

## FOR IMMEDIATE RELEASE

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## **British Virgin Islands Captures Mid-Atlantic Spotlight to Boost 2024/2025 Tourism**

BVI hosts 3 Activations in 2-week blitz of US Mid-Atlantic Region

**Road Town, Tortola, British Virgin Islands – 26th September 2024** – The British Virgin Islands Tourist Board & Film Commission (BVITBFC) recently completed a dynamic two-week promotional campaign across the U.S. Mid-Atlantic from 28th August to 13th September. Led by Safika O’Neal, Business Development Manager for the region, the BVITBFC hosted three key activations and two partner training sessions to increase travel interest for the Winter 2024/Spring 2025 season.

O’Neal stated, “As the US Labor Day weekend signifies the end of summer here in the United States, we delivered the promise of an “Endless summer” in the BVI. Beyond the typical Caribbean appeal of sun, sand, and sea, we highlighted our phenomenal accommodations, top tier hospitality, world-class sailing, and exclusive experience, giving the region a glimpse of our unique slice of paradise.”

### **DC Jazz Fest 2024**

The BVITBFC was a major sponsor of the DC Jazz Fest, which drew over 100,000 visitors from 28th August to 1st September. Featuring performances from Grammy-winning artists, the festival presented a global jazz experience. As a major sponsor, the BVI’s presence included a booth at The Wharf’s Transit Pier and a VIP Club activation. Highlights included Painkiller cocktails served at all bars throughout the festival, a shaved ice Happy Hour Painkiller cart to “beat the heat with a sunset treat”, giveaways, airfare sweepstakes, and a promotional video showcasing the Territory. Following a very successful event, the BVITBFC’s plans for next year include bringing a BVI-based jazz band to further promote cultural exchange and boost events tourism.

### **BVI Night of Luxury**

On 11th September, the BVITBFC hosted an exclusive British Virgin Islands-themed event in partnership with Virtuoso travel agency Front Porch Travel. The event targeted high-net-worth individuals from some of the wealthiest zip codes in the USA, in Washington D.C., Maryland, and Northern Virginia. The event with an exclusive guest list of 87 attendees, featured island-inspired décor, luxury travel showcases, and BVI-themed presentations.

The evening’s theme was Ultra-Luxe Island Hopping through the British Virgin Islands as each table at the event was beautifully decorated and included mapped signage for each island

including Peter Island, Scrub Island, Guana Island, Virgin Gorda, Tortola, Jost Van Dyke, and Anegada (among many others). Industry partners were at each table to network and provide further details on their property and the destination.

The evening's highlights included a cocktail reception and one-on-one trade show, a gourmet dinner prepared by award-winning BVI Chef Kenneth Molyneaux of Tropical Fusion, presentations by industry partners and live music by Grammy Award-winning BVI artiste, Kamau Georges and Friends.

Seven industry partners collaborated with the BVITBFC for the evening including diamond partners Peter Island Resort and Scrub Island; platinum partners Voyage Charters, Virgin Gorda Villa Rentals, Island Vibe Destinations and Guana Island; and gold partner The Moorings.

The event's success was highlighted by the sell-out of the Front Porch Travel Girlfriends Getaway, scheduled for November 2025 at Scrub Island Resort, Spa & Marina.

### **Grandiosity Polo x Jazz Charity Event**

On 15th September, the BVITBFC participated as a title sponsor at the Grandiosity Polo x Jazz Charity Event in Brandywine, Maryland, which attracted over 500 VIPs, including dignitaries and business leaders. The event, which benefited the Black Mental Health Alliance, featured polo matches, live jazz, luxury displays, and a BVI-branded polo gear presentation. The BVITBFC provided a Painkiller Tasting Station and partnered with Scrub Island Resort, Spa & Marina to offer a three-night stay for 2 including airfare as a raffle prize.

Hosted by TV anchor and Emmy award winning reporter, Tosin Fakile, the event featured a distinguished team of polo players including the famous Miguel Wilson. Among the exclusive guest list was Congresswoman Stacey Plaskett, from the neighbouring United States Virgin Islands.

As a title sponsor the board also branded the Grandiosity polo players riding gear and presented the winning players with a BVI branded gift.

Through these and other innovative and engaging activations, the BVITBFC continues to build excitement and drive travel to the British Virgin Islands.

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#### **About the British Virgin Islands**

Known as a treasured destination rich in undiscovered experiences, the British Virgin Islands (BVI) is an alluring archipelago comprising 60 islands and cays located in the northeastern region of the Caribbean Sea. With plentiful private villas and luxury boutique resorts, there is no shortage of accommodations from which to choose, whether for leisure or MICE (meetings, events, and incentives) travel. The BVI has long been hailed as the sailing capital of the world for its line-of-sight sailing, myriad boat charter options (bareboat, crewed, powered, traditional hoisted sail), and an array of experiences catering especially to yachting. The BVI is continually recognized with accolades including "Top Islands in the Caribbean, Bermuda and the Bahamas" in Travel + Leisure's World's Best Awards 2020, placing #2 on The New York Times' coveted "52 Places to Go in 2020" list and ranking "#1 Best Place to Visit in the Caribbean" by U.S. News & World Report in 2017, 2018 and 2019 and #2 for 2021-2022. For more information on how to experience BVILOVE, visit the British Virgin Islands Tourist Board & Film Commission website at [www.bvitourism.com](http://www.bvitourism.com) or contact 1-800-835-8530.