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USVI Times

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NOVEMBER | DECEMBER 2011

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

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Message from the Commissioner: A Year in Review

Seasons Greetings! It is hard to believe we are at the end of another year. The Department of Tourism and its hospitality partners faced another challenging year full of economic uncertainty. Travelers gripped their wallets tightly while seeking out the best deals, knowing full-well that tourism marketers were in heavy competition to capture their spend. We dedicated a tremendous amount of time and energy to implement creative promotional campaigns that maximized every dollar spent to sustain and grow the Territory's tourism sector.

In the past year, we...

Expanded our advertising reach

The "You Unscripted" branding continued to appear in print, digital and broadcast advertising campaigns and informed travelers why the Territory is unlike any other Caribbean destination. We expanded our reach in Canada with a

year-long media buy to strengthen our branding presence in travel agent-targeted publications. St. Croix was featured in *Travel + Leisure's* spotlight through an expanded advertising buy, which included a new consumer activation event, the *Travel + Leisure* Global Bazaar.

Were in the media spotlight...

In addition to re-instating successful bookable offers such as St. Croix Fantastic Flight and the Dive Promotion, we dedicated offers to specific markets and segments, including the *USVI Villages Vacation* promotion for the residents of this upscale retirement community in Orlando, and an exclusive offer for travelers from Scandinavia.

Thanks to the support of our hotel and activity partners, we are pleased to report that we hosted a total of 60 media this year. These ranged from individual media visits to group press trips for on-island events such as Rolex Regatta, to niche markets

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Message from the Commissioner: A Year in Review (continued)

such as the luxury segment, where we hosted our first Luxury Villa Press Trip. We also welcomed media from Canada, Denmark and Italy to generate awareness for the destination and reach potential travelers in those key international markets for the Territory.

Through our ongoing partnerships with leading media in the U.S., we uncovered a variety of opportunities in top print, online, national and regional broadcast (both television and radio) outlets such as **Shape**, **Frommers.com**, **The Today Show** and **WMIA-FM Miami**, to promote the Territory through trip giveaways, sweepstakes and television appearances.

Saturated the Territory's top markets ...

Understanding the importance of reaching potential and repeat visitors in key feeder markets, we focused our efforts this year in New York/New Jersey and Atlanta with a series of events and activities to generate brand exposure for the Territory to media, travel professionals, meeting planners and consumers. We also traveled to Orlando and paid a visit to The Villages - a community with more than 60,000 active, affluent senior citizens, some of who hail from right here in the U.S. Virgin Islands.

Hit the road...

The National sales team has had a busy year conducting a total of 11,343 sales calls in the six regions across the U.S. to update the travel agent community about the benefits of a USVI vacation. To further capitalize on the bridal, meetings and incentive, mature, and dive markets, the sales team also attended 63 national shows throughout the United States.

Expanded our marketing presence online and offline...

We focused on continued expansion of VisitUSVI.com's functionality. We introduced a wedding RFP to make it easier for couples to receive customized wedding planning information. Our marketing website, USVIMarketing.com, was relaunched to provide our local community and industry partners with access to our marketing materials and tools, all in one place. And we updated our printed brochures which now have more information than ever before.

Went mobile...

As part of our commitment to continually improve the visitor experience, we launched our official, free "My Virgin Islands" smartphone app in August. The app allows travelers to bookmark points of interests to plan their visit ahead of time and also access up-to-date information about activities and attractions during their stay.

Grew our social media presence...

In efforts to fortify our brand image on social media, we changed our Twitter handle to @USVITourism and have amassed more than 1,520 followers to date, since launching our Twitter page last year. We enhanced our Facebook page with a "You Unscripted" tab, providing fans with news updates, recipes and more, and launched our first-ever Facebook contest to generate excitement around VI Carnival.

Engaged the Caribbean Diaspora...

We launched a strategic campaign to encourage Caribbean nationals to promote, and to visit, the U.S. Virgin Islands. And our new VI Ambassadors program comprised of more than 60 Virgin Islanders living abroad continues to attract volunteers eager to promote their homeland.

Saw Lights, Cameras & Action on St. Thomas

We hosted a major motion picture shoot for a blockbuster film that is about to make its movie theater debut (November 18), *The Twilight Saga: Breaking Dawn*. The honeymoon scene was filmed on our very own Magens Bay!

Supported our small hotels segment...

We hosted the 2nd Annual Small Hotels Conference to further provide marketing and technical support to hotels in the Territory and continued to highlight new properties, updates and offers in the designated "Small Hotels" section of our bi-monthly newsletter.

Worked to increase air service to the Territory...

We are proud to welcome new carriers to the Territory - Air Canada and JetBlue - and a Denmark charter service through Danish tour operator Bravo Tours. Welcoming this service and new travelers is a great way to close out our stellar year.

As we look forward to 2012, we see a busy, but prosperous time ahead. In fact, under the direction of Governor de Jongh, we've embarked on an initiative to develop a 5-year tourism plan and look forward to your active participation. We will share more details on this initiative in the coming months as we finalize dates for town meetings and other forums to gain community input.

To all our tourism and hospitality partners, VI residents and visitors, we send the warmest holiday wishes.

Beverly Nicholson-Doty
Commissioner of Tourism

The U.S. Virgin Islands Heats Up Boston

Just in time for the highly-anticipated winter travel season and strategically planned to coincide with the launch of the new JetBlue Airways service from Boston to St. Thomas, the Department of Tourism is coordinating a series of events in Boston, December 13-16, targeting area consumers, travel agents, meeting planners and Boston-based media.

The week's events will kick off with a travel agent reception and presentation on Tuesday, December 13th. Top-tier travel agents based in and around Boston's metropolitan area will attend the reception, where they will learn about the Territory's latest developments and promotional offers.

On the evening of Wednesday, December 14th the DOT will host a media reception in the heart of Boston's Kenmore Square with the city's top editors, bloggers and freelance writers. The media will have the chance to experience Virgin Islands food and libations first-hand, with cooking demos and rum tastings taking place. Tourism representatives will interact with the media and educate them about U.S. Virgin Islands culture and upcoming local events.

The centerpiece of the week's activity will commence on Thursday, December 15th when JetBlue Airways launches service from Boston's Logan International Airport to St. Thomas. The Territory will target travelers by bringing an authentic USVI experience to Boston with a variety of interactive consumer events throughout the airport. The celebration will showcase a colorful Danish Architecture-inspired booth, rum tastings, trip giveaways, Carnival dancers, mocko jumbies and steel pan players echoing the sounds of the Virgin Islands throughout the terminal.

