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British Virgin Islands Tourist Board Unveils Newly Designed Website

Redesigned website offers exciting and dynamic experience for guests and stakeholders

Road Town, Tortola, British Virgin Islands, as of 3pm on 14th March, 2022 – The British Virgin Islands’ official on-line presence has been redesigned, refreshed and released! The new design of www.bvitourism.com is part of the British Virgin Islands Tourist Board & Film Commission’s (BVITB) dedication to creating a captivating modern digital experience for the destination and secures a robust and user-friendly on-line location for the British Virgin Islands Tourist Board & Film Commission (BVITB).

The completely revamped website is enhanced by superior visual content and features a cutting-edge platform that provides the enhanced ability to promote local tourism businesses with complete and accurate descriptions of their services. Visitors to the site will appreciate the improved ease of navigation and the ability to contact businesses directly. Users will also enjoy enhanced features which will aid them in thoroughly planning their visit, by allowing them to save the businesses they would like to patronize using the site’s geomarketing capabilities. This key feature of the website’s optimization strategy gives the BVITB the capability to target people by geographic location – an innovative means of enhancing the BVI’s global marketing reach.

“Creating a new and exciting, yet informative experience for all visitors of the BVITB’s website was our priority. This interactive tool allows our Tourism Industry Partners to effectively engage with prospective guests,” said Director of Tourism, Clive McCoy. “This project began in 2021 and I am pleased to unveil the cutting-edge website that will serve our needs for the foreseeable future.”

The new website will be launched in English and versions in over 10 languages will follow. Users can also expect new information to be added daily. The website will be continually monitored and updated for the best possible optimisation.

“Our platform had become obsolete and presented a number of challenges that went as far back as 2017. I am pleased that our Marketing and Business Development teams now have a fully functioning website. This site will be used in our call to action and our various marketing campaigns,” said Deputy Director of Tourism, Rhodni Skelton.

The new website comes at a time where much of tourism advertising and interaction is primarily conducted on the internet. Internet usage for tourism destination leads outweighs traditional means like print and television. The much-needed refreshing update is timely to the Digital Marketing programme.

“Our goal is to have the most complete information portal about the BVI there is,” BVITB’s Digital Marketing Coordinator and project lead, James Kelley commented. “It is indeed a joy for me to see the process of creating this very interactive website come to fruition.” Mr. Kelly who led the website’s transformation efforts worked with *Cendyn*, formerly known as Next Guest, to create the innovative marketing tool.

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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 north-eastern 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 specially to yachties. 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 or contact 1-800-835-8530.

About Cendyn

Cendyn is a catalyst for digital transformation in the hospitality industry. We help hotels around the globe drive profitability and guest loyalty through an integrated technology platform that aligns revenue, eCommerce, distribution, marketing and sales teams with centralized data, applications, and analytics, so they can capture more demand and accelerate growth. With offices located across the globe, in the United States, Germany, United Kingdom, Singapore, Bangkok, and India, Cendyn serves tens of thousands of customers across 143 countries. To find out more, visit www.cendyn.com.