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Governor Bryan's Ceremonial Coin Toss at Jets-Bills Game Spotlights Tourism Partnership

The marketing initiative with the New York Jets is part of a broader effort to position the Virgin Islands as a premier destination for northeastern visitors

Tourism / **Published On October 15, 2024 05:45 PM /**

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Governor Albert Bryan Jr. stepped into the spotlight on October 14, performing the ceremonial coin toss at the highly anticipated Monday Night Football game between the New York Jets and the Buffalo Bills at MetLife Stadium, Government House has announced Tuesday.

Invited by the Jets organization, the governor's appearance brought to the fore the marketing partnership between the Government of the Virgin Islands and the NFL franchise, which the administration says is aimed at promoting the territory's tourism sector throughout the northeastern United States.

According to the release, the collaboration with the New York Jets is part of a broader strategic initiative designed to increase awareness of the U.S. Virgin Islands as a top-tier travel destination. The partnership seeks to boost interest in the islands by showcasing their vibrant culture, stunning landscapes, and renowned hospitality through targeted branding and promotional campaigns aimed at northeastern travelers.

"Our partnership with the Jets allows us to engage with travelers in the northeast corridor in innovative ways that will ultimately translate to more visitors and enhanced travel options to the Virgin Islands," Governor Bryan stated. "Tourism is the backbone of our economy, and partnerships like these are essential in expanding our reach and keeping the momentum of growth going."

The collaboration with the New York Jets joins a growing list of marketing initiatives that align the Virgin Islands with prominent sports franchises, according to the release. Previous partnerships have included major teams such as the Boston Red Sox, Chicago Cubs, and Milwaukee Bucks.