

PRESS RELEASE

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Seatrade Cruise Global Observes Its 40th Anniversary

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Minister for Communications and Works, Honourable Kye M. Rymer, will lead a delegation to Seatrade Cruise Global 2025 from April 7 to 10 at the Miami Beach Convention Center in Miami, Florida.

The event is observing its 40th anniversary and promises to be an exciting celebration of innovation and collaboration, offering insights into the latest trends and strategies shaping the future of cruise travel.

Honourable Rymer said, "Seatrade Cruise Global 2025 features a comprehensive conference program, extensive exhibition floor, and exclusive networking opportunities with leading cruise line brands."

The minister added, "The Virgin Islands delegation will engage in networking with industry leaders and attend educational workshops and sessions. These activities will help showcase the Territory's unique appeal as a premier cruise destination. This involves shifting from focusing on the increase in cruise passengers to ensuring sustainability and meeting the expectations that come with it."

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.