates in Key Trade & Consumer Events

International Pow Wow in San Francisco

From May 21 to 25, U.S. Travel Association's 43rd Annual International Pow Wow will take place in San Francisco, where more than 1,000 travel organizations and representatives from over 70 countries will gather to conduct negotiations expected to result in billions of dollars in future travel business transactions.



DOT representatives will maintain a booth at the Pow Wow, considered among the world's biggest and best international travel marketplaces, where they will meet the journalists from major trade and consumer publications, many domestic and international buyers and association delegates in attendance. Last year's Pow Wow in Orlando drew more than 5,000 delegates and 400 travel journalists from over 40 countries. Buyers and sellers at Pow Wow are able to conduct business that would otherwise be generated only through a number of meetings in various locations throughout the world.

Pow Wow offers pre-scheduled business appointments, generated by a program based on buyer and exhibitor requests. The DOT will have business appointments with tour operators from Scandinavia, Italy, the UK, Germany and Canada. These appointments allow the DOT to establish relationships with new tour operators as well as nurture relationships with operators currently offering the destination to travel clients.

The DOT will maximize public relations opportunities at Pow Wow and use the event to pitch stories ideas, distribute press materials and conduct media interviews on-site. This PR activity will ensure that the media keep the USVI top-of-mind for their summer travel and future stories.

Caribbean Week New York 2011

During the week of June 5-11, the Commissioner, Deputy Commissioner and other DOT representatives will participate in



various activities for Caribbean Week New York 2011. Organized by the Caribbean Tourism Organization, Caribbean Week is a celebration of the sights, sounds, culture and unique vacation experiences of the Caribbean. Throughout the week, the Caribbean region will come together to create awareness, discuss relevant issues and meet with key influencers including media, travel agents, meeting planners and local Caribbean Diaspora.

Caribbean Week attracts lots of consumers, much of the Caribbean community living in the New York area, trade professionals and strategic partners, meeting planners, artists, performers and the media. The various events showcase multiple facets of what the Caribbean has to offer; therefore, it's extremely important to keep the USVI and the region top-of-mind with consumers and travel agents especially in a key market like New York.

(Continued)

Stateside and Abroad, the Department of Tourism Participates in Key Trade & Consumer Events (continued)

This year, the DOT will participate in several events including a Workshop for Travel Agents on June 6, the Caribbean Meeting & Incentive Travel Showcase on June 7, which will target the meeting, incentive and composition markets and the Caribbean Media Marketplace on June 9. At this media event, the DOT will network and interact with influential A-list journalists representing print, online and broadcast outlets.

Commissioner of Tourism Beverley Nicholson-Doty will also attend the Diaspora Forum on June 10, which will share information on the unique selling propositions of the various destinations and answer questions about the diversity of the Caribbean product that makes the region such a desirable vacation destination. She will also join other commissioners, ministers and directors of tourism at a series of Caribbean Tourism Organization meetings to discuss the region as a whole.

DOT and Government Officials to Travel to Denmark for Aarhus Caribbean Festival

As a part of the Denmark Trade Mission initiative, representatives from the USVI government and Department of Tourism, led by the office of Congresswoman Donna Christensen, will travel to Denmark in late May. The Territory will participate in the Aarhus Caribbean Festival, which will include performances by local entertainers Doc Petersen, Stanley & The Ten Sleepless Knights, Bill Bass and his Steel Drums, and Music in Motion will mark the official opening of the festival in Musikhuste Aarhus. Photography by Emilie Langkjaer and art by Roy Lawaetz, both artists with ties to St. Croix, will be exhibited. Local artisans will also be on hand.

Additionally, the representatives will staff a booth as a part of the cultural trade show in Aarhus. These events in Denmark are part of a larger economic development initiative, the Denmark Trade Mission. The Office of Delegate to Congress Donna M. Christensen in conjunction with the U.S. Department of Commerce, the U.S. Small Business Administration, the Virgin Islands Small Business Development Center, and the Virgin Islands Economic Development Authority have joined together to organize a trade mission of craftsmen, producers, and vendors from the U.S. Virgin Islands to attend the Caribbean and Danish West Indian Festival scheduled for May 30 through June 1 in Aarhus, Denmark.

The Caribbean and Danish West Indies Festival takes place in the heart of Aarhus, Denmark's second largest city, located on its coast. Known as *Verdensbilleder Aarhus 2011*

in the Danish language, the Virgin Islands will be featured at this three day festival. More information about the festival can be found at www.visitaarhus.com Caribien & De Dansk Vestindiske.

Last year, the festival was a one day event where 135,000 to 150,000 people from all over Denmark participated. This year, it has been expanded to three days and up to 300,000 are expected to participate.

