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FOR IMMEDIATE RELEASE

Barefoot Trainer to Host Exclusive Hospitality Training Series in the British Virgin Islands *BVITBFC Partners with Barefoot Trainer to Elevate Service Excellence Across the Territory*

Road Town, Tortola, British Virgin Islands – 25th August 2025 – The British Virgin Islands Tourist Board & Film Commission (BVITBFC) is delighted to announce the launch of the *Barefoot Trainer Hospitality Series* on 22nd October 2025 in Virgin Gorda.

The BVITBFC has signed a strategic agreement with ***Barefoot Training and Consulting Ltd.*** in collaboration with ***R Hospitality Ltd.***, BVI-based luxury hospitality training providers renowned for transforming service teams into caring, confident, and customer-focused hosts who deliver memorable guest experiences.

Led by seasoned trainers **Lisa-Anne Redfern** and **Marta Fernandes**—both of whom bring extensive experience from prestigious luxury properties, including Virgin Limited Edition's Necker Island and Moskito Island—the programme is designed to strengthen the Territory's readiness to welcome guests and create lasting impressions.

The training series will focus on mindset transformation and visitor stewardship within the accommodations sector of the hospitality industry. Participants will gain practical, hands-on skills designed to help them communicate and connect effectively and professionally with guests. The primary goal of this initiative is to promote growth and positive guest experiences in the accommodations sector.

Mrs. Vionie Pickering, Product Director, emphasised the importance of ongoing training in today's competitive business environment. She stated, *"In today's competitive business landscape, the way we engage guests is fundamental to stimulating a customer-centric culture throughout the BVI. As part of our 'Readiness Programme', ongoing training is indispensable to ensure hospitality professionals remain well-equipped to receive guests. Our 'Readiness Programme' reflects strategies and values that focus on building trust, consistency, and emotional connections with our tourism and hospitality industry."*

Hospitality professionals across the accommodations sector are encouraged to register by emailing training@bvitourism.com. Full programme details and registration information will be announced closer to the date.

Stay updated by following BVITBFC on social media: **Facebook:** @ourbvi | **Instagram:** @britishvirginscaribbean.

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About the British Virgin Islands

Known as a treasured destination rich in undiscovered experiences, the British Virgin Islands (BVI) is an alluring archipelago comprising 60 islands and cays located in the northeastern region of the Caribbean Sea. With plentiful private villas and luxury boutique resorts, there is no shortage of accommodations from which to choose, whether for leisure or MICE (meetings, events, and incentives) travel. The BVI has long been hailed as the sailing capital of the world for its line-of-sight sailing, myriad boat charter options (bareboat, crewed, powered, traditional hoisted sail), and an array of experiences catering especially to yachties. The destination's unparalleled offerings continue to garner global recognition. Recent accolades include making The New York Times' "52 Places to Go in 2025" list, being named one of "Top Islands in the Caribbean, Bermuda and the Bahamas" in Travel + Leisure's World's Best Awards, being named as the "Hottest Destination of 2025" in Modern Luxury's 2025 Best of Luxury Travel Awards and consistently ranking among U.S. News & World Report's "Best Places to Visit in the Caribbean," including #2 for 2021-2022. For more information on how to experience the BVI, visit the British Virgin Islands Tourist Board & Film Commission website at www.bvitourism.com or contact 1-800-835-8530.