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Letter To The Editor

I agree that the submarine should be placed within St. Thomas as a tourist attraction. I think we could do PR around the idea of:

Trains, Boats, Planes and an Elephant

To this end we could perhaps purchase a plane and the airport would be a good location for an old airplane. All of these icons could be placed at strategic locations and we could form a marketing plan around this for if you don't like a train, a boat or a plane, there is our Jumbo.

We are looking for ways to attract people to come to St. Thomas. There is a following for trains as we know and how many years now has Thomas The Tank Engine been a feature here. The way of the world these days is three fold as I see it –

high speed, complacency and nostalgia. I think that we can capitalize on nostalgia and we can use the high speed highway of blogs, websites, tweets and facebook to publicize our tourist attractions and as for complacency – that would be not to do anything. Our businesses along Talbot Street and all those in the surrounding areas would benefit from the extra tourist traffic that sometimes doesn't even come into St. Thomas but heads for our beach areas and it would be nice to capture this piece of the market.

Gail McNaughton