



U.S. VIRGIN ISLANDS UNVEILS NEW LOGO
~Additional Rebranding Initiatives to Launch in 2009 ~

ST. THOMAS, U.S. Virgin Islands, December 15, 2008 –The U.S. Virgin Islands today introduced the next generation of branding for the Territory with the unveiling of a new logo. The launch of “The Mocko Jumbie,” pictured above, is the first step in a rollout of the destination’s new branding and marketing materials to debut in 2009.

“We decided it was time to adapt to the changing marketplace and develop a new logo and branding that truly represents the U.S. Virgin Islands and symbolizes the unscripted vacation experience that comes with having three very distinct islands and a variety of unique experiences to choose from,” explains Commissioner of Tourism, Beverly Nicholson-Doty. “The Mocko Jumbie character symbolizes the vibrancy of our people and our culture, while the stars represent the enchanting and individual spirits of St. Croix, St. Thomas and St. John.”

Following a series of focus groups and months of rigorous market research by Atlanta-based advertising agency, J. Walter Thompson, the colorful image of a traditional stilt dancer, known as a Mocko Jumbie, was selected by the Department of Tourism as the icon that best represents the elements of the U.S. Virgin Island experience. Originating in West Africa and believed to be a guardian of the people, the Mocko Jumbie is a popular character at cultural events, parades and other festivities in the U.S. Virgin Islands.

The logo is the first step in a larger brand repositioning for the Territory that is designed to highlight the “unscripted Caribbean experience” offered in the U.S. Virgin Islands, in response to market research that indicates travelers are seeking more than a “cookie-cutter” Caribbean vacation. The branding transition will culminate in January 2009, when all of the new branding elements will be used together for the first time with the launch of a new Web site for the Department of Tourism. The new logo will soon

begin appearing in a number of high-profile publications, meanwhile, branded materials and all marketing communication will incorporate the new logo following the Web site introduction.

For more 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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