To help build the excitement and spread the news about the new service, the DOT will host its first-ever all blogger press trip on the inaugural St. Thomas flight. This trip will encourage bloggers to blog live about their experience leading up to departure and once again while on-island, giving their readers an up-to-the minute update on the Territory. To make the inaugural flight an even more special and commemorative experience, the Commissioner of Tourism will accompany JetBlue executives on the inaugural Boston-St. Thomas flight.

In addition, the DOT will partner with JetBlue Airways and Massport (Massachusetts Port Authority) to execute a social media contest, "St. Nick get me to St. Thomas." The contest will encourage consumers to submit a letter to St. Nick explaining (in 125 words or less) why they would like to go to St. Thomas. Participants will visit bostonloganconnect.com to register for the

jetBlue

AIRWAYS®

promotion and submit their letter from November 22 – December 19. Participants will be able to post their letter to their social media sites Facebook and Twitter, via the "share" button on the microsite, to encourage viewing and voting. The letters with the top five highest "likes" will be selected as finalists and voted on by a judging panel to win the grand prize. The grand prize winner will be announced on December 23, 2011 and receive round-trip airfare for two from Boston to St. Thomas courtesy of JetBlue Airways and a five-night stay at Frenchman's Reef & Morning Star Marriott Beach Resort.

To augment the launch of the new airlift, an advertising campaign will also celebrate the start of the service. The USVI has a two month presence from November 1 to December 31 in the airport with indoor advertising in five positions. The ads will feature a QR code that consumers can easily scan and be directed to the JetBlue mobile site for booking. Additionally through a cooperative effort with JetBlue, the Department will have print, radio and digital advertising in Boston, Orlando and San Juan to generate awareness for the new service from all three markets.

In addition to the JetBlue advertising presence, the Department will also have advertising in the Boston Logan International Airport to support the American Airlines flight which currently operates from Boston to St. Thomas.

Beginning December 15, 2011, JetBlue flight 807 will depart from Boston Logan International (BOS) at 9:20 a.m. and arrive in St. Thomas at 2:28 p.m. Returning flights will depart St. Thomas at 3:20 p.m. and arrive in Boston at 7:25 p.m. The schedule is five days a week with no flights on Tuesday and Wednesday.

JetBlue will also offer two daily flights between San Juan and St. Thomas. Flight 1030 will depart San Juan at 8:25 a.m. and arrive in St. Thomas at 8:53 a.m. and flight 1032 will depart San Juan at 3:15 p.m. and arrive in St. Thomas at 3:43 p.m. For returns to San Juan, flight 1033 will depart St. Thomas at 9:30 a.m. and arrive in San Juan at 9:59 a.m., while flight 1035 will depart St. Thomas at 5:30 p.m. and arrive in San Juan at 5:59 p.m. Additionally, flights will depart from San Juan at 2:25 p.m. and arrive in St. Croix at 3:00 p.m. The returning flight will depart St. Croix at 4:05p.m., and arrive in San Juan at 4:47 p.m.

DOT Spends Time in Canada Promoting Winter Travel and New Air Canada Service

The Department of Tourism and its Canadian Sales Office have had a busy fall season, and the activity will continue to build with exciting marketing initiatives through the end of 2011 to drive more visitors to the Territory during the winter season.

Starting December 24, it will be easier than ever for Canadians to leave the freezing cold behind for warm temperatures with new non-stop air service from Toronto to St. Thomas.



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DOT Spends Time in Canada Promoting Winter Travel and New Air Canada Service (continued)

Last month the DOT hosted an array of activity in Toronto and Montreal. For two days, top-tier travel agents and meeting planners were educated and updated on new developments in the Territory, with a spotlight on the soon-to-commence Air Canada service that will offer direct flights from Toronto to St. Thomas once weekly on Saturdays beginning December 24, 2011 through April 14, 2012. The flights will depart Toronto's Pearson International Airport (YYZ) at 8:45 a.m. and arrive in St. Thomas at 3:15 p.m. Returning flights will depart St. Thomas at 4:15 p.m. and arrive in Toronto at 9:25 p.m. Additionally, the DOT shared tourism messages with a group of Montreal media at the Caribbean Tourism Organization's Montreal media marketplace on October 20, 2011.

To keep the momentum going, Air Canada Vacations recently executed a USVI-focused national sales blitz across Canada. During the first week of November, 13 sales representatives

shared the new air service details with travel agents all over the country. To augment these efforts, ongoing trade and consumer advertising through Air Canada Vacations will further promote travel to the Territory this winter.

On December 8, Department representatives will be in Toronto to host one-on-one appointments with top Canadian editors, freelance writers and bloggers at the CTO's Caribbean Week media marketplace event.

"Based on our latest tourism numbers, we saw a six percent year-over-year increase in overnight visitors from Canada," said Commissioner of Tourism, Beverly Nicholson-Doty. "The new Air Canada service is a great asset to bring even more overnight visitors from our second largest international market this winter."

2011 CARIBBEAN WEEK
TORONTO - DECEMBER 5-10

New Bookable Offer from the Department of Tourism Targets Mature Travelers

The Department of Tourism has dedicated its latest bookable offer to The Villages, an upscale retirement community in Orlando, FL with more than 60,000 active, affluent senior citizens with a penchant for travel, some of whom hail from the U.S. Virgin Islands. Recognizing the significant marketing potential within this unique state-side community, the offer provides up to \$500 in savings, exclusively to residents of The Villages.

Travelers who book *The USVI Villages Vacation* promotion with accommodations on St. Thomas or St. John will, upon arrival at their hotel, receive a welcome package that includes \$200 in dining certificates, \$200 in shopping certificates and \$100 in activity certificates. The welcome package will also include a schedule of cultural activities available on St. Thomas at no cost to visitors booked on the promotion. The schedule includes activities such as historical walking and driving tours, an afternoon of high bush-tea and tarts and a cultural fair featuring traditional food, local arts & crafts, dance performances and mocko jumbies.

