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BLOG **November 19, 2026**

In the Spotlight:
Holiday-Ready Storefronts: Tips for Local Businesses

VIEDA Tips For Preparing Your Business for Holiday Traffic in the U.S. Virgin Islands

The holiday season is a time of celebration, community, and opportunity across the U.S. Virgin Islands. As residents and visitors explore local shops, restaurants, and commercial districts, businesses have a valuable opportunity to attract customers, increase sales, and showcase the unique products and services that make the Territory special.

The Virgin Islands Economic Development Authority encourages local entrepreneurs to prepare for increased holiday traffic while contributing to vibrant, welcoming, and economically thriving communities.

Here are five practical tips to help your business make the most of the holiday season.

1. Make Your Storefront Holiday-Ready

First impressions can turn passing shoppers into paying customers. Refresh your storefront with festive decorations, clean windows, attractive displays, and proper lighting. Incorporating Virgin Islands-inspired holiday décor can create a welcoming atmosphere while celebrating our local culture.

For businesses in historic districts, thoughtful improvements can enhance curb appeal while preserving the character and charm of the surrounding community.

2. Stock Up and Plan Ahead

Holiday shoppers are often searching for gifts, seasonal products, and convenient services. Review your inventory, identify popular items, and coordinate with suppliers to avoid shortages during peak shopping periods. Consider offering gift bundles, seasonal discounts, or promotions featuring locally made products. Highlighting Virgin Islands artisans and entrepreneurs can encourage customers to shop local.

3. Enhance the Customer Experience

A positive shopping experience encourages repeat visits and customer loyalty. Keep your business organized, ensure pricing is visible, and provide convenient payment options. Consider adjusting operating hours to accommodate holiday shoppers and ensure employees are prepared for increased customer traffic. Simple gestures, such as friendly service and festive packaging, can leave lasting impressions.



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4. Promote Your Business Online

Your holiday storefront extends beyond your physical location. Use social media to showcase merchandise, announce promotions, and share updated business hours. Engaging photographs, short videos, and holiday-themed content can attract new customers and remind existing ones to support your business. Encourage satisfied customers to share their experiences and tag your business to expand your visibility throughout the Territory.

5. Partner With Neighboring Businesses

The holidays provide an opportunity for businesses to collaborate and strengthen their communities. Consider participating in neighborhood shopping events, cross-promoting with nearby establishments, or organizing special holiday activities that encourage visitors to explore local commercial districts. Collaborative efforts can help increase foot traffic, support neighboring businesses, and create a more vibrant shopping environment.



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