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ANGUILLA ANNOUNCES RECORD STOPOVER ARRIVALS IN 2023

The Valley, Anguilla, February 2, 2024: The Anguilla Tourist Board (ATB) has announced a remarkable increase in tourist arrivals to the island in 2023. The total number of stopover arrivals reached an all-time high of 95,944, surpassing the previous record set in 2019. In terms of overall visitor arrivals, which also include day trippers, Anguilla is rapidly closing the gap and even surpassing the numbers from its pre-pandemic year in 2019. The recorded 2023 figure of 155,732 visitor arrivals is only 6 % lower than the 2019 number.

“These results affirm that Anguilla remains a highly sought after destination, in a highly competitive region,” stated Mr. Kenroy Herbert, Chairman of the Anguilla Tourist Board. *“We made a strategic decision to diversify our tourism product, developing and promoting experiences that go beyond our spectacular beaches and superb cuisine, and this is resonating with consumers in our target markets, and attracting first time visitors to our shores.”*

The number of visitor arrivals in December 2023 reached 19,178 individuals, marking a 27.9% increase from December 2022's figure of 14,992. When comparing the December visitor arrivals over the span of 10 years from 2013 – 2023, December 2023's figure is the second highest for this month. The highest recorded number was achieved in December 2014.

“We are delighted with the industry's performance, which is due in no small measure to the hard work of our ATB teams across all our markets, and the generous support extended by our stakeholders for our various marketing initiatives,” declared Ms. Kimberly King, Anguilla's Chief Marketing Officer. *“This achievement is the result of our collaborative efforts, and we are approaching 2024 in the same spirit of cooperation,”* she continued.

The Anguilla Tourist Board will be expanding its marketing efforts in 2024, unveiling new destination pillars and entering new markets as they work towards increasing arrivals and occupancy levels as they grow Anguilla's tourism industry.

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 untrammled bliss? Lose The Crowd. Find Yourself. In Anguilla.