



ST CROIX STEPS INTO THE SPOTLIGHT

Aura Luxury Villas USVI is leading a new Caribbean chapter: high-end, experience-led escapism in St Croix.



Images: https://drive.google.com/drive/folders/1RkLv_uH4ikRPRTfPhlKmNUBy6YG0Fsr?usp=drive_link

www.auravillasusvi.com

The most undiscovered corner of the U.S. Virgin Islands is set to take centre stage as Aura Luxury Villas USVI announces its official launch this spring.

Catering to a new wave of affluent travellers drawn to the barefoot luxury and completely immersive cultural experiences of the island, the brand debuts with a collection of private villas on St. Croix, a soulful and relatively untouched Caribbean paradise.

The launch marks the first in what the industry expects will be a surge of high-end hospitality operators turning their attention to the island, as its profile rises in tandem with surging visitor numbers. With arrivals up by 16.5% in 2024* and growing interest from both international travellers and industry insiders, St Croix is fast emerging as the Caribbean's next big name in pared-back luxury travel.

Each luxury villa in Aura's collection offers its own distinctive take on island living and has been handpicked for its complete privacy, panoramic views and unique architectural beauty. From private

AURA

LUXURY VILLAS : USVI

chefs to adventure guides, every stay is elevated by a discreet full-service concierge team, delivering a full selection of tailored services.

Aura Luxury Villa USVI Collection Highlights



From hilltop havens to beachfront estates, handpicked highlights include [Caribbean Camelot](#), a castle-like 3-bedroom villa with sweeping sea vistas and a private pool. For groups, the [Beach House](#) is a magnificent 7-bedroom estate sleeping up to 20 guests with its own games room, direct beach and panoramic views of Buck Island from every porch, balcony, and window-lined wall

For couples and smaller groups, [Yacht Haven](#) offers marina-side convenience in a stylish 2-bedroom condo, while [Pelican Point](#) is a newly renovated retreat perched atop a hillside, offering undisturbed views of turquoise waters and gentle ocean breezes. For families, [Cruzan Dreams](#) is a colourful and characterful 3-bedroom property in a gated community, with tranquil outdoor spaces, or there's [The Villa of Salt River](#), a stunning 5-bedroom retreat, complete with a private pool and breathtaking views of the Caribbean Sea.

Poised to become the island's leading luxury villa brand, Aura Luxury Villas USVI offers a full-service luxury lifestyle experience, drawing on over eight years of in-market expertise, curating unforgettable holidays on the island through sister brand, Premier Properties USVI.

"It's such an exciting time for St. Croix. As the island finally steps into the spotlight, I'm beyond proud to be part of it. I've poured my heart into curating this collection as I genuinely want every guest to fall in love with the island the way I did. Each villa has been chosen not just for its beauty, but for the feeling it creates: that unique sense of wonder and connection that you only get here. For me, it's never been about just one amazing stay, it's about creating unforgettable and unbeatable moments that keep people coming back, year after year- because one trip to St. Croix is never enough." Robin Bass, Founder, Aura Luxury Villas USVI and Premier Properties USVI.

AURA

LUXURY VILLAS : USVI



THE ALLURE OF ST CROIX

Just a short two-hour and 30-minute flight from Miami or 45-minutes from Puerto Rico, curious travellers are encouraged to experience St Croix's pared-back, unfiltered charm now – while its beaches remain blissfully quiet and its luxury offering refreshingly intimate.

In contrast to its busier neighbours, St Croix has retained a sense of serene seclusion, with fewer crowds and more character, offering a deeply enriching travel experience. Here, heritage meets high-end, with luxury grounded in authenticity.

FOR FOODIES

Named Caribbean Culinary Destination of the Year 2025, St Croix's gastronomic scene is an eclectic fusion of Caribbean, African and European influences. Expect local markets, gourmet pop-ups and waterfront fine dining, serving the freshest ingredients, caught just steps away from the islands abundant shorelines.

FOR NATURE LOVERS

Discover Buck Island Reef National Monument, one of the Caribbean's top snorkelling sites, or kayak through bioluminescent bays where glowing waters illuminate your paddle path. Bucks Island Reef National Monument was established by Presidential proclamation in 1961, to preserve "one of the finest marine gardens in the Caribbean Sea." The 176-acre island and surrounding coral reef ecosystem support a large variety of native flora and fauna, including several endangered and threatened species such as hawksbill turtles and brown pelicans.

FOR CULTURE SEEKERS



From exploring historic sugar plantations and colonial-era architecture in Christiansted, where Alexander Hamilton spent his formative years working as a young clerk for an import company, St. Croix offers a vibrant tapestry of culturally immersive activities to uncover.

FOR MOVIE FANS

The island's natural beauty and rich history have long captivated filmmakers, with parts of St. Croix serving as the backdrop for Hollywood classics like *The Shawshank Redemption* and *The Curious Case of Benjamin Button*.

FOR TREASURE HUNTERS

Adventurers can go Chaney hunting, a local tradition unique to St Croix. "Chaney" refers to fragments of fine China that washed ashore or were dug from old plantation sites. Once used as play currency by children ("China" + "money" = Chaney), these porcelain pieces are now treasured and made into exquisite handmade jewellery.

From private excursions and experiences with locals to sourcing local floral arrangements, organising sailing charters, yoga instructors, private island dinners and so much more, the Aura team curates exceptional and unforgettable Caribbean holidays tailored to the individual needs of every guest.

Aura Luxury Villas USVI will mark the launch with an exclusive stakeholder event in London. For media guest list enquiries please contact katie@phoenix-comms.co.uk

FACTS ABOUT ST CROIX

- St. Croix is 82 square miles in size, 28 miles long and 7 miles wide.
- St. Croix has a bioluminescent bay, one of just a few in the world that offers visitors the opportunity to see beautiful glowing blue waters up close.
- Christopher Columbus visited the island in 1493 and called it Santa Crux or Holy Cross.
- The culture of St. Croix is a blend of African, European and Caribbean influences. Seven different nations' flags have flown over St Croix due to colonization including Spain, Great Britain, the Netherlands, France, the Knights of Malta, Denmark and the United States.
- St. Croix is home to the renowned Cruzan Rum Distillery, one of the oldest in the Caribbean.

www.auravillasusvi.com

Notes to Editor



For more information, interview requests with Robin Bass and to discuss villa reviews (without flights), please contact:

Sarah Morgan at sarah@phoenix-comms.com

Katie King at katie@phoenix-comms.com

Click here for images:

https://drive.google.com/drive/folders/1RkJv_uH4ikRPRTfPhIKmNUBy6YG0Fsrs?usp=drive_link

*<https://www.prnewswire.com/news-releases/us-virgin-islands-sets-new-tourism-record-in-2024-welcoming-unprecedented-visitor-numbers-302346224.html>