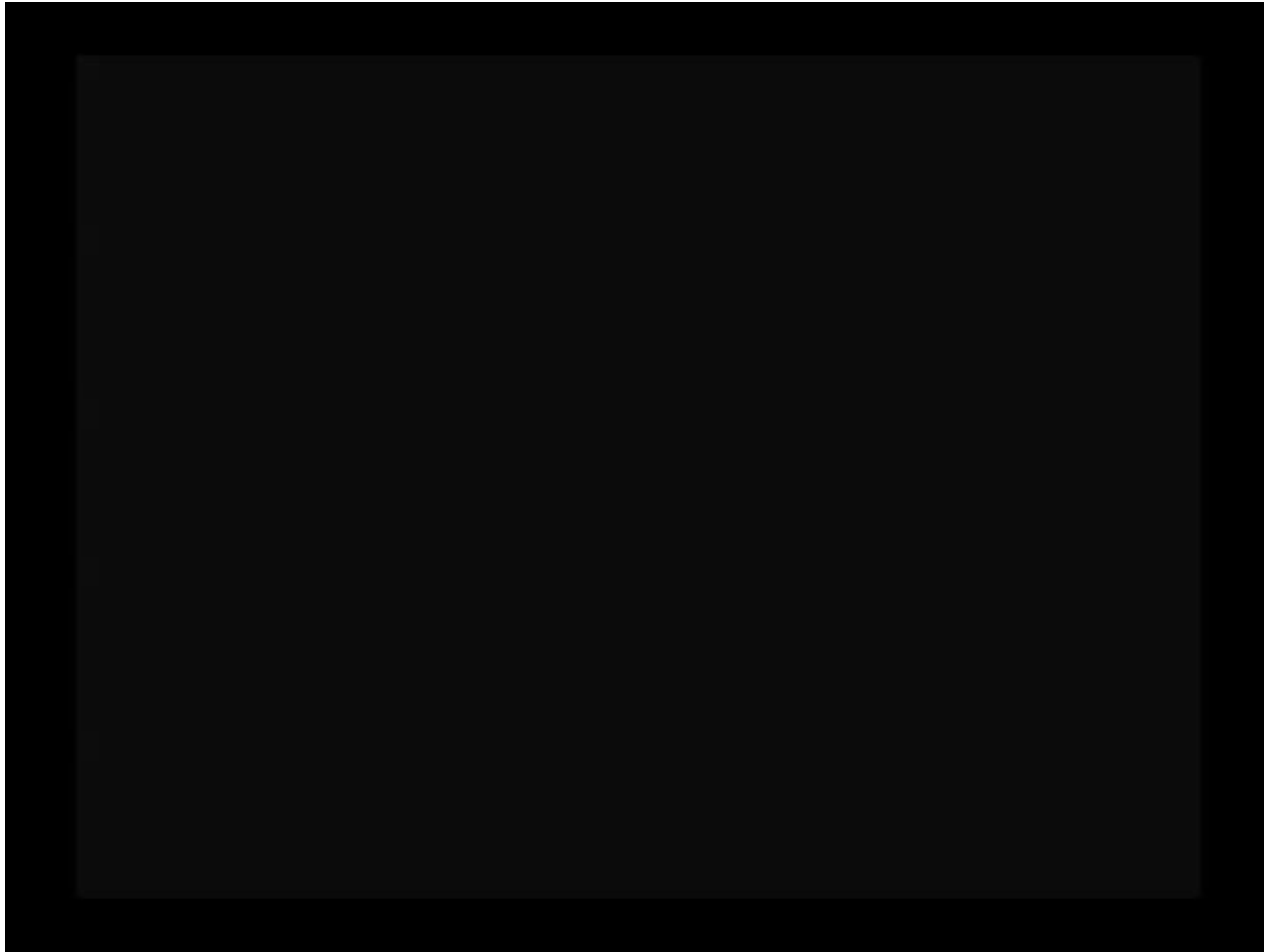


U.S. Virgin Islands Ambassador Program



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Did you know?

- **St. Croix, St. John, and St. Thomas have nicknames.** These islands are also known as Twin City (St. Croix), Love City (St. John), and Rock City (St. Thomas). The combined area of these three islands is about two times the size of Washington, D.C.



Did you know?

- **USVI Population:** 106,400
- **Virgin Islanders stateside:** 55,000
- **Key cities:** New York, Atlanta, Miami, Washington DC, Orlando, Dallas and Houston





U.S. Virgin Islands Ambassador Program



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USVI Ambassador Program

To recognize and empower United States Virgin Islanders to passionately promote the culture, music, cuisine, natural beauty and hospitality of their island home.



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- The USVI Ambassador Program was created in 2011. The purpose of the program is to encourage Virgin Islanders living outside the territory to stay connected to home and to help promote the USVI as a vacation destination.
- The initial program consisted of a welcome letter from the Commissioner, overview of the territory's promotional offerings along with a package of brochures, collateral and giveaways.



