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# Chicago Cubs and U.S. Virgin Islands Unite to Put Caribbean Paradise on the Midwest Map

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The V.I. Department of Tourism announced Friday a new multi-year partnership with the Chicago Cubs. This strategic alliance offers a unique opportunity for the U.S. Virgin Islands to expand its reach into the Midwest market and connect with a diverse range of potential travelers.

The Chicago Cubs, a franchise recognized worldwide, has been a charter member of Major League Baseball's National League since 1876. Wrigley Field, known for its ivy-covered outfield walls, hand-operated scoreboard, and iconic Marquee, has been the home of the Cubs since 1916 and stands as the second oldest ballpark in the majors.

Joseph Boschulte, D.O.T. Commissioner, stated, "Being associated with these two all-American institutions is a marketing highlight for the tourism promotion for the U.S. Virgin Islands. With a

direct flight from Chicago to St. Thomas, the U.S. Virgin Islands is an easy trip for Midwesterners."

The relationship between the Cubs and the U.S. Virgin Islands has historical roots. Elrod "Ellie" Hendricks, a St. Thomas native and major league player, served as a catcher for the Cubs in 1972.

As an inaugural event for the partnership, fans attending the September 7 game at Wrigley Field were treated to a taste of island life. Cultural activities at Gallagher Way pregame included Moko Jumbies, cultural dancers, and a DJ. Additionally, a giant sandcastle was constructed for fans to take photos in front of before heading into the ballpark.

Alex Seyferth, Cubs vice president of corporate partnerships, expressed enthusiasm for the new alliance: "We're thrilled to welcome the U.S. Virgin Islands to the Cubs' family. Through this partnership, we hope to bring more of the vibrant island life to historic Wrigley Field in the coming seasons and channel the wonderful Caribbean lifestyle through pre- and postgame activations as well as offseason collaborations."

This collaboration further enhances the U.S. Virgin Islands' ongoing campaigns and associations with top sports teams and significant sport venues, cementing its position as a key player in the world of sports-related tourism. Just last month, D.O.T. [signed a multi-year partnership](#) with the New York Jets.