Intentionally timed for travel right before the holidays, this package is perfect for residents at The Villages who are looking to get an early start on their holiday shopping in St. Thomas – the shopping Mecca of the Caribbean. Whether visitors choose to peruse the international designer boutiques, jewelry shops or local craft stores located in and around Charlotte Amalie, they'll certainly find a multitude of ways to put their \$1,600 duty-free allowance to use.

The Department of Tourism began implementing custom marketing and public relations programs at The Villages in 2010 after being introduced to the community by long-time USVI hotelier Dick Doumeng – now a part-time resident at the community. Maxine Fuentes, another member of the USVI contingent at The Villages, hails from St. Thomas and is looking forward to having her friends share in the traditions she's been speaking about for years.

The Villages



TO TRAVEL TO THE USVI, A PASSPORT IS REQUIRED.

You have the life you've always wanted. Now get the vacation.

You Unscripted

Vacation deals like this don't come along often. Then again, neither do vacation destinations like the USVI. Crystal clear waters. Picture-perfect beaches. A world of four-star accommodations, cuisine and culture. And now, for a limited time, you can enjoy everything we have to offer plus significant discounts on food, shopping and entertainment. Think of it as an early holiday present. Or just think of it as what it really is: your ticket to paradise.

This vacation getaway includes:

- \$200 in dining certificates
- \$200 in shopping certificates
- \$100 in activities certificates
- On-island cultural activities

Booking Window:
October 10, 2011 - November 10, 2011

Travel Window:
December 5, 2011 - December 19, 2011

Minimum USVI Hotel Stay Required: 5-nights

U.S. VIRGIN ISLANDS
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VISITUSVI.COM

AAA Travel

To book, call AAA Travel at the Villages at 352-753-2500, or stop by our office at 955 Bichara Blvd., The Villages, FL 32159.

Please complete the form below to receive your certificates upon check-in.

To promote the offer at The Villages, the Department of Tourism is running a dedicated advertising campaign in its primary community media outlets. The campaign includes recurring 30-second spots on the local radio station, WVLJ-AM, and recurring print advertisements in *The Villages Daily Sun's* Sunday Travel section.

The USVI Villages Vacation promotion is one of several offers the Department of Tourism has developed to provide travelers with unique experiences that tie exclusively to each of the Territory's three islands. The offer is available through November 11 for travel from December 5 through December 19, 2011. It applies to new bookings only and is based on double occupancy and a five-night minimum stay. The schedule of complimentary cultural activities is subject to change. Reservations for this promotion can be made through AAA Travel at the Villages and by visiting www.usvi getaway.com/villages.

In Anticipation of Winter Travel Season, DOT Attends Various Trade Shows and Industry Events to Promote Territory

In the height of the winter travel booking season, the Department of Tourism is gearing up to promote the Territory at some of tourism's most popular and notable trade shows. Niche audiences including dive industry professionals and luxury travel agents, as well as consumers and meeting planners will get a chance to learn about what's new in the Territory at upcoming events in November and December.

DEMA

From November 2-5, 2011, DOT representatives were stationed in Orlando, FL for the DEMA (Diving Equipment and Marketing Association) Show. This trade-only event draws more than 11,000 industry professionals and focuses solely on the dive market. It also features top dive destinations, as well as hotels based in these destinations.



The DOT promoted the special attributes that make the USVI one of the most diverse dive destinations, particularly noting the fact that the U.S. Virgin Islands is one of the few places in the Caribbean where travelers can experience wall, wreck, reef, pier and shore dives all in a single destination.

During DEMA, the Department took the opportunity to share information about its Dive USVI Promotion bookable offer. This promotion is ideal for diving enthusiasts and offers visitors who book at least six nights \$300 in dive certificates for use at participating dive shops on St. Croix, St. John and St. Thomas, as well as \$50 in retail certificates and \$100 in restaurant certificates. This offer represents \$450 in savings and must be booked by November 30, 2011 for travel through December 31, 2011. <http://www.demashow.com/dema2011/public/enter.aspx>

Dallas Morning News Travel & Adventure Show

The Dallas Convention Center will host the Southwest's largest travel event from November 12-13, 2011. This event will feature approximately 100 exhibitors, with over two days of activities and informative travel talks and panels from travel expert Pauline Frommer, Travel Channel's Samantha Brown and renowned American long distance musher, Jeff King.

Given Dallas is one the Territory's feeder markets, the DOT will be on hand at the show to provide unique vacation options and offerings within the USVI to the thousands of potential consumers expected to attend. <http://www.adventureexpo.com/Default.aspx?id=73088b86-786f-4227-b36d-4d1bf3e1a95d>

Successful Meetings University: Caribbean & Islands Event

Representatives from the Department of Tourism will travel to Bermuda to participate in the Successful Meetings University: Caribbean & Islands event from November 13-15, 2011. Known as one of the key events for meeting planners, this educational



seminar allows the DOT to inform planners about the various options available for groups throughout the destination.

Successful Meetings targets meeting planners across all industries, and is written for executives in search of meeting facilities. Successful Meetings is a monthly print and digital magazine with in-depth interviews, case studies, features, and special focus supplements. <http://www.successfulmeetings.com/events/smu-caribbean/event-summary/>

Eastern Travel Association – Trade Show 2011

The DOT will head to Pennsylvania to promote St. Croix, St. John and St. Thomas at the Eastern Travel Association's 2011 trade shows. This year's events will be held in Camp Hill (November 14), Scranton (November 15) and Allentown (November 16).



Attendance at these shows will give the Department the opportunity to have one-on-one meetings with over 300 travel agents from this key target market. <http://easterntravel.org/category/tradeshows-information>

GOGO Vacations Learning Conference

The GOGO Vacations Learning Conference will be held in Riviera Maya, Mexico from December 5-9, 2011.



This conference features a variety of seminars and sessions, which will provide DOT representatives with tools on how to adapt to changes in the industry and stay on top of the latest trends. The GOGO Vacations Learning Conference is hosted by GOGO Vacations, a wholesaler of vacation packages with more than 40 local sales offices, exclusively serving the travel agent community. <https://www.signup4.net/public/ap.aspx?EID=RM13E&OID=147>

Luxury Travel Expo

Finally, the Department of Tourism will close out its aggressive year of trade shows with The Luxury Travel Expo. Celebrating its 13th anniversary, this Expo is known as the most established luxury travel trade event in North America. Produced by leading industry publications *Luxury Travel Advisor* and *Travel Agent* magazine, the event will be held at Mandalay Bay Resort & Casino in Las Vegas from December 6-8, 2011.