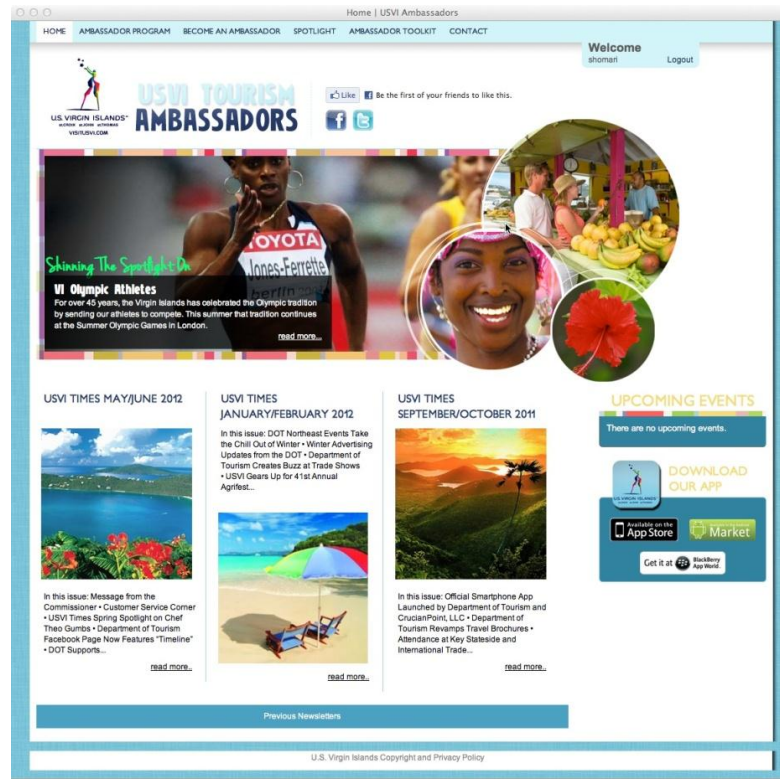
- The program has expanded to include ongoing dialogue, sales training and sales kits. Several ambassadors have referred visitors over the past year. To date, one ambassador has booked approximately 75 room nights.
- Currently the program has approximately 100 signed up members.



- Based on interest in the program the Department will launch the official Ambassador Website within the next month. It will feature music, recipes, a calendar of events both in the territory and stateside, feature stories on Virgin Islanders on the move, details on becoming a VI Ambassador, a chat module for connecting Virgin Islanders around the world and a downloadable sales kit.



USVI Ambassador Website Screenshot 1



- USVI Ambassador Website Screenshot 2

Sign Up | USVI Ambassadors

HOME AMBASSADOR PROGRAM BECOME AN AMBASSADOR CONTACT

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USVI TOURISM
AMBASSADORS

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Username *
Password *
SIGN UP Log In
FORGOT PASSWORD

Home > Become an Ambassador

Become an Ambassador

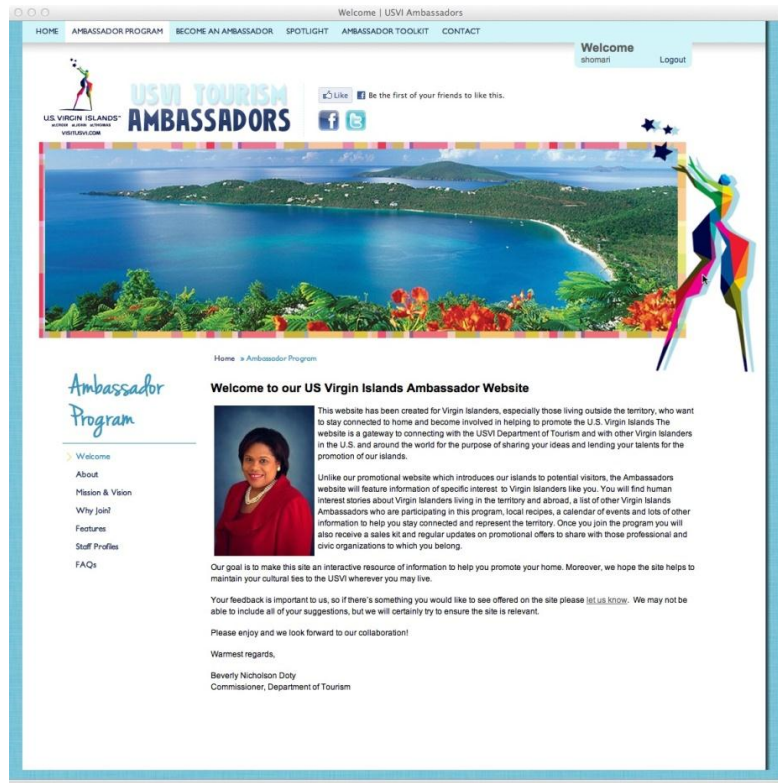
SIGN UP

1. PROGRAM REQUIREMENTS 2. CONTACT INFORMATION 3. AGREEMENTS 4. REVIEW & SUBMIT

Salutation First Name * Last Name *
Business/Employer Current Job/Volunteer Category *
Address
Country *
State City * Zip/Postal Code *
Phone (Home) Phone (Mobile)
Email Address *
Facebook Twitter
Place Of Birth * Date Of Birth



• USVI Ambassador Website Screenshot 3



- Additional plans include:
 - Ambassador of the Year Award
 - Rewards Program
 - Webinar Training





U.S. Virgin Islands Department of Tourism
Thank You for Participating!