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## FOR IMMEDIATE RELEASE

### British Virgin Islands to Showcase the Destination's Diving Excellence at DEMA 2025

**Road Town, Tortola, British Virgin Islands, 6<sup>th</sup> November 2025** - The British Virgin Islands Tourist Board & Film Commission (BVITBFC) will proudly represent the Territory at the annual Diving Equipment & Marketing Association (DEMA) Show, taking place from 11<sup>th</sup> – 14<sup>th</sup> November 2025 at the Orange County Convention Center in Orlando, Florida.

In collaboration with the BVI Scuba Organization (the parent body for scuba operators across the Territory), the BVITBFC will highlight the British Virgin Islands' world-class diving experiences and the operators who make them possible. The team will also promote the annual BVI Wreck Week, an increasingly popular event celebrating the Territory's rich underwater heritage, scheduled for 21<sup>st</sup> – 27<sup>th</sup> June 2026.

Leading the delegation from the BVITBFC are Perla George, Business Development Director, North America; and Fravern Collins, Senior Product Officer – Cruise. BVI Dive Ambassador and Influencer Alton Bertie will also be attending the event.

“The Board, in partnership with the BVI Scuba Organization, has been participating in DEMA for decades as part of our ongoing efforts to showcase the British Virgin Islands as a premier scuba diving destination,” said Ms. George. “While diving remains our primary focus, we also take this opportunity to share updates on the Territory's wide range of land and sea accommodations, along with the many other unforgettable experiences awaiting visitors.”

Produced by the Diving Equipment & Marketing Association, the DEMA Show is the world's largest trade-only event for professionals in scuba diving, ocean water sports, and adventure/dive travel. The show annually attracts hundreds of exhibitors and thousands of industry professionals from around the globe, making it a vital platform for promoting the British Virgin Islands' exceptional dive tourism offerings.

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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 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](http://www.bvitourism.com) or contact 1-800-835-8530.