Department of Tourism Re-visits The Villages in Orlando

As the Central Florida/Orlando area continues to be a key feeder market for travel to the Territory, the Department of Tourism is paying a visit to The Villages – an upscale retirement community of more than 60,000 residents – for the second consecutive year.

DOT representatives will set up a promotional booth at The Villages' annual Travel Expo on May 13 to promote summer travel to the Territory. Representatives at the Expo will highlight the accessibility, value and unique offerings of a getaway to St. Croix, St. John and St. Thomas.

To give attendees a taste of what the Territory has to offer, Carnival Dancers and a Mocko Jumbie performer will move to the sweet sounds of a VI steel pan player at the event's entrance as the guests arrive.

The concept of targeting the Villages was introduced to the DOT in 2010 by long time hotelier Dick Doumeng who himself is a part-time resident at the community.

The U.S. Virgin Islands will continue to have a presence in The Villages, even after the conclusion of the expo. A radio, magazine and newspaper advertising buy, which will activate following the Expo and continue through July, was done in support of this market.



The Villages in Orlando

May/June 2011 Calendar of Events and Partner Updates

May 9-14

National Tourism Week USVI Celebration

The Department of Tourism has planned numerous events in the Territory to celebrate the annual National Travel and Tourism Week. From May 9 – 14, the week marks the re-launch of a public service announcement campaign in local newspapers and radio and a variety of events at the Ports, including entertainment and local vendors. Other events include Wear Red Day (May 10), St. John Hospitality Day, the Hotel & Tourism Association's Career Fair, Travel Service Professional Appreciation Day, and a historic tour of Christiansted. For more information, call (340) 774-8784.

May 14

Art Thursdays, St. Croix

Visitors and residents are invited to join the fun as Christiansted businesses including art galleries, retail shops and restaurants stay open late for a series of gallery walks. Visitors can explore the art venues, shop, and enjoy dinner or drinks in Christiansted from 5 p.m. until 8 p.m. For more information: www.gotostcroix.com

May 14-15

American Cancer Society Relay for Life, St. Croix

Starting at 4 p.m. at the St. Croix Educational Complex, the event involves a walk, run or jog along a designated course, musical performances, children's activities, a Survivor Dinner from 6-8 p.m. and Luminaria ceremony at 9 p.m. The relay concludes at 10 a.m. on May 15. For more information: 1-800-227-2345.

May 20

Sunset Jazz, Frederiksted, St. Croix

One of the island's most popular musical events, this is a monthly Friday concert on the Frederiksted Waterfront featuring local jazz musicians. Admission is free and food and drinks are available for purchase at neighborhood bars and restaurants. For more information: (340) 772-0069

May 21

Annual Wagapalooza Dog Show, St. John and St. Thomas

Guests are invited to watch as dozens of the finest pups from St. John and St. Thomas compete at the annual dog show to benefit the Animal Care Center. For more information: www.wagapalooza.com

May 28

Grow and Learn, St. George Village Botanical Garden, St. Croix

These educational workshops are hosted by different presenters each month and provide visitors with a fun afternoon of growing and learning. For more information: (340) 692-2874, www.sgvbg.org

May 29

Beach-to-Beach Power Swim, St. John

This annual open-water swim starts at Maho Bay and consists of three separate courses of varying difficulty. Swimmers may compete as individuals, part of a 3-person team or in the "assisted" category using snorkel and fins. For more information: www.friendsvinp.org

May 29

Virgin Islands Game Fishing Club Memorial Day Tournament, St. Thomas

The Game Fishing Club will host their annual Fishing Club Memorial Tournament. For information: (340) 775-9144, usvigfc@gmail.com

May 30

MEMORIAL DAY

June 1

St. John Festival Begins

Also known simply as "Carnival," St. John celebrates with a month of cultural events and activities throughout June. Events include steel-pan bands concerts, beauty pageants, calypso shows, parades and fireworks displays. The month-long celebrations come to a close on July 4 with the Adults' Carnival Parade and fireworks display in Cruz Bay. For more information: (800) 372-USVI

June 5

Annual Women's Race, St. Croix

Women and girls of all ages from throughout St. Croix run, walk, talk and have fun as they participate in this event. The race has traditionally drawn over 500 participants. The race takes place in downtown Christiansted at 4:45 p.m. For more information: (340)773-9272, <http://wcstx.com/events/women-race>

June 9

Art Thursdays, St. Croix

Visitors and residents are invited to join the fun as Christiansted businesses including art galleries, retail shops and restaurants stay open late for a series of gallery walks. Visitors can explore the art venues, shop, and enjoy dinner or drinks in Christiansted from 5 p.m. until 8 p.m. For more information: www.gotostcroix.com

