

# 10 SELLING TIPS FROM THE BVI TOURISM TEAM

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**Hazel Penn, Business Development Manager - USA**

One of the best tips I can offer to agents selling the BVI is to highlight all of the great attributes of the destination so the client will focus on the many activities, excursions, and experiences that await them. Getting there is half of the adventure.

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**Gabi Romberg, Owner - German Agency**

It is a slight journey to get to the BVI. Explain to your clients that it's an advantage to travel here as there's no mass tourism. It's a breathtaking destination for clients who love nature and water. It's rather low key, but still exclusive; no malls, no glittering night life, just a wonderful way to get in touch with nature and the sea.

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**Sabine Schrader, Marketing Representative - German Agency**

You don't need to be a sailor to enjoy the BVI. You can venture around the islands by rental car or island hop to the sister islands and resorts by ferry.

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**Shonda Maduro, Business Development Manager - USA**

Have a great connection with your Business Development Manager that you can rely on and stay updated on everything BVI.

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**Shaekhoya Matthew, Business Development Manager - USA**

Boast and emphasize that the BVI is the Premier sailing destination of the Caribbean. Also, the BVI is one of the safest places to travel in the Caribbean with a very low crime rate.

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**Myrvina Jeria, Administrative Coordinator - United Kingdom**

Succulent BVI cuisine around fresh seafood from the thriving marine life. Encourage your clients to venture to Anegada for the tantalising lobsters plucked straight from the water and grilled over a locally made oil drum directly on the beach, a pescatarians' paradise.

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**Chelcie Lewis, Social Media Consultant**

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Think of the BVI as a twin or multi-centre destination, this will not only enable your client to have a variety of experiences but also offer them value for money. For example, your client might want to spend the week indulging in organic food and relaxation on a pristine beach at Guana Island, before sailing to Jost Van Dyke for a weekend of active fun and partying. Or, perhaps they might host their entire family at their luxury villa wedding in Virgin Gorda, with a natural world wonder as their backdrop, before leaving the family behind to honeymoon in the paradise that is Anegada, home to our perfectly pink flamingoes.

**Hazel Penn, Business Development Manager - USA**

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For the adventurous traveler, staying on Tortola (destination hub) affords your client the opportunity to ferry to a different island every day to spend the day. The ferry takes roughly 30 minutes depending on the island they plan on visiting. The private islands resorts that allow non-guests have daily scheduled boats to the resort to visit and enjoy their dining experiences and resort's ambience. Oil Nut Bay is special; although it is on the island of Virgin Gorda, it is only accessible by boat from Gun Creek, Virgin Gorda.

**Myrvina Jeria, Administrative Coordinator - United Kingdom**

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Your clients can experience the BVI's laid back nightlife with exceptional beach bars dotted on much of the islands. They can unwind, relax and reconnect with loved ones while making new local friends for life.

**Odelcer Hanley, Marketing Manager International Markets**

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The British Virgin Islands has much to offer especially for off-the-beaten path adventures. You would know your clients but encourage your clients to try at least one watersport activity during their trip. From diving wrecks to kitesurfing lessons and stand-up paddle board yoga; the possibilities are endless.

