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## USVI Bringing Caribbean Culture to Made in America 2022 as Dept. of Tourism Returns With Big Presence

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**Made in America participants interact with Moko Jumbie at USVI sponsor booth on Sunday, Sept. 5 2021. By. V.I. CONSORTIUM**

The V.I. Dept. of Tourism on Tuesday announced its return to the Made in America festival for the second year, this September 3-4 as the sole destination sponsor. Festival goers can expect a unique USVI cultural experience in Philadelphia, D.O.T. said. Single-day tickets to the weekend-long event are now available for purchase on <https://madeinamerica.frontgatetickets.com>.

D.O.T. Commissioner Joseph Boschulte reaffirmed the USVI's partnership with Made in America as part of its commitment to reaching more diverse visitors. Positioning the USVI as a favorable destination in this East Coast market, the commissioner hopes to attract visitors who may not have

had the USVI on their radar.

“The USVI wants to meet new generations of travelers where they are, and younger millennial and GenZ travelers who may have only heard of the USVI from their parents, will have a chance to learn more about the destination at Made in America. It’s also an opportunity to reach a diverse audience, including Black and other diverse travelers, in a market where Caribbean destinations are not immediately top of mind,” Mr. Boschulte stated.

The USVI’s sponsorship of Made in America sends a powerful message that the destination is open, welcoming, and eager to attract more overnight visitation from North American markets, specifically on the East Coast, according to the release. Travelers in the greater Philadelphia area can travel to the U.S. Virgin Islands daily by connecting through Newark, New York, Atlanta, Miami, or Orlando through major carriers like American, Delta, United, Frontier, and Spirit Airlines.

“The USVI prides itself on our unique culture, and we celebrate it best through food, music, and festivals. This partnership with Made in America is a natural way for our destination to share the things we love best with future travelers to our islands, all in a festive and culturally vibrant atmosphere,” said Ian Turnbull, director of Division of Festivals, an arm of the Tourism Department.

According to D.O.T., Made in America began in 2012, organized by Roc Nation Founder and Chairman, entrepreneur, and artist JAY-Z, and continues to be a cornerstone of Philadelphia’s lively festival scene. This year’s annual event will be headlined by Bad Bunny and Tyler The Creator, bringing live music, food, and a celebration of local social causes like Black Voters Matter, HeadCount, ACCT Philly Animal Welfare, United in Community, and more that are vital to accomplishing much-needed positive work through Cause Village by Shein to the Benjamin Franklin Parkway in Philadelphia. See below for full festival line up.

Saturday Lineup: Tyler, The Creator, Lil Uzi Vert, Jazmine Sullivan, Kodak Black, Pusha T, Lil Tjay, Key Glock, Toro y Moi, Larry June, BabyFace Ray

Sunday Lineup: Bad Bunny, Burna Boy, Snoh Aalegra, Tate McRae, Rels B, Fuerza Regida, Victoria Monét, Ryan Castro, Chimbala