June 14

FLAG DAY

June 17

Sunset Jazz, Frederiksted, St. Croix

One of the island's most popular musical events, this is a monthly Friday concert on the Frederiksted Waterfront featuring local jazz musicians. Admission is free and food and drinks are available for purchase. For more information: (340) 772-0069

June 19

International Optimist Regatta, St. Thomas

Young sailors ages 8-15 from around the globe are able to test their skills in this Youth Regatta. This is a week-long festival. For more information: www.styc.net

June 20

Organic Act Day

This local holiday, which occurs the third Monday in June every year, commemorates the adoption of what is considered the US Virgin Islands' Constitution.

(Continued)

May/June 2011 Calendar of Events and Partner Updates (continued)

June 25-26

American Cancer Society Relay for Life, St. Thomas

Starting at 4 p.m. at Charlotte Amalie High School, the event involves a walk, run or jog along a designated course, musical performances, children's activities, a Survivor Dinner from 6-8 p.m. and Luminaria ceremony at 9 p.m. The relay concludes at 10 a.m. on June 26. For more information contact: Celia Kalousek at okcelia@aol.com

June 20

Mango Meleé and Tropical Fruit Festival, St. Croix

This celebration of the "Queen of Tropical Fruit" allows participants to learn about and enjoy the bounty of tropical mangoes. Participants can expect informative workshops, demonstrations, tastings, vendors, contests and lots of fun. For more information: (340) 692-2874, www.sgvg.org

ONGOING WEEKLY EVENTS

Watercolor Class with Lucinda O'Connell, St. Thomas

Use your imagination and have fun while creating your own watercolor painting. Tuesdays from 2 to 4 p.m. at Bleuwater Restaurant at The Ritz-Carlton and Fridays from 9:30 to 11:30 a.m. at Coconut Cove Restaurant at The Ritz-Carlton. Fee is \$65 per person. Contact 340-514-2432 or lucinda@islands.vi for details.

Martini Mondays, St. Croix

Enjoy 2-for-1 martinis at The Beach Side Café at Sand Castle on the Beach in Frederiksted. St. Croix's beautiful west end sunset is included! Call (340) 772-1205 for more information or to make a reservation.

Steak and Ale, St. Croix

The Fort Christiansted Brew Pub hosts Steak and Ale every Monday night – featuring a fantastic steak dinner and your choice of homemade brews. Call (340) 713-9820 for more information or to make a reservation.

Live Music at Salud! Bistro, St. Croix

Every Friday and Saturday night, guests are invited to hear live music and enjoy delicious food. For more information, call (340) 718-7900 or visit www.saludbistro.com.

Live Jazz, St. Croix

Enjoy live jazz at Sand Castle on the Beach in Frederiksted every Saturday. 6:30 - 9:30 p.m. For more information, call (340) 772-1205 or visit www.sandcastleonthebeach.com.

Yoga on Hibiscus Beach, St. Croix

Every Tuesday and Thursday, get a healthy start to your day and practice yoga at Hibiscus Beach from 8 a.m.-9:30 a.m. All ages welcome. \$8 per class. Call (340) 332-3714 to make a reservation.

NEWS & UPDATES

Buccaneer Resort's New Heritage Tourism Package Showcases St. Croix's Historic & Natural Wonders

The Buccaneer's "Follow the Heritage Trail" package includes an island tour that acquaints visitors with the major historic and natural sites, and a full-day's car rental for revisiting sites or exploring new places of interest. The package also features the sensuous luxuries of the beach, dining, sports and spa resort. The Heritage Tourism Sites On Island Tour visits a botanical garden growing amidst the ruins of a 19th century plantation and a 2,000-year old Amerindian settlement; a restored Great House dating to the 1700s, and includes time for shopping and walking in the national historic district of Christiansted, St. Croix's main downtown area. An optional experience for the self-guided driving tour is to follow the Heritage Trail, a 72-mile route that connects historic sites and nature attractions and follows a scenic coastline through cattle country and tropical forest.

National Park Becomes More Welcoming with New Handicapped-Accessible Trail

The Friends and the National Park Service has worked to build handicapped-accessible trails at the Virgin Islands National Park on St. John. The newest trail is 610 feet long, starting at Cinnamon Bay Campground and circling through the Cinnamon Bay Factory Ruins to the Cinnamon Bay Loop trailhead. The path combines concrete walkways with raise wood boardwalks, and uses toe rails and grooved handrails to ensure safety.

