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DEAR BUSINESS OWNERS:

The Department of Tourism is pleased to announce the **St. Croix Vibe Sail promotion**, offering cruise ship passengers a special discount from Nov. 15, 2024, to June 30, 2025, to encourage them to get off the ship and explore St. Croix.

The Department of Tourism will advertise this promotion on national platforms, on the VisitUSVI.com website, via a promotional email blast, aboard cruise ships and at the Frederiksted port. Participating businesses will receive a DOT poster and stickers to display in their storefront or window. Sign-up to participate begins now. The STX Vibe Sail promo has open enrollment during the promotion dates mentioned above.

Please review and indicate your willingness to participate in this promotion by completing the information below and submitting the form to the Department of Tourism. On Nov. 13, 2024, a DOT list will be published on the DOT website with all participating properties.

Once you have read and agreed to the terms regarding this promotion, please sign the form and email the agreement to Alani Henneman at ahenneman@usvitourism.vi. Should you have any questions or need further information, please call 340-774-8784.

This document is considered binding. Failure to comply with the terms as agreed will result in forfeiture of participation in future DOT Promotions. We look forward to your participation and another successful promotion.

Sincerely,

JOSEPH BOSCHULTE
Commissioner



PROMOTION DETAILS

1. Participating businesses will offer discounts of 15% or more off the purchase price to cruise ship passengers from Nov. 15, 2024, to June 30, 2025.
2. The Department of Tourism will promote this offer via various social media and press platforms. To ensure your property is listed, a signed copy of this agreement must be received.
3. Participating businesses will receive a St. Croix Vibe Sail package with stickers and a poster.

BUSINESS INFORMATION

- ☐ **YES** I am willing to be a participant in the DOT 2025 STX Vibe Sail Promotion with the understanding my business will submit requested back-up documentation.
- ☐ **NO** I am not willing to be a participant in the DOT 2025 STX Vibe Sail Promotion.

NAME

TITLE

DATE

HOTEL NAME

HOTEL ADDRESS

EMAIL

PHONE