

# Let's Make USVI St. Thomas a Cheerful Paradise!

## How?

I wish I can write “New Jersey”, “Hawaii”, “Puerto Rico” or “Turkey” which “Should Be a Cheerful Paradise” but I know the size matters. You may add CA, FL, VT, NY, and WA...

St. Thomas is a small island and less than half a day one can drive all around.

St. Thomas has a small population: All of them can fit into a baseball stadium (50K).

St. Thomas has marvelous physical structures in a tropical geography.

St. Thomas is surrounded by even smaller marvel islands such as St. Johns or BVI Virgin Gordo.

St. Thomas has more not less tropical features than Aruba.

So what is missing to attract more tourists to level up the wealth and living conditions in St. Thomas?

The first is to ask: How can the “normal” food be provided with the reasonable prices in the island?

Hawaii has 3 Whole Foods and 3 COSTCO stores: Time to have one of each in St. Thomas.

Marriott Vacations Worldwide (MVW) acquired ILG: Sheraton, Westin and Hyatt Vacation Ownership portfolios.

MVW and ILG will have approximately **650K** owners (verify if the multiple weeks owners are counted once) and owns St. Thomas Frenchmen's Cove (which I own 3 weeks) and Ritz-Carlton. All of these 650K middle-class owners have a vested interest of a Cheerful Paradise in St. Thomas.

“Approximately [1.5 million tourists](#) per year visit Aruba, with nearly 60% of those from the United States”, while St. Thomas received [531K](#) (**0.5M**) air passengers and 2 million cruise passengers with their one day (day-time) stop.

St. Thomas is closer to East Coast US than Aruba: What will attract additional 0.5 million air passengers from the United States to visit USVI? Easier access to the beach, the best possible foods and the beautiful and relaxing islands atmosphere.