St. Thomas' Coral World Ocean Park Recognized as the "Most Outstanding Sea Trek Operation of 2010" by Sub Sea Systems

More than 40 Sea Trek locations around the world were considered for this prestigious award. Sea Trek operations were evaluated based on performance, quality of customer service, guest comments, safety, strength of Sea Trek branding and promotion, operations innovation, and overall commitment to the Sea Trek program. Coral World's underwater pathway is about 18 to 20 feet deep and leads participants near the facility's signature Undersea Observatory, where park guests can watch Sea Trekkers through large port holes. The open water site features ever-changing sea life, including trumpet fish, tarpon, jacks, small tropical fish, coral, basket stars and other invertebrates.

Bolongo Bay Beach Resort Offers Paddle Boarding, one of the Fastest-Growing Water Sports in the World

The Bolongo Bay Beach Resort has expanded its complimentary, non-motorized water sports offerings to include paddle boarding. Bolongo Bay is one of the few resorts in the Caribbean to offer the sport. Instruction and equipment are complimentary with room-only rates or the all-inclusive plan, and guests can receive individual lessons and be paddle boarding in no time. The resort's other complimentary water sports include Hobie Cats, kayaks, windsurfers, aqua tricycles, snorkel gear, and more.

(Continued)

May/June 2011 Calendar of Events and Partner Updates (continued)
SPECIAL PROMOTIONS**New website & Virtual Booze Hunt Contest at Bolongo Bay Beach Resort, St. Thomas**

Bolongo Bay Beach Resort has had a weekly "Snorkel Booze Hunt" for over 30 years now. Guests can snorkel to find hidden bottles of rum in the bay. With the launch of a new website, Bolongo Bay is offering a "Virtual Booze Hunt" and giving away free vacations for a few lucky guests. The winner will receive a Five (5) night All Inclusive stay for two. The second prize is a Five (5) night Vacation for two (2) on our European plan. To enter, visit <http://www.bolongobay.com/boozehunt/>.

"Dive into Summer" at Bolongo Bay Beach Resort, St. Thomas

Scuba divers can save 30 percent with the stay-and-dive package from Bolongo Bay Beach Resort and its on-site 5-star PADI training facility. Available May 1 – August 31, 2011, Bolongo Bay's "Dive into Summer" package includes 5 nights for two people in an ocean view room, welcome cocktails upon arrival, two 6-dive passes with the St. Thomas Dive Club, a 5-star PADI training facility located at Bolongo Bay, complimentary scuba gear rental and a complimentary sail on Bolongo's own 53' catamaran (either the Swim with Turtles half-day snorkel trip or the Sunset Harbor Cocktail cruise). The five-night dive travel package is \$1,686 for two people, and includes all hotel taxes and resort fees.

"Follow the Heritage Trail" at The Buccaneer, St. Croix

The Buccaneer's "Follow the Heritage Trail" package includes an island tour that acquaints visitors with the major historic and natural sites, and a full-day's car rental for revisiting sites or exploring new places of interest. The package also features the sensuous luxuries

of the beach, dining, sports and spa resort. The 8 day/7 night package is offered through December 16, 2011. Rates per couple are \$3,004 through May 2, and \$2,764 through December 16. In addition to the island tour and car rental, the package includes two-and-a-half hours of spa pampering; a lavish breakfast buffet each morning; complimentary use of snorkeling equipment, ocean kayaks, and floating mats; live entertainment nightly, and a host of other guest activities posted in the resort's weekly Grapevine guest newsletter.

Summer Escape Rates at Caneel Bay, St. John

Caneel Bay is offering Summer Escape rates which include breakfast daily for two individuals per room. This is available over the dates of the Beach-to-Beach Swim. Race participants will receive a special welcome gift upon arrival. Rates start at \$349 per night and there is a three-night minimum for the Summer Escape rates.

Winter Value at Wyndham Sugar Bay Resort & Spa, St. Thomas

The all-Inclusive resort welcomes visitors to save on their Caribbean vacation to throughout 2011 with the "Winter Value Sale." Guests enjoy up to 50 percent off all-inclusive nightly rates for travel through December 22, 2011. All rates include meals and beverages, entertainment, half-day access to the supervised Kid's Club and a comprehensive activities program featuring snorkeling, kayaking, sailing, scuba instruction, miniature golf and family movie nights. Guests can book the special nightly all-inclusive rates from as low as \$368 double occupancy through April 3, 2011 by calling (340) 777-7100 or (888) 582-9104 or visiting www.sugarbaywyndham.com.

As a reminder, we welcome and value your ideas about how we can work together to improve the tourism industry on our islands.

Please visit www.usvi-ideas.com to share your thoughts with the Department of Tourism.



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To be included in the next set of partner updates, please email your news to usviteam@mbooth.com