



## Press Release

### **BVITB FEATURED AT LEGG MASON TENNIS CLASSIC**

**Road Town, Tortola, August 28, 2009** – The British Virgin Islands Tourist Board (BVITB) continued its robust promotional campaign in the U.S. market with a strong presence as the presenting destination sponsor of the 2009 Legg Mason Tennis Classic in Washington, DC from August 1 - 9.

The tournament was well attended with an estimated audience of 72,000 for the weeklong event. Aided by the presence of top players Andy Roddick, Juan Martin Del Potro and Lleyton Hewitt, the venue provided the BVI with a winning opportunity to showcase its many attributes as a destination within its targeted demographic of affluent, active sports enthusiasts.

“Situated in the heart of Washington, DC, the Legg Mason Tennis Classic presented us with a wonderful opportunity to gain visibility for the BVI in another of our key feeder markets in North American.” said Perla George, General Manager for North American Sales and Operations. “We had a steady stream of visitors from Washington, Maryland, Virginia, and beyond who were interested in learning more about the BVI. This event allows us to reach out to them and inform them about the natural beauty of our 60 magnificent islands in a fun, engaging atmosphere. Our goal is to educate affluent markets in the U.S. about the attributes that differentiate the British Virgin Islands from the competition. The Legg Mason Tennis Classic has provided us with a solid platform from which to do just that.” said George.

Following the Board’s strategy that started earlier this summer of featuring the BVI at high profile sporting events, the BVITB secured Event Partner status at



the tournament. This assured the BVI top visibility courtside which included placement of the BVITB's logo on the electronic video board; two 30 second commercial video spots on the electronic video board in the stadium during the event finals; listing on official literature such as the event programme, website, VIP Guide and on the on-site official sponsor board. The Territory received added visibility as the tournament was broadcast nationally on ESPN2.

A promotional booth and hospitality suite provided the backdrop for BVI Tourist Board staff members, George, and Hazel Penn, Marketing Coordinator to share information about the Islands with audience members, VIP guests, and potential new visitors. A mainstay of the BVI promotion is the opportunity for visitors to enter to win a trip to the islands. Also offered this year is the BVI's Summer of Savings online campaign, which promotes special offers from BVI resort hotels, inns, and villas through September 30, 2009.

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**Note to Editors:**

**Caption for attached photograph** - Two patrons of the Legg Mason Tennis Classic join Hazel Penn, Marketing Coordinator (left), and Perla George, General Manager for North American Sales & Operations (right), in front of the British Virgin Islands Tourist Board booth to learn more about the BVI during the 2009 Legg Mason Tennis Classic.