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Touchdown in Paradise: NY Jets Partnership Promises Major Boost for USVI Tourism

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V.I. Dept. of Tourism Commissioner Joseph Boschulte, center, alongside Ian Lasher, SVP of Corporate Partnership, and Jeff Fernandez, NY Jets VP of Business Development & Ventures.

In an extraordinary move to bolster its tourism outreach, the V.I. Department of Tourism has entered a multi-year partnership with the New York Jets. Starting the 2023 season, the USVI will proudly wear the title of the Official Caribbean Destination Partner for the famed NFL team. The collaboration aims to harness the vast fan-base of the Jets to promote year-round tourism to America's Caribbean.

Tourism Commissioner Joseph Boschulte recently held a meeting with key members of the Jets organization: Ian Lasher, Senior Vice President of Corporate Partnership, and Jeff Fernandez, NY Jets Vice President of Business Development & Ventures. This strategic partnership comes at a pivotal time, emphasizing the importance of the New York Metropolitan area as a primary source of visitors to the islands.

Mr. Boschulte remarked on the significance of this alliance. "The synergy between the U.S. Virgin Islands and the New York Jets couldn't have come at a better time," he said. "The New York Metropolitan region stands as one of our crucial tourism markets. This collaboration with such a prestigious franchise offers us an unparalleled platform to spotlight the rich culture and vibrancy of our islands."

In the upcoming season, fans of the New York Jets can expect a taste of the Caribbean at games. Through joint efforts, the USVI and the Jets plan to infuse authentic Caribbean elements into gameday experiences. This includes exclusive sweepstakes and giveaways that promise to bring the essence of the USVI to the mainland.

Expressing his enthusiasm, Jeff Fernandez stated, "This partnership with the U.S. Virgin Islands is an exciting venture for us. Beyond football, we aim to immerse our fans in the lively culture of America's Caribbean islands. This alliance aligns perfectly with our mission to extend the reach of football globally and impact lives beyond the boundaries of New York."

The partnership was officially unveiled in late July at the Jets' Florham Park headquarters. The event was attended by Mr. Boschulte, who engaged with the team's leadership and even some former players during a pre-season practice. This partnership signifies a forward-looking strategy by the USVI's tourism arm under Mr. Boschulte's leadership, underlining an intent to elevate the territory's exposure on the mainland U.S. and boost tourism.

Interested parties can dive deeper into the details of this partnership by visiting [New York Jets and USVI Partnership](#). For more insights into what the U.S. Virgin Islands offers, please check out [U.S. Virgin Islands Tourism](#).