More than 500 global luxury suppliers will be on the trade show floor, providing the perfect opportunity for the DOT to create, maintain and enhance relationships essential to growing destination sales.

The Luxury Travel Expo is the only travel event exclusively dedicated to providing suppliers and agents with a forum for dialogue and education concerning all things luxury. Each year, the event attracts thousands of agents who seek to more effectively promote and sell the luxury market. The most influential luxury event in North America, Luxury Travel Expo enables destinations such as the USVI to conduct business-to-business

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In Anticipation of Winter Travel Season, DOT Attends Various Trade Shows and Industry Events to Promote Territory (continued)

transactions directly on the exhibit floor with such leading brands as American Express, Insight Vacations, Signature Travel Network and Virtuoso. <http://www.luxurytravelexpo.com/>

Participating in these trade shows gives the DOT the opportunity to be at the forefront of the travel industry by keeping up-to-date with the latest trends and the state of the industry.

The Department of Tourism Hosts the Caribbean Media Exchange (CMEx) 20th Conference on Sustainable Tourism

Leaders in the media, tourism, government and civil society fields will come together in the U.S. Virgin Islands for the 20th Caribbean Media Exchange (CMEx) conference on Sustainable Tourism from December 1 to 5, 2011. Hosted by the Department of Tourism, the conference will be held at the Frenchman's Reef and Morning Star Marriott Beach Resort on St. Thomas.

During the four-day conference, journalists and editors from top regional, national and international publications will meet with key influencers in the business, hospitality and development industries, as well as government officials and youth delegates. The conference will feature sessions on the use of tourism to enhance the education, environment, culture, wealth and health of the Caribbean.

The theme of the conference will be "Communicating for Clarity and Prosperity," and delegates will explore how Caribbean public relations practitioners can promote sustainable tourism. A highlight of the conference will be CMEx's 2011 World Leadership Awards. These awards honor leaders whose support of the Caribbean delivers measurable benefits to the people of the region.

"We are extremely proud to be a part of CMEx again this year and honored to host the popular conference on sustainable tourism for

the first time," said Commissioner of Tourism Beverly Nicholson-Doty.

"It's also our pleasure to welcome this esteemed group of leaders and industry professionals to explore the eco-friendly attractions and offerings throughout the Territory, as well as showcase our ongoing commitment to protecting the environment. We also look forward to participating in the numerous seminars, functions and networking opportunities that will occur throughout the week to see what new practices we can consider for our destination."

The Caribbean Media Exchange has produced 19 symposia throughout the Caribbean and North America since 2001.

The upcoming CMEx meeting is supported by American Airlines, Bahamas Ministry of Tourism, Barbados Tourism Authority, Barbara Pyle Foundation, Caribbean Hotel and Tourism Association, Caribbean Business Enterprise Trust, Caribbean Broadcasting Union, Caribbean Tourism Organization, Choice Hotels International, Frenchman's Reef and Morning Star Marriott Beach Resort, 4P Group, Marketplace Excellence, michaelD. Communications, Princess Juliana International Airport, Ruder Finn, Spirit Airlines, Sugar Bay Resort & Spa, Tourism Development Company of Trinidad and Tobago, and The SpeakEasy M.E.D.I.A. Foundation.



Paradise Jam Tournament Brings Basketball Action to the Territory

For the 12th consecutive year, the Department of Tourism is partnering with Paradise Jam, a college basketball tournament that brings the nation's top teams to the Territory to engage in friendly competition. The tournament will be played in the UVI Sports and Fitness Center from November 18-27, 2011.

As part of its partnership with Paradise Jam, the Territory will be featured in radio and television advertising. A 30-second television ad featuring NBA superstar and St. Croix's own Tim Duncan will run on Fox Sports Network and Fox College Sports. The ad will air on November 20 and 21, during the television broadcast of the 2011 Paradise Jam. Additionally, a 60-second brand radio spot will air at least once per game on radio stations broadcasting the game in the same markets as the teams, including Des Moines, IA; Milwaukee, WI; Ann Arbor MI and Charlottesville, VA. A USVI print ad will be inserted into the Paradise Jam program guide.

The tournament, organized by Basketball Travelers Inc., brings an estimated 1,500 visitors and sports enthusiasts to the island. In addition, Paradise Jam receives extensive national media exposure, further reaching potential visitors through this medium. In 2010, coverage for the tournament and the

destination resulted in a total of over 258K media impressions with an estimated advertising equivalency of \$298K from a cross-section of broadcast, print and online outlets.



This year's teams for the Men's Division include Drake, Drexel, Marquette, Mississippi, Norfolk State, TCU, Virginia, and Winthrop. The Women's "Island" Division will see the likes of Alabama, Louisiana Tech, Old Dominion, and Seton Hall, while the Women's "Reef" Division will feature Marquette, Michigan, Prairie View A & M and Washington State.

In addition to the games on St. Thomas, the DOT is partnering with Paradise Jams and the Department of Housing Parks & Recreation to sponsor a number of community activities on St. Croix. A basketball clinic and court rededication are both scheduled for November 11. The clinic invites students ages 8 to 18 to participate in training with Paradise Jam coaches at the Central High School Gymnasium from 12:30 p.m. to 3:00 p.m. Earlier in the day sponsors will unveil a refurbished basketball court with newly painted lines and graphics on the backboards and on the center court at the D.C. Canegata Ballpark in Christiansted.

Small Hotels Update

Small Hotels Spotlight: Company House Hotel, Samuel Cottages, Miller Manor Hotel and Guest House

In this issue of *USVI Times*, we are pleased to highlight three properties from across the Territory: Company House Hotel on St. Croix, Samuel Cottages on St. John, and Miller Manor Hotel and Guest House on St. Thomas.



Company House Hotel, St. Croix

Located in the heart of downtown Christiansted, the Company House Hotel is a historic property in the former warehouse of the Danish West Indies Company. Today, the hotel offers modern and recently renovated amenities with the charm of a small Caribbean hotel. The hotel features 35 rooms, each appointed with tropical décor, air conditioning, flat screen televisions, and refrigerators. The hotel also features a pool, piano bar, and a large conference room for private functions.

The historic Christiansted location of the Company House Hotel offers guests the opportunity to explore the downtown area. The hotel also offers immediate access to scuba diving trips leaving from the boardwalk, just two blocks away. Most recently, the Company House Hotel launched an online booking capability on their website.

