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FOR IMMEDIATE RELEASE

ANGUILLA TOURIST BOARD SHOWCASES THE LUXURIOUS ELEGANCE OF ANGUILLA AT AMOUR GLOBAL 2023 IN BUDAPEST, HUNGARY



L-R: Chantelle Richardson, ATB Deputy Director; Vivian Chambers, US Sales Representative; Middle: JoAnn Gregoli, Elegant Occasions

The Valley, Anguilla, October 16th, 2023: The Anguilla Tourist Board (ATB) proudly announces its active participation in Amour Global, a premier trade event focused on luxury romance travel and destination weddings, which took place from October 8th to 11th, 2023, in Budapest, Hungary.

Amour Global brings together an exclusive audience of travel professionals, including wedding planners, travel advisors, and influencers, providing a platform to showcase Anguilla's picturesque landscapes, luxury accommodations, and elegant wedding venues.

Attended by Mrs. Chantelle Richardson, Deputy Director of Tourism, Anguilla Tourist Board (ATB), and US Sales Representative, Mrs. Vivian Chambers of The Muse Collection, Amour Global 2023 is an exceptional opportunity for Anguilla to showcase its outstanding product to the romance travel market, reaffirming its position as an idyllic and romantic destination.

Deputy Director of Tourism at Anguilla Tourist Board, Chantelle Richardson, conveyed the significance of participating in Amour Global, stating, "*The romance market segment holds immense importance for Anguilla. Our island is renowned for her natural beauty, making it an exquisite destination for couples seeking a romantic getaway or a memorable wedding celebration. Participating in Amour Global allows us to share Anguilla's unique offerings with a highly targeted audience, emphasizing our commitment to providing unparalleled experiences in the luxury romance travel segment.*"

Anguilla has consistently captivated visitors with her pristine beaches, crystal-clear waters, and world-class hospitality. The island's appeal to couples seeking a romantic escape or a gorgeous destination wedding is further enhanced by its luxurious resorts, intimate beachfront villas, and personalized wedding services.

The Anguilla Tourist Board engaged with over 100 qualified travel professionals who attended Amour Global 2023 and presented the special attractions and allure of Anguilla during the 40 meeting appointments. The optimized exhibitor-buyer ratio facilitated productive one-on-one meetings, providing an excellent platform to introduce and showcase Anguilla as a premier destination for weddings, honeymoons and various celebratory occasions, and luxury leisure travel.

In addition to the meetings, and capitalizing on their presence and networking opportunities, Deputy Director Richardson and US Sales Representative Chambers hosted a client dinner with three VIP buyers; Maurice Smith, Owner & Founders of Eugene Toriko Events; Jennifer Roy, Managing Director, Roy Travel Company and Carmela Hartman, President, In Style Wedding & Destinations.

"We are in constant pursuit of the marketing and sales initiatives that represent the highest level of engagement with travel buyers that have terrific potential for our return on investment," declared US Sales Representative, Mrs. Vivian Chambers of The Muse Collection. *"Anguilla is the perfect destination for high-end destination weddings, honeymoons, and special celebrations so Amour Global is tailor made for us. Looking ahead to 2024, we have already negotiated a preferential rate for stakeholders interested in attending as exhibitors alongside the ATB."*

[Amour Global](#) attracts the who's who of the global romance travel industry. Over the course of three days, carefully selected destination wedding planners, honeymoon curators, and romance travel buyers are matched with the most awe-inspiring luxury properties and destinations in one-to-one meetings and stimulating networking experiences.

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](#); Twitter: [@Anguilla_Trsm](https://twitter.com/Anguilla_Trsm), Hashtag: [#MyAnguilla](https://twitter.com/MyAnguilla).

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Editors' Note: Additional images available [here](#).

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.