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FOR IMMEDIATE RELEASE

ANGUILLA SHOWCASES LUXURY PRODUCT AT VIRTUOSO TRAVEL WEEK IN LAS VEGAS



Anguilla Catamaran Cruise – Photo Credit Anguilla Tourist Board

The Valley, Anguilla, September 15, 2023..... The Chairman of the Anguilla Tourist Board, Mr. Kenroy Herbert led a three-member delegation to Virtuoso Travel Week at the Bellagio Las Vegas hotel from August 12 – 18, 2023. Mrs. Melisha Maccow-Niles, ATB Board Director and Mrs. Chantelle Richardson, Deputy Director of Tourism, accompanied Mr. Herbert to the prestigious trade show.

Every year, Virtuoso Travel Week brings together thousands of top luxury travel professionals and providers from over one hundred countries. During one-on-one appointments, and both formal and flexible meetings and exchanges, this event fosters authentic engagement that drives business in a powerful way.

“Anguilla is a Virtuoso destination and there are six Virtuoso properties on our island, more than many of our larger Caribbean competitors,” stated Chairman Herbert. *“This is an extremely important show for us, to thank the many travel advisors who send us so much of our business, and to recruit new advisors who may not yet be selling Anguilla to their clients. We have an outstanding and highly desirable product, and forging these personal relationships is essential within this network, for our mutual benefit.”*

The Anguilla delegation held over 120 one-on-one meeting appointments and hosted dedicated dinners with travel advisors and Anguilla’s industry partners. Anguilla had a strong presence as all six Virtuoso resorts attended the event; the Aurora Anguilla Resort & Golf Club; Cap Juluca, a Belmond Hotel; Malliouhana; Four Seasons Resort & Residences Anguilla and Zemi Beach House attended in person, while the Quintessence Hotel joined the hybrid event virtually,

Virtuoso is the leading global network of agencies specializing in luxury and experiential travel, with more than 20,000 advisors and over 2,200 of the world’s best supplier companies such as hotels, cruise lines, tour operators, and more. Virtuoso advisors are known for using their personal connections and firsthand expertise to craft bespoke trips for their clients, including unique experiences, special values, complimentary perks, VIP treatment and rare access.

For information on Anguilla please visit the official website of the Anguilla Tourist Board: www.lvisitAnguilla.com; follow us on Facebook: [Facebook.com/AnguillaOfficial](https://www.facebook.com/AnguillaOfficial); Instagram: [@Anguilla_Tourism](https://www.instagram.com/Anguilla_Tourism); [YouTube](https://www.youtube.com/); Twitter: [@Anguilla_Trsm](https://twitter.com/Anguilla_Trsm), Hashtag: [#MyAnguilla](https://twitter.com/hashtag/MyAnguilla).

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About Anguilla

Tucked away in the northern Caribbean, Anguilla is a shy beauty with a warm smile. A slender length of coral and limestone fringed with green, the island is ringed with 33 beaches, considered by savvy travelers and top travel magazines, to be the most beautiful in the world. A fantastic culinary scene, a wide variety of quality accommodations at varying price points, a host of attractions and exciting calendar of festivals make Anguilla an alluring and entrancing destination.

Anguilla lies just off the beaten path, so it has retained a charming character and appeal. Yet because it can be conveniently reached from three major gateways – Miami, FL (MIA), Puerto Rico (SJU), and St. Martin, (SXM), and by private air, it’s a hop and a skip away.

Romance? Barefoot elegance? Unfussy chic? And untrammelled bliss? Lose The Crowd. Find Yourself. In Anguilla.