For more information: (340) 773-1377,
www.companyhousehotel.com



Samuel Cottages, St. John

Three ocean view cottages located in Cruz Bay welcome guests to one of the "best kept secrets" in the U.S. Virgin Islands—Samuel Cottages. Each one bedroom cottage has a living room, kitchen, bathroom, and deck, as well as air conditioning. Conveniently located in the Cruz Bay area, Samuel Cottages offers easy access to dining, shopping, and the ferry to St. Thomas.

For more information: (340) 776-6643,
www.samuelcottages.com

Miller Manor Hotel and Guest House, St. Thomas

Offering a guest house atmosphere and located just above Charlotte Amalie, the Miller Manor Hotel and Guest House is a 150-year old Danish Manor House with views of the harbor. Each private room features a mini-refrigerator, microwave and air conditioning. Select rooms offer harbor views and private balconies. Guests can enjoy the view from the Miller Manor's veranda and bar. The Manor is just a short walk to shopping, restaurants, and the ferry to St. John.

For more information: (340) 774-1535, www.millermanor.com



November/December 2011 Calendar of Events and Partner Updates

November 4-6

Annual Fall Charter Yacht Show, Crown Bay, St. Thomas

This popular show displays the island's impressive fleet of charter yachts to visiting charter yacht brokers from around the country. One of the biggest events of its kind in the U.S. Virgin Islands, the displayed boats will be accompanied by social events including the Governor's Reception, a Beach BBQ, a charter chef culinary competition, and a FAM trip to St. John. For more information: (340) 774-3944, www.VICL.org

November 4-10

CMCArts Presents Tony Vanderperk Mural Size Paintings, St. Croix

Tony Vanderperk Mural Size Paintings 2001-2011 opens on November 4 at the Caribbean Museum Center for the Arts in Frederiksted in the main upstairs gallery. The opening reception will be held November 4 from 5:00 – 8:00 p.m. Vanderperk's works are semi-abstract constructed paintings, and the exhibition will contain 7 mural size pieces. The exhibition will be open to the public from November 4 to November 10 and admission is free. For more information, visit www.cmcarts.org or call (340) 772-2622.

November 4, 11 and 18

Ceramics Class at the Caribbean Museum Center for the Arts, St. Croix

Open to the beginner and the expert. Choose from many and varied molded items, both bisque and greenware, to finish and glaze. Lots of Christmas themes are available. All pre-made pieces are on sale until 2012. Classes are \$50 per month for 3 classes, held on Fridays from 10:30 a.m. to noon on November 4, 11, and 18. There is a \$10 registration fee, waived for returning students. Greenware and firing fees apply on a per piece basis. For more information, visit www.cmcarts.org or call (340) 514-7508 to register.

November 5

HTA Tommy Star Awards and Gala, St. Thomas

The annual Tommy Star Awards and Gala, hosted by the Virgin Islands Hotel & Tourism Association will recognize the best in the hospitality industry. For more information: (340) 774-6835

November 6

2011 Wahoo Wind-Up, St. Thomas and St. John

The Game Fishing Club will award \$10,000 cash to the person who catches the largest Wahoo. For information: (340) 775-9144, usvigfc@gmail.com

November 6

The Farmer's Market and Pet Adoption at Yacht Haven Grande, St. Thomas

The Farmer's Market at Yacht Haven Grande will be open 10 a.m. to 2 p.m. at The Esplanade, as well as Pet Adoption Day. For more information: (340) 774-9500 or visit www.yachthavengrande.com

November 10

Gardens by Moonlight, St. George Village Botanical Garden, St. Croix

Enjoy wine, cheese and hors d'oeuvres while listening to flutist Diane Russell in the Garden illuminated by moonlight and perfumed by night blooming flowers. Stargazing with Rick Starr; Garden Tours with David Hamada. 7 to 10 p.m. Reservations are required. For more information: (340) 692-2874 or visit www.sgvbg.org

November 11

VETERANS DAY

November 17

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. The purpose of the event is to strengthen and invigorate the St. Croix art community. 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

November 18-27

US Virgin Islands Paradise Jam, St. Thomas

Men's and Women's college basketball teams visit St. Thomas to engage in friendly pre-season competition in an exotic island setting. The tournaments (both men and women) are held annually in the 4,000-seat University of the Virgin Islands Sports and Fitness Center and are broadcast live on Fox College Sports. For more information: www.paradisegram.com

November 18

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

November 18

Family Friday Night at the Movies at Yacht Haven Grande, St. Thomas

Enjoy family movie night on The Great Lawn at 7 p.m. at Yacht Haven Grande for a viewing of Hercules. For more information: (340) 774-9500 or visit www.yachthavengrande.com

November 19

Zumba-thon at Yacht Haven Grande, St. Thomas

A Zumba-thon will be held from 6:30 to 8 p.m. at Yacht Haven Grande to benefit the Family Resource Center. For more information: (340) 774-9500 or visit www.yachthavengrande.com

November 20

The Farmer's Market and Pet Adoption at Yacht Haven Grande, St. Thomas

The Farmer's Market at Yacht Haven Grande will be open 10 a.m. to 2 p.m. at The Esplanade, as well as Pet Adoption Day. For more information: (340) 774-9500 or visit www.yachthavengrande.com

(Continued)

November/December 2011 Calendar of Events and Partner Updates (continued)

November 24
THANKSGIVING**November 25-26****Coral Bay Thanksgiving Regatta, St. John**

All classes of boats are welcome to enter the Thanksgiving Regatta at Coral Bay, where the U.S. Virgin Islands boasts world-renowned Caribbean island-hopping sailing. The event is sponsored each year by the Coral Bay Yacht Club. For more information: (340) 779-4994

November 26**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 or visit www.sgvbg.org

November 26-27**Annual Art in the Garden and Arts & Crafts Festival, St. Thomas**

"Art in the Garden" will be held at Tillett Gardens. Featured at the two-day event will be fun for the whole family to include shopping, interactive arts activities, live music and performances, food, drinks and more. Admission is free. For more information: www.tillettfoundation.org

November 27**Starving Artists Day**

Starving Artists Day is a fundraising event showcasing over 70 Caribbean artists, jewelers, craftspeople, and food vendors. Shoppers will find locally-made and original crafts, jewelry, fine art, ceramics, mahogany works, Mocko Jumbie sculptures, madras crafts, photography and more. For more information: <http://www.stcroixlandmarks.com/>

