

logo not found or type unknown

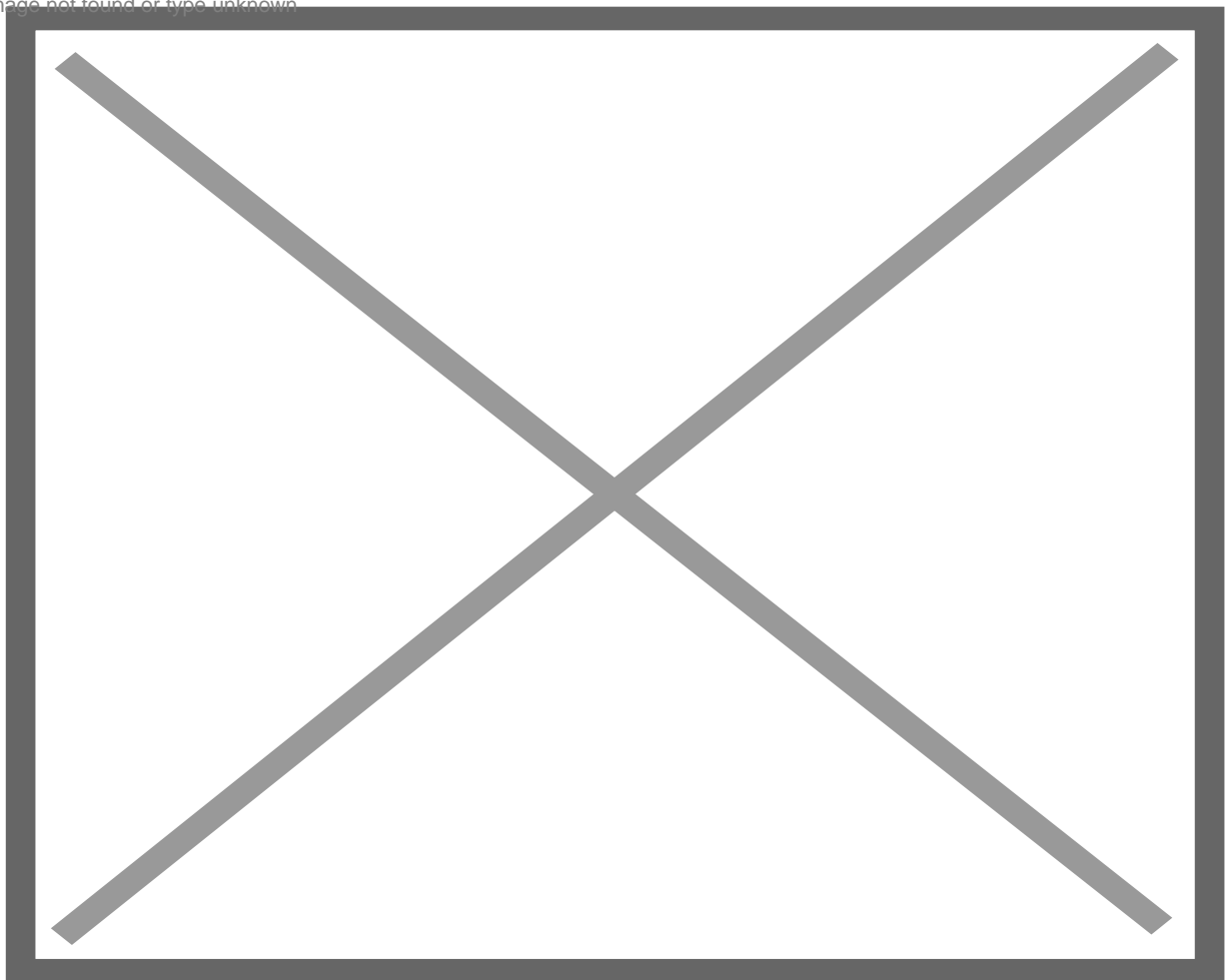
U.S. Virgin Islands Lights Up Atlanta with ONE Music Fest and Megan Thee Stallion's HottieWeen Sponsorship

Caribbean Vibes in the City: USVI Activation Steals the Show at ONE Music Festival

Tourism / **Published On November 02, 2023 09:51 AM /**

Staff Consortium **November 02, 2023**

Image not found or type unknown



Megan Thee Stallion at her HottieWeen event at Pullman Yards in Atlanta, Georgia.

The V.I. Dept. of Tourism elevated the cultural vibrancy of the Caribbean at the recent ONE Music Festival in Atlanta, not only serving as the official destination sponsor for the festival but also for music superstar Megan Thee Stallion's annual HottieWeen event. According to a release from the V.I. Department of Tourism, the festival, held on October 28 and 29 at Piedmont Park, featured a dynamic two-story USVI activation space, providing festival-goers with an immersive

experience into the islands' culture.

Additionally, the Tim Burton-themed HottieWeen event on October 28th, also sponsored by the USVI, showcased the islands' festive spirit with cultural performances greeting guests.

The specially designed USVI activation area transformed a section of the festival into a miniature island retreat. Complete with lounge chairs and an island rope swing set against a large backdrop displaying an aerial image of the territory, festival-goers were treated to an inviting space to relax and capture memorable photographs, the release stated.

Adding to the allure were the sounds of the Caribbean, as three Virgin Islander DJs who are rapidly rising in the national music scene—DJ Deli Banger, DJ Jah Lion, and DJ Silk—spun lively tracks that had attendees dancing and enjoying the festival vibes.

A highlight of the USVI's participation was the energetic performances by Eccentric Mocko Jumbies and cultural dancers. Their performances brought an electrifying buzz to the area, engaging the crowd with their spirited routines and adding an authentic touch of the islands' festive spirit.

Dept. of Tourism Commissioner Joseph Boschulte shared his excitement about the islands' involvement at the festival. “We were thrilled to be a part of this annual celebration of culture, music, and community,” he said. “Our presence at the ONE Music Festival allowed us to share the unique and diverse experiences our islands have to offer with a wide and enthusiastic audience. We look forward to welcoming many of the festival-goers to our beautiful islands in the near future.”

The festival, which attracted over 100,000 music fans from all over the country, was an ideal stage for the USVI to promote its rich cultural heritage and warm hospitality. Attendees were also given the chance to win a dream trip to the U.S. Virgin Islands and took home free promotional items such as branded bags, towels, fans, and bucket hats.

The excitement continued beyond the music festival, as D.O.T. also sponsored Megan Thee Stallion's annual HottieWeen event. The Tim Burton-themed party featured Moko Jumbies and cultural dancers greeting a constellation of celebrities, including GloRilla, Victoria Monet, Offset, John Boyega, Zonnique Pullins, Bu Thiam, and others, underlining the USVI's commitment to connecting with the entertainment world at high-profile events.