



Press Release For Immediate Release

PR032/10

TOURISM SECTOR LEARNS TO UTILISE SOCIAL MEDIA

Road Town, Tortola, June 21 – The British Virgin Islands Tourist Board successfully collaborated with the consultancy firms Deloitte & Touche and Softescu for a workshop geared at educating the Territory's tourism industry of the marketing benefits of social media.

The one day workshop was held on Thursday, June 17 at the Treasure Isle Conference Room. Participants had an opportunity to explore the possibilities afforded through social networks. "This opportunity gives industry professionals the chance to really understand social media and how it has changed marketing around the world." said Acting Director of the BVI Tourist Board, Hadassah Ward. She further stated, "Attendees had the opportunity to understand how social media has influenced the economics of marketing within the context of their businesses and how they can merge that knowledge with measuring standards for their businesses."

Deloitte's, Richard White explained why the internationally known firm, was interested in educating the Territory's tourism sector about social media. "I am sure we have all seen the herculean rise in importance of social media networking over the last few years, and how important it is for all businesses to now be involved in its use, or risk missing out on the most powerful marketing tool to have been created to date. We recognised that these tools are currently under utilised by the tourism industry in the BVI and therefore approached the BVI Tourist Board with the offer to partner with them to offer a seminar led by an

SMM expert to help bring a better understanding of the technologies and how to use them to the tourism industry.”

Social media marketing allows readers to share information with an unlimited amount of individuals in online networks. This has greatly changed the concept of marketing in just five years, making it much more affordable for anyone to successfully market an item or a company.

Present at the workshop was Chairman of the BVI Chamber of Commerce and Hotel Association, Dr. Birney Harrigan. Dr. Harrigan agreed that businesses in the BVI can utilise social media a lot more than it is presently being used. “Social media will allow tourism based businesses to build internet presence and a wider social community to help build their businesses. It is free and that’s the most exciting thing about it.” Dr. Harrigan also shared that she looks forward to her organisation utilising social media to market the organisation to its target group.

Workshop facilitator, Adrian Pintilie of Softescu said the idea of using social media can be intimidating to some, but the platforms are designed for mass use, and therefore very easy to learn. “Social media depends largely on use by the masses to be successful. The networks cannot work unless lots of users have access and are using the application comfortably. Once people start using them, they soon realise how easy it is to learn its features.”

Softescu focuses on creating and hosting portals with an online community component and integration of online social networks suitable for Enterprise 2.0 and Social Web 2.0 experiences. Deloitte & Touche is one of the largest professional services and organisations and auditors in the world. The company has approximately 165,000 staff at work in 140 countries, delivering audit, tax, consulting and financial advisory services through its member firms.

###



Note to Editors:

Caption for attached photograph: Several tourism industry professionals took part in a one day workshop on social media and its marketing opportunities on June 17. The workshop was hosted by the British Virgin Islands Tourist Board and consultancy firms Deloitte & Touche and Softescu.