December 1-4**4th Annual Carlos Aguilar Memorial Match Race, St. Thomas**

Founded in honor of esteemed sailor and match racing aficionado Carlos Aguilar, this race takes place in the Charlotte Amalie Harbor. This race has established itself as a high-caliber event, featuring international umpires and highly competitive IC24's. For more information: <http://carlosmatchrace.com/index.php>

December 2**Glamour at the Garden: A Simply Divine Affair at the Gardens, St. George Village Botanical Garden, St. Croix**

This event features great food and creative cocktails, a stunning selection at the silent auction, a dazzling display of trees and wreaths, and an amazing array of live auction items. Tickets are \$80 per person or \$75 early bird tickets before November 18. For more information: (340) 692-2874, www.sgvbg.org

December 2, 9, and 16**Ceramics Class at the Caribbean Museum Center for the Arts**

Open to the beginner and the expert. Choose from many and varied molded items, both bisque and greenware, to finish and glaze. Lots of Christmas themes are available. All pre-made pieces are on sale until 2012. Classes are \$50 per month for 3 classes, held on Fridays from 10:30 a.m. to noon on December

2, 9, and 16. There is a \$10 registration fee, waived for returning students. Greenware and firing fees apply on a per piece basis. For more information, visit www.cmcarts.org or call (340) 514-7508 to register.

December 4**Christmas Spoken Here / Nursery Sale, St. George Village Botanical Garden, St. Croix**

Christmas Spoken Here is everyone's favorite family friendly holiday season kick-off. The Great Hall will be transformed into a fairyland of sparkling, fully decorated Christmas trees. The air will be filled with the sounds of the season with performances from local choirs. You will not be able to resist the tantalizing fragrances emanating from the food vendor booths. Be sure to bring your holiday gift list. The driveway will be lined with all types of vendors, the White Reindeer tables will be filled with goodies and both the Nursery and Museum Store will be holding special sales. For more information: (340) 692-2874, www.sgvbg.org

December 4**The Farmer's Market at Yacht Haven Grande, St. Thomas**

The Farmer's Market at Yacht Haven Grande will be open 10 a.m. to 2 p.m. at The Esplanade. For more information: (340) 774-9500 or visit www.yachthavengrande.com

December 5**Virgin Islands Half Marathon, St. Croix**

Runners of all levels from around the world compete in this long-distance run, which begins at 6 a.m. Organized by The Virgin Islands Pace Runners and certified by the Association of International Marathons and Distance Races, the race will begin at Butler Bay and end at the Ann E. Abramson Pier. Participants who successfully complete the race are awarded Pace Runners Virgin Islands Half-Marathon medals, with awards to the top three male and female finishers and top three in age groups. For more information: <http://stcroixsports.com/vi-half-marathon.htm>

December 7**Havensight Mall Christmas Tree Lighting, St. Thomas**

Enjoy live music, dancing and extended shopping hours as Havensight Mall celebrates the holidays with the lighting of a giant Christmas tree. Gifts will be distributed for the first 1,000 children and local crafts will be on sale by vendors. For more information call The West Indian Company Limited at (340) 774-1780

December 9**Crucian Fusion, St. Croix**

Chant presents' Crucian Fusion on Dec. 9th with special returning Guest Chef, Orlando Santos at Fort Frederik. For more information, call (340) 772-1205 or visit www.sandcastleonthebeach.com

December 10**December Wine Club, Sandcastle on the Beach, St. Croix**

The December Wine Club will meet for dinner at the Beach Side Café. For more information, call (340) 772-1205 or visit www.sandcastleonthebeach.com

(Continued)

November/December 2011 Calendar of Events and Partner Updates (continued)

December 10**St. Croix Boat Parade**

Each year, St. Croix boaters host the St. Croix Boat Parade for the island's community. The procession of over 20 boats makes this parade the biggest in the Caribbean. Events take place on the Frederiksted boardwalk throughout the day. For more information: www.stcroixboatparade.com

December 11**Sip & Shop, St. George Village Botanical Garden, St. Croix**

Sip a glass of wine and sample goodies while enjoying special sales at the St. George Village Botanical Garden Museum Store. For more information: (340) 692-2874 or visit www.sgvbg.org

December 15**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. The purpose of the event is to strengthen and invigorate the St. Croix art community. 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/art/index.php

December 16**Miracle on Main Street, Chamber of Commerce, St. Thomas**

Downtown Charlotte Amalie comes alive at night with music, dancing, local vendors at Emancipation Garden, and extended shopping hours. Enjoy a lighted boat parade on the Waterfront as St. Thomas harbor sparkles with Christmas lights. For more information: (340) 776-0100

December 16**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

December 17**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 or visit www.sgvbg.org

December 18**The Farmer's Market at Yacht Haven Grande, St. Thomas**

The Farmer's Market at Yacht Haven Grande will be open 10 a.m. to 2 p.m. at The Esplanade. For more information: (340) 774-9500 or visit www.yachthavengrande.com

December 25**Santa Visits Yacht Haven Grande, St. Thomas**

Santa Claus will be visiting Yacht Haven Grande from 1 p.m. to 3 p.m. at The Esplanade. For more information: (340) 774-9500 or visit www.yachthavengrande.com

December 25**CHRISTMAS DAY****December 26****BOXING DAY****December 26****Mt. Victory Eco-Lodge Annual Christmas Second Day Party**

Mt. Victory Camp will host the annual Christmas Second Day Party and traditional Boxing Day pig roast on December 26. It starts at the grounds of Mt. Victory, St. Croix, in the Frederiksted rainforest from at 2 p.m. The Renaissance Band will perform, and a cook-out of slow roasted whole Crucian pig and chicken is available. The Jungle Bar will serve up special cocktails. The event is \$5 for admission, food and drink sold separately. For more information: (340) 772-1651 or visit www.mtvictorycamp.com

December 29 – January 7, 2012**Crucian Christmas Festival, St. Croix**

The holidays in St. Croix are filled with more than just yuletide cheer. From December through January, the streets come alive with music jamborees, cultural fairs and vendors selling local treats. The Carnival celebrations culminate with the children's and adult's parades on January 6 and 7. For more information: www.stxfestival.com

December 31**2nd Annual Yacht Haven Grande Old Year's Festival, St. Thomas**

The Old Year's Festival at Yacht Haven Grande features events and activities for the entire family – free and open to the public from 12 – 3 p.m., a wine walk with tickets benefitting the Pistarckle Theater from 4-7 p.m., and an evening of Jazz on the Esplanade featuring Dion Parson with special guest Grammy-award winning saxophonist Branford Marsalis. For more information: (340) 774-9500 or visit www.yachthavengrande.com

ONGOING 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.

