

The Virgin Islands Consortium

U.S. Virgin Islands and Boston Red Sox Extend Partnership to Boost Tourism

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Fenway Park is a baseball stadium located in Boston, Massachusetts, near Kenmore Square. Since 1912, it has been the home of the Boston Red Sox By. GETTY IMAGES

The V.I. Department of Tourism announced Wednesday a multi-year extension of its partnership with the nine-time World Series Championship team, the Boston Red Sox. The collaboration aims to strengthen the connection between the Greater New England market and the USVI.

D.O.T. Commissioner Joseph Boschulte expressed excitement about the growth of the partnership with the Red Sox, emphasizing the immense progress achieved in the past

two years. Governor Albert Bryan joined the commissioner in Boston last week to celebrate the extension, where he threw out the ceremonial first pitch during the second game of the Red Sox-Blue Jays series at Fenway Park.

Red Sox EVP Troup Parkinson shared pride in deepening the partnership with the V.I. Department of Tourism, noting that their collaboration has expanded beyond baseball to include college ice hockey and football events at Fenway Park.

Following a successful first year of campaigns, such as branded sponsorship placement with the Red Sox, at the Frozen Fenway collegiate hockey competition, and the Wasabi Fenway Bowl, the extended partnership will enable the USVI to broaden the scope of its marketing campaigns, visitor promotions, and economic opportunities, according to Major League Baseball.

Mr. Boschulte is inviting visitors to escape cold winters and enjoy the USVI's pristine beaches, local cuisine, historic landmarks, and National Parks. To learn more about the USVI, visit <https://www.visitusvi.com/>.