GOVERNMENT OF THE VIRGIN ISLANDS

PRESS RELEASE

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BVI Ranks Among Top Three Fastest-Growing Cruise Destinations in the Caribbean

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The British Virgin Islands is making significant strides in Caribbean cruise tourism, r anking third among the 10 fastest-
growing cruise destinations in the Caribbean, according to new Caribbean Tourism Organization (CTO) data highlighted by Caribbean Journal.

The Territory welcomed 493,397 cruise passenger arrivals between January and Ma rch 2026, representing an impressive 29.3% increase over the corresponding period last year. This equates to approximately 112,000 additional cruise passenger arrivals in just three months.

The BVI's performance places it among the strongest-growing destinations in a highly competitive Caribbean cruise market, behind only the U.S. Virgin Islands, which recorded 68% growth, and Puerto
Rico, with 51.6% growth. The recognition comes at a time when the Caribbean crui se industry continues to experience strong growth, with destinations competing for larger vessels, expanded itineraries and increased passenger arrivals.

Caribbean Journal also notes that the BVI's cruise activity centered around the Cyril B. Romney Tortola
Pier Park have helped transform the Territory into one of the Caribbean's busiest s mall-island cruise ports. Beyond the port, the publication recognizes the unique advantage of the Virgin Islands' close-knit archipelago, where visitors can experience Tortola, Virgin Gorda, Jost Van Dyke and the surrounding islands within a single visit offering an authentic blend of pristine beaches, world-renowned sailing, rich culture, and unforgettable excursions.

While larger destinations may benefit from greater passenger volumes, the British Virgin Islands continues
to distinguish itself by delivering a premium visitor experience that emphasizes aut henticity, accessibility and natural beauty. This unique offering continues to make the Territory an attractive port of call for cruise lines and an unforgettable destination for visitors from around the world.

The British Virgin Islands Ports Authority remains committed to working closely with the Government of the Virgin Islands, the BVI Tourist Board & Film

Commission, Tortola Pier Park, cruise partners and the wider tourism industry to strengthen the Territory's cruise product, enhance the visitor experience and support sustainable growth across the sector.

As the global cruise industry continues its upward trajectory, recognition by respected travel
publications such as Caribbean Journal reflects the continued confidence in the Briti sh Virgin Islands as a destination that successfully competes with some of the Caribbean's most recognized cruise ports while maintaining the charm, authenticity and exceptional experiences that define the Virgin Islands.

The full *Caribbean Journal* article, “The 10 Fastest-
Growing Cruise Destinations in the Caribbean,

According to New CTO Data,” can be accessed online at:
https://www.caribjournal.com/2026/07/31/caribbean-cruise-destinations-top/

Additional Documents or Media

- bvipa_press_release_top_10_fastest-growing_cruise_destination.pdf