

Contact: Keith Dawson
Public Relations Manager
Tel: 284-852-6020
kdawson@bvitourism.com

FOR IMMEDIATE RELEASE

British Virgin Islands Showcases Premier Tourism Experiences Across the UK *BVITBFC Engages Key Trade Partners Through Fall Roadshows and Taste Events*

Road Town, Tortola, British Virgin Islands — 3rd December 2025 – The British Virgin Islands brought the warmth and vibrancy of the Territory to three major UK cities in late October, connecting with travel agents, tour operators, and key industry partners through a series of targeted BVI business development events. The UK activation culminated in the BVI’s participation at World Travel Market (WTM) London, highlighted by a signature BVI-themed cocktail reception featuring Arundel Cane Rum tastings and culinary delights from London-based BVI caterer Nyammin’.

While in London for WTM, the BVI Tourist Board & Film Commission (BVITBFC) also convened a strategic meeting of its European agency partners. All events were led by Natasha Chalwell, Deputy Director of Tourism, and supported by the BVITBFC’s UK business development team: Odelcer Hanley, General Manager; Kyle Harrigan, Business Development Representative; and Myrvina Jeria, Administrative Coordinator.

BVI Luxury Roadshow UK – 27th – 29th October

Over three days, the BVITBFC hosted a trio of luxury dinner events in Bristol, Chester, and London, engaging more than 100 high-end travel agents and tour operators. The roadshow featured destination presentations from the BVITBFC alongside leading BVI industry partners.

“Our primary goal was to reconnect with key travel trade partners and reinforce awareness of the British Virgin Islands,” said Natasha Chalwell, Deputy Director of Tourism. “We were pleased with the strong turnout, the high level of engagement, and the enthusiasm shown for including the BVI in Caribbean product offerings.”

The Road Show Venues:

The Bristol Hotel, Bristol (27th October)
The Chester Grosvenor, Chester (28th October)
JW Marriott Grosvenor House London (29th October)

Participating BVI industry partners included Bitter End Yacht Club, Guana Island, Oil Nut Bay, and Peter Island Resort. Each evening concluded with a lively BVI quiz, offering attendees the chance to win destination-themed prizes.

European Agencies Meeting – London, 3rd November

On 3rd November, Deputy Director Chalwell met in person with the BVI’s UK and European agencies of record. With all partners assembled for WTM London, the world’s leading travel trade event, the meeting provided an opportunity for the BVITBFC’s international team to meet; and evaluate 2025 regional marketing performance, assess challenges and successes, and align on major initiatives and collaborative strategies for 2026 and beyond.

BVI Cocktail Reception – London, 4th November

The BVITBFC hosted an intimate evening reception at BVI House London on 4th November, welcoming travel trade and media representatives alongside BVI industry partners and the Territory's UK and European agencies.

The evening opened with welcome drinks followed by a guided rum tasting hosted by Matthew Callwood of the historic Callwood Rum Distillery, producers of the BVI's signature Arundel Cane Rum. Guests sampled four varieties of Arundel Cane Rum while learning about the distillery's rich heritage.

Culinary highlights were provided by Nyammin', showcasing beloved Virgin Islands flavours including chicken and beef patties, peas soup shooters, dumb bread with saltfish, curried cauliflower fritters, and the signature Nyammin' BVI Rum Cake made with Arundel Cane Rum.

Special guest Thad Lettsome, BVI Olympian (sailing) based in the UK, shared personal insights into the Territory's world-class sailing culture, adding a meaningful sporting dimension to the evening.

Guests departed with curated gift bags featuring mini bottles of Arundel Cane Rum and premium mementos from the BVI.

###

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 celebrated as the sailing capital of the world, thanks to its line-of-sight navigation, wide range of charter options—including bareboat, crewed, powered, and traditional hoisted sail—and wealth of experiences tailored to yacht enthusiasts. Reflecting this legacy, the destination holds official trademarks as The British Virgin Islands – Sailing Capital of the World™, British Virgin Islands – The Undisputed Sailing Capital of the Caribbean™, and The British Virgin Islands – Sailing Capital of the Caribbean™. The destination's unparalleled offerings continue to garner global recognition. Recent accolades include making The New York Times' "52 Places to Go in 2025" list, Virgin Gorda and Jost Van Dyke being named among the "Top Islands in the Caribbean, Bermuda and the Bahamas" in Travel + Leisure's 2025 World's Best Awards, being named as the "Hottest Destination of 2025" in Modern Luxury's 2025 Best of Luxury Travel Awards and consistently ranking among U.S. News & World Report's "Best Places to Visit in the Caribbean," including #2 for 2021-2022. For more information on how to experience the BVI, visit the British Virgin Islands Tourist Board & Film Commission website at www.bvitourism.com or contact 1-800-835-8530.

See Images for BVI UK ROAD SHOWS [HERE](#).

See Images for BVI COCKTAIL RECEPTION [HERE](#).

See Link to Video Recap of COCKTAIL RECEPTION [HERE](#).

See Link to Video Recap of BVI UK ROAD SHOWS [HERE](#).