



Press Release

BRITONS VOTE BVI THE TOP CARIBBEAN PORT

Road Town, Tortola, September 24, 2009 – In an article published Tuesday by the United Kingdom's Daily Mail online newspaper, the British Virgin Islands finished ahead of other Caribbean ports in a survey of best cruise seaports.

The article by Sarah Gordon stated, "When travellers were asked what they looked for in a good port, cruisers cited stunning scenery and local excursions as the most important features, closely followed by a good natural setting."

In addition, four out of ten persons surveyed thought local culture was most important, with 25 per cent saying good regional food and drink were also pivotal. Twenty percent of travellers also said meeting local people was the top attraction. Only 16 percent listed shopping as an important feature. Britons voted for Road Town as an impressive cruise stop in front of St. John's, Antigua and Bridgetown, Barbados. The top spot went to the Italian seaport of Venice.

Through its UK office the Tourist Board is steadily working to maintain the visibility of the Territory as a destination of choice amongst British and European tourists. In June the BVI office hosted six travel agents representing various companies throughout the UK. The familiarisation trip was the final component for agents taking a training course for travel companies wishing to specialise in the BVI as a destination.

In July, Christine Oliver, General Manager of the Board's London Office discussed the many attractions the Territory offers its visitors on Europe's Travel



Show, a talk radio programme. The programme was broadcast across Spanish Costas to over one million English-speaking listeners.

Oliver shared other activities the London office has worked on over the summer. "In August the group attended Cowes Week Regatta, one of the most popular yachting events in the world. With 8,500 competing sailors and over 100,000 spectators, it is considered the world's largest regatta and was a great opportunity for us to promote the BVI Spring Regatta, the newly launched International Yacht Club Challenge, as well as sailing holidays in the BVI."

At the event an ad showcasing the BVI was shown several hundred times a day for eight days on twelve giant video screens around the regatta village. Team members from the London office also had the opportunity to distribute materials and information about the Territory in a special hospitality section of the village.

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