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PRESS RELEASE  
FOR IMMEDIATE RELEASE

## **New Technology improves the BVI Cruise Experience!**

Tortola, British Virgin Islands, November 24, 2021, the BVI Ports Authority (BVIPA), in collaboration with BVI Now, announced today a major update to the app to serve the needs of cruise ship passengers and improve their onshore experience.

BVI Now is an app dedicated to the BVI, available for free download on both the Apple App Store and the Google Play Store.

Cruise ship passengers who have downloaded the BVI Now app see a special version, with a different user experience. First, they get greeted when they are detected entering the Territory. They are presented with several feature articles, including "A Walking Guide to Road Town & the Cyril B Romney Tortola Pier Park," as well as "A Walking Guide to Historic Main Street." These walking guides highlight attractions, local businesses in Road Town, and places of interest. These features contain local maps of the areas that work even if the passenger doesn't have a data plan. For passengers who want to venture on their own beyond Road Town, there's also "An Insider's Guide to Tortola," which highlights attractions, beaches, and places of interest across the island. Other features have been included to tell passengers about the BVI's rich history and culture.

When our guests are near a place of interest in the BVI, they are automatically notified with helpful and relevant information about that place, including more than 30 locations with interesting stories of pirate lore.

Visitors demand information to be available at their fingertips, while they are on the go. BVI Now brings everything about the BVI together in a single app, with a variety of “insider’s guides” that have been written by people who live in the BVI. The app works no matter where the user is located, even if they’re not near WiFi, don’t have a data plan, or they’ve lost their cell signal. It eliminates the need for paper maps and makes it impossible for the visitor to get lost.

When the App detects our guests have departed the Territory, BVI Now automatically follows-up, collecting their fresh feedback about their visit.

The BVI Now app is completely anonymous and protects users’ privacy. BVI Now doesn’t ask the user’s name, address, phone number or email address. No personally identifiable data is collected. The app was launched in a public-private partnership, at no cost to BVI taxpayers.

BVIPA’s Managing Director, Oleanvine Maynard said, “The BVI Now app is truly ground breaking and uniquely differentiates the BVI from other destinations in the Caribbean and around the world. The world is mobile and BVI Now helps our cruise ship guests make the most of their time ashore. We hope our guests will use the BVI Now app as their personal guide to explore and to discover the history and culture that makes the BVI so special. Through this app, which utilizes the latest technologies, our guests can browse activities, attractions, and access an array of local businesses that provide the best the BVI has to offer. We believe BVI Now will enhance our guests’ experience, whether they’re discovering the BVI for the first time, or discovering new favorites.”

## ABOUT THE BRITISH VIRGIN ISLANDS PORTS AUTHORITY

The BVI Ports Authority is the managing authority for all official Sea Ports within the British Virgin Islands inclusive of the 60ft wide, 1,312 ft. long cruise pier that can berth ships up to a maximum tonnage of 180,000 GRT. The BVIPA is responsible for the welcoming and safe arrival of seafaring passengers, as well as the reception, handling and security of cargo and sea based trade.

For more information please visit [www.bviports.org](http://www.bviports.org)

## ABOUT BVI NOW APP

BVI Now is THE definitive mobile guide for visitors to the British Virgin Islands, containing everything they need to know about the BVI to make the most of their holidays. The app lists verified locations and contact information for nearly 2,000 local businesses and attractions. It also contains feature articles that highlight the best things to do and see. Maps work offline, even if the user doesn't have a data connection.

BVI Now can be downloaded for free at [www.bvinow.app/download](http://www.bvinow.app/download)