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FOR IMMEDIATE RELEASE

ANGUILLA ENGAGES MEDIA REPRESENTATIVES AT INTERNATIONAL MEDIA MARKETPLACE 2024 IN NEW YORK CITY

The Valley, Anguilla, January 30, 2024..... Mrs. Chantelle Richardson, Deputy Director of Tourism for Anguilla, accompanied by Alison Ross from the PM Group, which represents the Anguilla Tourist Board (ATB) in North America, recently attended the International Media Marketplace (IMM) Travel Marketplace from January 24-25, 2024 in New York City.

This global networking event for journalists and PR professionals is the USA's largest and most important travel media forum, held annually at the Jacob Javits Center and hosted by TravMedia Inc, a Global Media Network. IMM presents an unparalleled opportunity for the ATB to network and share press releases, stories and ideas with leading media representatives who have expressed an interest in learning more about Anguilla.

"IMM is a critical forum for connecting with influential media representatives who will help us to share our Anguilla stories with our target audiences," stated Mrs. Chantelle Richardson. *"We met with a wide cross section of working journalists, covering various beats, who contribute to the major publications and platforms that reach our preferred audiences. We pitched story ideas centered on our pillars -- culinary, adventure, spa and wellness, romance, family, diving, history and culture-- and were able to significantly determine our fam trip program for the year. We also shared information on our festivals, in particular Moonsplash, Anguilla Summer Festival 50 and the Anguilla Culinary Experience."*

Now in its 12th year, TravMedia's International Media Marketplace (IMM) is the leading global networking event connecting the travel industry with editors, journalists, broadcasters, and influencers. IMM creates unrivalled opportunities for destinations and travel brands to meet key media in a series of one-on-one pre-scheduled meetings in line with the preferences expressed by each delegate.

The Anguilla Tourist Board representatives conducted 48 one-on-one meetings, and several networking sessions over the course of the event.

Deputy Director Richardson also attended the TravMedia Summit, a one-day conference presented the day before IMM, that brought together influential leaders, travel and tourism PR professionals, editors, and writers to inspire ideas, share insights, and discuss the trends and challenges affecting the travel industry.

More than 500 media representatives – editors, reporters, freelance travel writers and content creators -- from the print, broadcast and online media outlets / platforms attended this year's IMM.

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/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.