(Continued)

November/December 2011 Calendar of Events and Partner Updates (continued)

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 from 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.

Tai Chi at Yacht Haven Grande, St. Thomas

Every Friday at 6 p.m., practice Tai Chi at a free class Yacht Haven Grande, near Louis Vuitton. For more information: (340) 774-9500 or visit www.yachthavengrande.com

Zumba at Yacht Haven Grande, St. Thomas

Every Saturday at 9 a.m., enjoy Zumba at a free class Yacht Haven Grande, at the Esplanade. For more information: (340) 774-9500 or visit www.yachthavengrande.com

Yoga at Yacht Haven Grande, St. Thomas

Every Friday at 6:15 p.m., enjoy Zumba at a free class Yacht Haven Grande, at the Esplanade. For more information: (340) 774-9500 or visit www.yachthavengrande.com

Entertainment at Fat Turtle at Yacht Haven Grande, St. Thomas

Every Friday night, Hot Nights features Kenny Floyd Live at 6 p.m. and a DJ Dance Party at 10 p.m. at Fat Turtle at Yacht Haven Grande. For more information: (340) 774-9500 or visit www.yachthavengrande.com

Monday Nights at the Beach Side Café at Sandcastle on the Beach, St. Croix

Martini Mondays features in person the music of Jazzy Blue. For more information: (800) 524-2018 or visit www.sandcastleonthebeach.com

Podcast from Paradise

USVI visitors and locals alike can tune into "Podcast from Paradise" each weekday for a daily dose of U.S. Virgin Islands weather, news highlights and a little music with Alex Randall the "Voice of Paradise." Users can subscribe by visiting www.vinow.com/podcast.

NEWS & UPDATES**Four USVI Beaches Receive Prestigious Blue Flag Certification**

The USVI Hotel & Tourism Association (HTA) along with the VI Conservation Society (VICS) are pleased to announce that, after an extensive certification process, four USVI beaches have been awarded Blue Flag status by the Foundation for Environmental Education (FEE). Blue Flag is an exclusive eco-label awarded to beaches and marinas worldwide who meet the established criteria of the program. The four beaches receiving this coveted certification are

Lindbergh Bay at the Emerald Beach Resort and Great Bay at The Ritz Carlton on St. Thomas, Trunk Bay on St. John and Pelican Cove at the Palms at Pelican Cove Beach Resort on St. Croix. The Blue Flag certification is based on compliance with 32 criteria including environmental education and information, water quality, environmental management, and safety and services. For more information: www.blueflagusvi.org

Magic Ice Gallery Coming to St. Thomas

This December, travelers will get to experience winter in the tropics at the Magic Ice Gallery. St. Thomas' newest attraction opens on December 15, and will offer guests the chance to explore exhibits showcasing the rich history of the Caribbean in varied and intricate sculptures and installations created from snow and ice. For more information: www.magicice.no/

Virgin Islands Eco-Tours Announces New Tour Offerings

Virgin Islands Eco-Tours is offering two new tours, available for booking now. The "Experience the Virgins Flightseeing Adventure" offers a 45 minute ride in a small aircraft over the US and British Virgin Islands. Experience a bird's eye view of historic Hassel Island, wild Mangrove Lagoons, the Virgin Islands National Park and the Coral Bay's hurricane hole in the VI Coral Reef National Monument. Observers will also be able to watch for whales or dolphins from November through March. The "Anegada Beach and Lunch Flightseeing Adventure" is an all-day adventure over the US and British Virgin Islands. Participants will see shipwrecks, whales, dolphins, and flocks of flamingos in the ponds of Anegada. Then spend three hours relaxing and swimming on Loblolly Beach. Tours are narrated and depart on Sundays and Thursdays. For more information: (888) VI-KAYAK or visit www.viecotours.com

St. Croix Ultimate Bluewater Adventures becomes the first PADI TecRec Dive Center in the Virgin Islands, St. Croix

The St. Croix Bluewater Adventures (SCUBA) has become the first Professional Association of Dive Instructors (PADI) TecRec Dive Center in the Virgin Islands. TecRec is the new recreational version of Technical Diving which is scuba diving's "extreme" sport, taking experienced and qualified divers far deeper than in mainstream recreational diving. The walls along St. Croix's north shore, which drop to over 13,000 feet, make one of the best places anywhere for divers to learn Technical Diving. SCUBA also trains and hosts divers of all levels to the world class scuba diving found here under the U.S. flag, St. Croix, U.S. Virgin Islands. For more information: (877) 567-1267 or visit www.stcroixscuba.com

Eco Serendib Villa and Spa Honored at Auction at amfAR's Innovation Gala LA, St. John

At a star-studded live auction at the Chateau Marmont in West Hollywood in October, a seven-night stay at the Eco Serendib Villa and Spa fetched the second highest bid of the evening. The auction raised nearly \$500,000 for amfAR, an organization dedicated to AIDS research, advocacy, prevention, and education. The stay at the luxury villa on St. John was chosen among other lavish items at the auction. For more information: (215) 830-8300 or visit www.ecoserendib.com

(Continued)

November/December 2011 Calendar of Events and Partner Updates (continued)

New Welcome Center at Yacht Haven Grande, St. Thomas

Yacht Haven Grande will be opening a new Welcome Center on the western side of the property near the swimming pool. The Welcome Center will offer complimentary luggage check for visitors. For more information: (340) 774-9500 or visit www.yachthavengrande.com

SPECIAL PROMOTIONS

Divi Carina Bay All-Inclusive Beach Resort Early Bird Christmas Special, St. Croix

Divi Carina Bay All-Inclusive Beach Resort is offering special rates for stays starting December 23, 2011 through January 15, 2012 with reservations made by December 1. Rates start at \$183 per person per night. Divi Carina Bay's amenities include a long, secluded beach, four restaurants, a casino, miniature golf, lighted tennis courts and water sports center. The new kid's club keeps children active and entertained with water bucket races, ping pong roundabouts, sandcastle build-offs, freeze games and horseshoe hoedowns. For more information or to make reservations, visit <http://divicarina.com/DiviCarina/reservations.html> or call (877) 773-9700.

