

AHOY SOUTH DAKOTA – RICHARD BRANSON HERE

Where are you?

Out of all the states in the US, you're the only one that hasn't booked to get on board with us at Virgin Voyages.

Oh, a huge thank you to the other 49 states that have – we can't wait to make waves with you. It's sure to be a cruise experience unlike any holiday you've ever taken.

But South Dakota, for a state with a place called Rapid City, you're really taking your time. I was beginning to take your absence personally, and then I read an interesting statistic.

Did you know on average you South Dakotans travel less than most other Americans? South Dakotans use a national low of 4.3 vacation days to travel, just 26 percent of your average dedicated time off.

I've always been an advocate of the benefits travel provides– it opens the mind and heart, bolsters health, brings us closer to loved ones, inspires us, and can be life changing.

I believe this to be so important for the human spirit that I've spent most of my life working to find ways to make exploring our planet more efficient, more sustainable, and more exciting.

This is exactly what we're doing with Virgin Voyages.

Our beautiful ships are designed to make sailing a well-being inspired, Adult-by-Design, never been done before holiday at sea.

So, South Dakota, we personally invite you to join the rest of the United States of Virgin Voyages' Sailors and get on board.

A worthy reward awaits those who answer the call. Are you in?

We hope to sea you soon.



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