

FOR IMMEDIATE RELEASE

Contact: Keith Dawson
Public Relations Manager
Tel: (284) 852-6020
kdawson@bvitourism.com

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**ICONIC BRITISH VIRGIN ISLANDS ATTRACTIONS AND BEACH BARS
RECOGNIZED IN USA TODAY 10BEST AWARDS 2023**

The Baths National Park, Soggy Dollar Bar, Hendo's Hideout and Callwood Rum Distillery among awardees

Road Town, Tortola, British Virgin Islands, 10th January 2023 – *USA TODAY 10Best* recently announced the winners of its annual Caribbean Readers' Choice Awards. Soggy Dollar Bar and Hendo's Hideout were included in the Best Caribbean Beach Bar list with Soggy Dollar Bar taking the number one spot. The Baths National Park was named one of the best Caribbean Attractions and Callwood Rum Distillery was named one of the best Caribbean Rum Distilleries for 2023.

Every year for the 10Best Awards, *USA TODAY's* panel of travel experts select the top 20 nominees in contests covering food, lodging, destinations and other travel related categories. Then, readers vote for the top 10 spots in each category.

The British Virgin Islands is proud to be included in these rankings, with winners spanning the territory in Virgin Gorda, Jost Van Dyke and Tortola.

Soggy Dollar Bar, a perennial favourite among readers was voted the top Caribbean beach bar. Located on the spectacular White Bay Beach on the island of Jost Van Dyke, Soggy Dollar Bar is known for its beach party vibes and signature drink, the painkiller.

Hendo's Hideout, also located at White Bay, Jost Van Dyke, continued to be a fan-favourite placing fourth in the Best Caribbean Beach Bar category. Rounding out the BVI's *USA TODAY 10Best* accolades were the Baths National Park, placing eighth among the Best Caribbean Attractions, and Callwood Rum Distillery also placing eighth in the Best Caribbean Rum Distillery category.

"We are honored to receive this coveted recognition from *USA TODAY* and its readers," said Clive McCoy, Director of Tourism for the British Virgin Islands. "The Caribbean's beach bars, attractions, and rum distilleries are among the best in the world. We are proud to be ranked in the top ten regionally in these categories. Congratulations to our award-winning Tourism Industry partners!"

In 2022, the British Virgin Islands was also included in several prestigious awards including Condé Nast's 2022 Hot List and Architectural Digest's top places to visit in 2022. The complete results of the *USA TODAY 10Best* awards can be found at www.10best.com/awards/travel.

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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 north-eastern 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 specially to yachties. The BVI is continually recognized with accolades including "Top Islands in the Caribbean, Bermuda and the Bahamas" in Travel + Leisure's World's Best Awards 2020, placing #2 on The New York Times' coveted "52 places to Go in 2020" list and ranking "#1 Best Place to Visit in the Caribbean" by U.S. News & World Report in 2017, 2018 and 2019 and #2 for 2021-2022. For more information on how to experience BVILOVE, visit the British Virgin Islands Tourist Board & Film Commission website at www.bvitourism.com or contact 1-800-835-8530.