



United States Virgin Islands

St.Croix | St.John | St.Thomas

DEPARTMENT OF TOURISM TO MAKE A SLAM DUNK IN SAN ANTONIO

~ Advertising campaign geared towards basketball fans~

ST. THOMAS, U.S. Virgin Islands, April 7, 2008 – As part of its ongoing marketing initiatives to reach consumers in key markets across the U.S., the Department of Tourism is headed to San Antonio, Texas on April 9 to launch an aggressive advertising campaign to raise awareness of and interest in *America's Caribbean*. Coordinated by the department's Atlanta-based advertising firm J Walter Thompson, the campaign capitalizes on the U.S. Virgin Islands' close ties to San Antonio Spurs forward Tim Duncan and Phoenix Suns shooting guard Raja Bell, and is designed to reach the nearly 20,000 fans that will be at the AT& T Center to see the Spurs face off against the Suns that day.

Before basketball fans even enter the stadium that day, they will be able to see everything the U.S. Virgin Islands has to offer. A high-tech "ad-van" has been commissioned to circle the stadium, displaying the USVI logo, no passport messaging and the new Destination DVD and music video.

Once inside, game attendees will see the U.S. Virgin Islands' logo and messaging displayed in print and on the big screen throughout the stadium. The U.S. Virgin Islands' branding will be displayed in the highly-trafficked concourse areas, while representatives from the department will distribute new marketing materials, including brochures that promote the latest "Sizzlin' Summer Sampler" vacation package and the Visitor's Guides. During the game, two 30 second USVI promo spots will air on the Jumbotron, while throughout the stadium the U.S. Virgin Islands logo and visuals will appear on 400 screens during in-game action, once every 10 minutes.

"We have welcomed over 150,000 visitors from Texas in the last 5 years, so we wanted to make a real splash in this market," states Commissioner of Tourism Beverly Nicholson-Doty. "There is an obvious connection to St. Croix natives Tim Duncan and Raja Bell, and with this initiative we are able to directly connect with an enthusiastic audience."

For information about the United States Virgin Islands, visit usvitourism.vi. When traveling to the U.S. Virgin Islands, U.S. citizens enjoy all the conveniences of domestic travel – including on-line check-in – making travel to the U.S. Virgin Islands easier than ever. As a United States Territory, travel to the U.S. Virgin Islands does not require a passport from U.S. citizens arriving from Puerto Rico or the U.S. mainland. Entry requirements for non-U.S. citizens are the same as for entering the United States from any foreign destination. Upon departure, a passport is required for all but U.S. citizens.

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Member of the Caribbean Tourism Organization

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