Divi Carina Bay All-Inclusive Beach Resort Holiday Dinners, St. Croix

Divi welcomes guests and islanders alike to its holiday dinners. Christmas Eve dinner features a four course menu, including Caribbean lobster and catch of the day, in the decorated Starlite Room with music by violinist Brian Silber. Dinner from 6-10 p.m. Christmas Day Buffet takes place in the Starlite Room from 11 a.m.- 4 p.m., with music by Noel Wynter on Steel Pans. The Old Year's Night celebration begins at 7 p.m. or 9 p.m. on December 31, 2011. The buffet begins at 7 p.m. in the Starlite Room, followed by music at 9 p.m. by Elite Band and champagne toast. Separate admission begins at 9 p.m. for entertainment and champagne toast only. The Starlite Room closes at 1 a.m. For more information, call (877) 773-9700 or visit <http://www.diviresorts.com/DiviCarina/index.html>.

Bolongo Bay Beach Resort Offers Winter Deals and Packages, St. Thomas

Escape to the US Virgin Islands on a *Holiday Shopping Free-for-All* with Bolongo Bay Beach Resort, one of the world's best beachfront hotels. This special holiday shopping travel offer is available from Black Friday, November 25, through December 22, 2011 and includes a free night on a 5-night stay in an oceanview room for two (20% savings), two free roundtrip shopping shuttles to the best duty-free shopping in the Caribbean, a free checked bag with a \$50 per room credit toward airline checked baggage fees, and free souvenirs, to share or keep, with a \$50 resort boutique credit per room. This five-night package is just \$1,313 for two people, including all taxes and service charges.

The Forever Again Vow Renewal Package offers 40% savings on a vow renewal hotel package. The resort's dedicated Romance Director makes every vow renewal special. The "Forever Again" package includes 5 nights in a Beachfront room, a welcome gift in room, a beach vow renewal ceremony with officiant, tropical flower bouquet, favorite song played as the bride walks down the aisle, and personal wedding specialist, a champagne toast for two after the ceremony, personalized vow renewal certificate to celebrate the occasion, and a Harbor Cocktail Cruise. This 5-night vow renewal package is \$1,446 per couple, including tax, resort fees and energy surcharge. The special is available for travel through December 22, 2011 and must be booked by December 15.

The Black Friday to Cyber Monday sale offers 50% off all room-only rates in oceanview accommodations. With the discount, rates are just \$150 per day for two people plus tax, resort fee and energy charge. The sale is available for travel through December 22, 2011 and valid on any length of stay. Guests who stay five nights or more will also receive a complimentary Sunset Cocktail Cruise on board Bolongo's own 53' catamaran, Heavenly Days (\$110 value). The sale is subject to availability and blackout dates may apply.

Cure a holiday hangover with a fun-filled five-night *National Hangover Week Package*, which includes 20% off room-only rates in an oceanview accommodation for two, plus, adults stay free for any third or fourth guest over 18 years of age staying in the same room. Available from January 1-15, 2012, the package also includes a welcome rum punch, a complimentary bottle of Cruzan Rum in-room upon arrival, and a sunset cocktail cruise on board the resort's 53' catamaran, Heavenly Days.

Bolongo Bay offers a 50% *Military Wedding Discount* year-round. Bolongo Bay's 50% military wedding discount is available to all active duty service members and their brides and valid on the "Barefoot on the Beach" and "Paradise Wedding" destination wedding packages. The discount is on any length of stay, but excludes food and beverage, and is subject to availability. Destination wedding packages, with the discount, begin at \$500 for the "Barefoot on the Beach" package, which includes wedding coordinator services, clergy, wedding ceremony on the beach, bottle of Champagne, two keepsake flutes, witnesses, a Save your Shoes room-to-beach bridal shuttle and more. In addition, Bolongo Bay Beach Resort will waive the cancellation fees for military weddings. If a deployment is extended or something else comes up, there is no penalty for the couple and they can apply the deposit toward another date within a one-year timeframe. To take advantage of military destination wedding discount, call Lorena Leonard, Romance Director, at 1-800-524-4746.

For more information, call (800) 524-4746 or visit www.bolongobay.com

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 November/December 2011 Calendar of Events and Partner Updates (continued)
Virgin Islands Campground Offers Discount, Water Island

The Virgin Islands Campground, located on Water Island, is offering a 10% discount to all guests staying 7 nights or more. This offer is valid November 1 through December 15, with promotion code "Tour VI". For more information: (877) 502-7225 or visit www.virginislandscampground.com

Kids 17 & Under Stay and Eat Free at Divi Carina Bay All Inclusive Resort & Casino, St. Croix

Through December 23, 2011, kids age seventeen and under stay and eat free at the Divi Carina Bay All Inclusive Resort & Casino. Guests of the Divi Carina enjoy two freshwater swimming pools, meals and drinks at choice of four restaurants and four bars, non-motorized water sports, scuba dive resort course, snorkeling and kayaking tours, nightly entertainment, kids club, and more. For more information, call (877) 773-9700 or visit <http://www.diviresorts.com/DiviCarina/index.html>.

Specials at Yacht Haven Grande, St. Thomas

From November 1-30, save with the Cut and Color Me Beautiful promotion at Sugar and Spice. Haircut and one process color will be on sale for \$130 (regularly \$180) and Brazilian blow-out for \$225 (regularly \$275). For more information, call (340) 776-5893. Diamonds International introduces its Rebecca line of jewelry, which will be 20% off duty-free discount from November 1-30. Additionally, through November 15, vote for your favorite Grande Cru Martini and be entered to win dinner for two at Grande Cru. Visit YHG St. Thomas on Facebook to vote and enter. For more information: (340) 774-9500 or visit www.yachthavengrande.com

Exclusive Rates for Virgin Islands Residents at the Westin St. John Resort & Villas, St. John

The Westin St. John Resort & Villas invites you to take advantage of exclusive rates for residents of the Virgin Islands. Start planning now and consider a visit to gorgeous St. John. Book your exclusive resident rate today. Must present valid ID upon check-in. Book online or call (866)716-8108 and mention rate plan VIRES. For more information: visit www.westinjohn.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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