

PRESS RELEASE

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Junior Minister Hodge-Smith Highlights Activities for Culture and Tourism Month 2025

Release Date: 11 November, 2025



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Junior Minister for Culture and Tourism, Honourable Luce Hodge-Smith, has announced a dynamic lineup of activities for Culture and Tourism Month 2025, which is being observed under the theme "Rooted in Culture, Growing Through Tourism."

Speaking at a press conference on Friday, 7 November 2025, Honourable Hodge-Smith said the month is a dedicated time to highlight the very heart and soul of the Virgin Islands.

"Culture and tourism are not just related, they are two sides of the same coin," she declared. "Our vibrant heritage, stories, culinary traditions, and art are precisely what create the unique and authentic experiences that visitors seek. This celebration is a crucial investment. By highlighting our cultural assets, we are not only preserving our identity for future generations, but we are also strengthening our tourism product and fueling economic growth across our Territory."

Culture and Tourism Month officially began with the 284 Excellence Film Festival held from 30 October to 2 November, followed by the Long Story Short BVI Literary Festival, ongoing from 5-15 November, which features local authors, poetry readings, and writers' workshops. The month continues with the Forbes Travel Guide Elevated Luxury Training on 10-11 November in Tortola and Virgin Gorda; the Third Annual Tourism Education Symposium for senior school students on 13 November; and the launch of the Virgin Gorda Book Club on 14 November.

The three-day Fungi Fest will be held from 14-16 November across Jost Van Dyke, Tortola, and Virgin Gorda, featuring performances by local and regional bands celebrating the Territory's musical heritage. Other highlights include the UberSoca Cruise and the launch of the Sister Islands Ad Hoc Cultural Committees on 18 November, and the launch of the Virgin Gorda Historical Tour Manual on 20 November; and the Cultural Food Fair and Expo at the Noel Lloyd Positive Action Movement Park on 21 November. "On this particular day, we always ask for

persons to rock their Territorial Wear - a pin, scarf, and just for the whole month, identify with our culture," Honourable Hodge-Smith added.

Activities continue on 25 November with the Emancipation Festival Forum. The Junior Minister explained, "At this forum, we are inviting the public to come and share their views so that we can move forward in a more energetic way addressing the issues when it comes to our Emancipation Festival."

The month's celebrations will culminate with the opening of the Virtual Reality Museum at Crafts Alive Village on 27 November and the annual Anegada Lobster Festival on 28 and 29 November. "Again, we would like to have everyone participate in all the activities. If you can't do all, do some," she stated.

Public schools across the Virgin Islands will also be hosting cultural activities from 14-21 November, with students celebrating through dress, music, dance, and traditional art forms.

For more information about Culture and Tourism Month 2025, persons may contact the Ministry of Culture and Tourism at 468-2161 or the Department of Culture at 468-4408.

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About:

The Ministry of Tourism, Culture, and Sustainable Development is responsible for advancing the Territory's tourism sector, preserving and promoting cultural heritage, and implementing policies that support sustainable growth and environmental stewardship.

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Gallery



Zion Sounds Leon & The Hot Shots Stanley & His 10
Four Strong Family String Band (St. Maarten) Sleepless Knights Honey Beas (Nevis) (St. Croix)

NOV 28-29

NOV 27

Opening of the Virtual Reality Museum

NOV 25

NOV 26

Fungi Music Workshop Pre-registratio Required

Additional Documents or Media

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