

## FOR IMMEDIATE RELEASE

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### **Relax, We Have Everything Here!**

*BVI Tourist Board Launches BVI Staycation 2021*

**Road Town, Tortola, British Virgin Islands, 15th June, 2021** – Are you craving delectable local cuisine? Maybe you are yearning for a break from virtual meetings and looking for an escape in nature. The BVI Tourist Board encourages you to Relax, because We Have Everything Here! This summer, “Find Yourself right here in the BVI” and indulge in a BVI Staycation.

The BVI Tourist Board has unveiled its rebranding of its BVI Staycation logo and campaign. The campaign and new branding focuses on all the features and experiences of having an unforgettable vacation, right here in the BVI.

“The new design highlights all the elements that make people fall in the love with the BVI. Nature, the greenery, flora and fauna, the beautiful blue seas, our rich history, and of course, our destination. There is no need to travel abroad because we have everything right here”, said Clive McCoy, Director of Tourism.

Beginning 15 June to 30 November, residents of the BVI, as well as our neighbours from the USVI, St. Maarten/St. Martin and Puerto Rico, can choose from a selection of special offers on accommodations, spa treatments, dining, tours, yacht charters and a variety of land and sea activities under the BVI Staycation Campaign. This is the perfect time to allow BVILOVE to inspire all of our residents to celebrate this beautiful Territory we call home and enjoy a BVI Staycation. Relax, we have everything here!

BVI Staycation is an annual incentive programme that invites persons residing in the Territory and in select neighbouring destinations (USVI, Puerto Rico and St. Maarten/St. Martin) to vacation and explore the many unique experiences that are available locally.

For additional information about BVI Staycation, and a complete list of the incredible offers, visit [www.bvitourism.com/staycation](http://www.bvitourism.com/staycation) or BVIStaycation on [Facebook](https://www.facebook.com/BVIStaycation).

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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 north-eastern 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 specially to yachties. The BVI is continually recognized with accolades including "Top Islands in the Caribbean, Bermuda and the Bahamas" in Travel + Leisure's World's Best Awards 2020, placing #2 on The New York Times' coveted "52 places to Go in 2020" list and ranking "#1 Best Place to Visit in the Caribbean" by U.S. News & World Report in 2017, 2018 and 2019. For more information on how to experience BVILOVE, visit the British Virgin Islands Tourist Board & Film Commission website at [www.bvitourism.com](http://www.bvitourism.com) or contact 1-800-835-8530.