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FOR IMMEDIATE RELEASE

ANGUILLA TOURIST BOARD LEADS SALES MISSIONS TO BRAZIL, ARGENTINA, AND COLOMBIA



Anguilla Tourist Board representatives and trade agents in Argentina.

The Valley, Anguilla, March 28, 2024: The Anguilla Tourist Board (ATB) recently completed a five-day sales mission to Sao Paulo, Buenos Aires, and Bogota, assisted by its South American Agency/Representative Interamerican Network. The Anguilla Tourist Board representatives were Ms. Kimberly King, Chief Marketing Officer and Ms. Sharon Lowe, Marketing Officer.

The main objective of the sales mission was to better educate the trade and media about Anguilla and to build relationships and credibility with key travel partners in the respective countries. It was also a precursor to the destination's upcoming campaign to help increase visitors from these specific markets.

The ATB conducted a series of sales calls to top agencies including Interep and Raidho Viagens and discussed areas of co-op marketing, sales planning and training opportunities to drive demand and increase arrivals.

"We are committed to expanding our presence in the South American market for Anguilla," stated Ms. King, ATB's Chief Marketing Officer. *"Our research indicates growing interest and demand, as Anguilla stands out as a unique Caribbean destination off the beaten path, offering specific experiences that appeal to this market."*

In Brazil, the Anguilla Tourist Board representatives delivered destination presentations to over 25 travel agents, media and influencers alongside Copa Airlines. Country Manager Mr. Raphael De Lucca highlighted Copa's scheduled service three times weekly from Panama to Sint Maarten. He mentioned that this made it easier for non-US Visa holders to travel onwards to Anguilla, which is just a 7-minute flight from the Princess Juliana International Airport (SXM) gateway or a 20-minute trip via one of the many boat charters.

In Argentina, the ATB Representatives made a destination presentation to approximately 24 travel agents, some of whom had past experience with the destination and were interested in island updates to share with their clients. Later in the evening, at a hosted cocktail reception, the ATB and their South American agency representatives interacted with media and travel influencers. ATB CMO Kimberly King was interviewed by top media outlet *Report News* and shared the rationale behind the whirlwind visit to Argentina.

The sales mission came to a close in Colombia, where the ATB team met with both travel advisors and media at a specially curated, immersive culinary experience prepared by Chef Andres, who paired unique tastes of the island with international cuisine. The audience was highly engaged and enthusiastic, and the ATB representatives responded to a host of questions about Anguilla's local culture, accommodation options, festivals, access, and unique destination experiences for their clients.

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.