GOVERNMENT OF THE VIRGIN ISLANDS

PRESS RELEASE

Tel: (284)468-2730
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Government Sets Strategy in Motion for Seatrade 2026

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The Virgin Islands is advancing a strategic approach to cruise tourism as a delegation attends Seatrade Cruise Global 2026, taking place from April 13 to 16 in Miami, Florida.

This engagement comes amid a surge in cruise activity, with visitor arrivals increasing. As momentum continues, the Territory is placing greater emphasis on balancing growth with value. At this year’s conference, Minister for Communication and Works, Honourable Kye M. Rymer and his delegation are expected to leverage various selling points that include sustainability efforts.

Honourable Rymer said, “A key focus of the Territory’s strategy is the expansion of relationships with smaller, luxury cruise lines. These vessels, which have increased their calls to the Virgin Islands in recent years, offer opportunities for more immersive visitor experiences and stronger potential to convert cruise passengers into overnight guests. This direction builds on recent successes, including new partnerships with exclusive brands such as the Orient Express Yacht, which marked a significant addition to the Territory’s cruise portfolio.”

Participation in Seatrade Cruise Global 2026 has provided an opportunity for the Virgin Islands delegation to engage in strategic discussions, strengthen existing partnerships, and explore new collaborations aligned with the event’s theme, “Beyond the Horizon: Leveraging Cruising’s Strength and Scale to Drive Innovation.”

The delegation includes representatives from the Ministry of Communications and Works, the BVI Ports Authority, the BVI Tourist Board, Tortola Pier Park and private sector stakeholders, all working collaboratively to position the Virgin Islands for sustainable growth and long-term success within the global cruise industry.

Seatrade Cruise Global is the world's largest and most renowned cruise event, attracting over 11,000 industry professionals from more than 120 countries. The VI delegation, which will include representatives from the Ministry of Communications and Works, BVI Ports Authority, the BVI Tourist Board, and private sector partners, aims to strengthen existing relationships with cruise partners and forge new collaborations within the global cruise market.

For Additional Information Contact:

Nekita Turnbull
Chief Information Officer
Department of Information and Public Relations
Government of the Virgin Islands
Tortola, Virgin Islands, VG1110
Telephone: +1 (284) 468-2731
Email: neturnbull@gov.vg