



BEVERLY NICHOLSON-DOTY

Commissioner, U.S. Virgin Islands Department of Tourism

Beverly Nicholson-Doty serves as Commissioner of Tourism for the United States Virgin Islands, a cabinet-level position. She oversees the Department of Tourism's advertising and marketing strategy, its national and international tourism-related efforts and product development.

Raised in St. Thomas, Mrs. Nicholson-Doty began her career in the hospitality industry while attending the College of the Virgin Islands.

In 1993, Nicholson-Doty joined the St. Thomas-St. John Hotel & Tourism Association as its Executive Director. In this position, her responsibilities included spearheading the implementation and development of the Association's strategic plan. Nicholson-Doty oversaw the unification of the St. Thomas-St. John Hotel & Tourism Association with the St. Croix Hotel & Tourism Association to create an integrated Association that strengthens the entire U.S. Virgin Islands hotel product while recognizing the unique offerings of each island. In 2004, she was appointed President of the USVI Hotel & Tourism Association.

Nicholson-Doty has served as Commissioner of the USVI Department of Tourism since 2007, and as Chairman of the Caribbean Tourism Organization (CTO) Council of Ministers and Commissioners from October 2012 to September 2014.

###