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UberSoca Cruise 2025 to Bring Caribbean Music Celebration to St. Thomas Nov. 19

The arrival of the Norwegian Encore will fill the streets with music and revelry from 11 a.m. to 6 p.m., featuring performers, food vendors, and artisans in a celebration of Virgin Islands identity and Caribbean artistic expression.

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The V.I. Dept. of Tourism and the Division of Festivals are set to welcome the UberSoca Cruise 2025 to St. Thomas on Wednesday, November 19, in what is billed to be one of the year's most vibrant celebrations of Caribbean culture and music.

Arriving aboard the Norwegian Encore, the cruise will bring thousands of soca enthusiasts and Caribbean music lovers to the island for a full day of festivities that highlight the creativity, unity,

and cultural pride of the Virgin Islands.

The day-long celebration will begin with a street parade from 11 a.m. to 3 p.m., followed by a Food Fair from 3 p.m. to 6 p.m. at the Bennie Iguana parking lot near the West Indian Company Limited (WICO) pier. Local entertainers, musicians, and vendors will line the harbor front, transforming downtown St. Thomas into a lively festival of sights, sounds, and flavors that capture the spirit of the Virgin Islands.

“The UberSoca Cruise is a dynamic platform for celebrating the spirit of the Virgin Islands among a passionate community of Soca fans and Caribbean music lovers,” said Commissioner Nominee Jennifer Matarangas-King of the Department of Tourism. “This partnership showcases how culture continues to shape our tourism industry while giving local artists, performers, and vendors an opportunity to connect with visitors who share a deep appreciation for Caribbean creativity.”

The St. Thomas stop continues a longstanding partnership between the Department of Tourism and UberSoca Cruise organizers, one aimed at enhancing the territory’s footprint in the realm of cultural tourism. By merging high-energy entertainment with authentic local experiences, the Division of Festivals seeks to further strengthen the Virgin Islands’ creative economy and affirm its leadership in hosting signature Caribbean events.

“We are proud to welcome the UberSoca Cruise family back to our shores,” said Ian M. Turnbull, Director of the Division of Festivals. “This year’s celebration will bring together residents and visitors in a shared experience that honors our traditions and celebrates the enduring connection between culture and tourism.”

Officials say the event is expected to generate significant economic activity for St. Thomas, benefiting local vendors, artists, and small businesses while reinforcing the Virgin Islands’ position as a key cultural hub in the Caribbean.