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BVI Full Moon Party kicks off 2025 BVI Marketing in Puerto Rico

Event used to promote the BVI as the summer holiday destination of choice for Puerto Ricans.

San Juan, Puerto Rico, 15th April, 2025 – The British Virgin Islands Tourist Board & Film Commission (BVITBFC) initiated its destination marketing efforts in Puerto Rico to entice its travelers to consider the British Virgin Islands (BVI) as the perfect destination for their summer holiday plans. The campaign kicked off on **Saturday, 12th April** with the BVI Full Moon Party, which is inspired by the iconic full moon parties held in Trellis Bay and Jost Van Dyke, marked the official launch of the BVI tourism season in the Puerto Rican market. The event venue was the spectacular Vivo Beach Club in Carolina, Puerto Rico.

“The BVI Full Moon Party is already a tradition that showcases our hospitality, music, culture and our pride in our islands. This activity allows us to introduce ourselves to the Puerto Rican public and gives us the opportunity to invite them to come to our territory and enjoy all of the maritime and land attractions that we have to offer,” said Honorable Dr. Natalio D. Wheatley, Premier of the BVI, who traveled to Puerto Rico to support the BVITBFC’s efforts to promote the destination.

Organized by the British Virgin Islands Tourist Board & Film Commission, the BVI Full Moon Party drew over 800 local guests who enjoyed a vibrant show featuring mocko jombies, fire dancers, a summer fashion show and live music by the Virgin Islands own cultural band, The Lashing Dogs. Attendees also sampled a BVI-inspired menu, with dishes such as conch fritters with lemon chili aioli, mini lamb empanadas with chipotle sauce, and mini meatballs in hoisin BBQ sauce. Main courses included shredded cod in banana leaves with mango saffron chutney, pork “wings” in craft BBQ sauce, coconut curry stewed chicken, coleslaw, and Johnny Cakes. Guests were also introduced to the BVI’s signature drink, the Painkiller.

Event guests also participated in a raffle to win stays at BVI properties such as Leverick Bay, Myett’s, Nanny Cay, Oil Nut Bay, The Hideout, Anegada Beach Club, Bitter End Yacht Club, Rosewood Little Dix Bay, Saba Rock and Long Bay Beach Resort. Several of these partners attended the event.

In addition to Premier Wheatley, BVITBFC personnel were also at hand to engage with potential Puerto Rican visitors, who were interested in learning about the destination and special offers for the summer travel season. Premier Wheatley also invited guests to make plans to attend the BVI Xmas in July event which will take place in Pond Bay, Virgin Gorda on **Saturday, 26th July**. Last year, this event drew almost 5,000 people and 500 boats to Pond Bay Beach to celebrate the traditional end of the BVI summer travel season in Puerto Rico. The event is organized by Wally Castro Marine, the British Virgin Islands Tourist Board & Film Commission and Marcos Rivera.

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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 northeastern 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 especially to yachties. The destination’s unparalleled offerings continue to garner global recognition. Recent accolades include making The New York Times’ “52 Places to Go in 2025” list, being named one of “Top Islands in the Caribbean, Bermuda and the Bahamas” in Travel + Leisure’s World’s Best Awards and consistently ranking among U.S. News & World Report’s “Best Places to Visit in the Caribbean,” including #2 for 2021-2022. For more information on how to experience the British Virgin Islands, visit www.bvitourism.com or call **1-800-835-8530**.