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FOR IMMEDIATE RELEASE

ANGUILLA CONNECTS WITH LEADING MEETING AND INCENTIVE BUYERS AT IMEX AMERICA 2023 *Mandalay Bay, Las Vegas, October 17 – 19, 2023*



Mrs. Stacey Liburd, Director of Tourism, Anguilla Tourist Board (middle) Welcomes IMEX Buyers To the ATB Booth

The Valley, Anguilla, October 23, 2023: Mrs. Stacey Liburd, Director of Tourism for the Anguilla Tourist Board (ATB) and Chief Marketing Officer, Ms. Kimberly King, secured a prime exhibit space at IMEX America, held at the Mandalay Bay Hotel in Las Vegas, NV from October 17 – 19, 2023.

IMEX America is the largest trade show in the US for the global meetings, events, and incentive travel industry, attracting more than 5,000+ global decision makers with real buying power. Suppliers and buyers from every sector of the meetings industry come together at this award-winning show, which brings the meetings industry together to do a year's worth of business on and off the trade show floor over the four-day program.

“Participating at IMEX is essential for any destination that is serious about cultivating this particular market segment,” stated Mrs. Stacey Liburd, Director of Tourism, Anguilla Tourist Board. *“The MICE Business requires a specialized approach, a dedicated outreach focused on the specific products and services that meet the stringent requirements of this sector. Anguilla is primarily an incentive destination, but with our luxury resorts, experienced DMCs and unique attractions we are also ideally equipped to host smaller business meetings such as corporate and executive retreats.”*

The Malliouhana Anguilla Hotel participated with the Anguilla Tourist Board at IMEX, sharing a booth on the trade floor.

“We were excited to attend IMEX for the first time this year and showcase the beauty of Malliouhana. The connections and opportunities not only occurred with meetings at the booth, but also with passers by, walk-ins, by visiting other booths and even in line for lunch!” declared Leyla Figueroa, Sales Manager for Malliouhana Anguilla. *“We highly recommend it for planners and suppliers alike. It is an eye-opening, enriching experience where you are constantly inundated by creative thoughts to prepare for your next IMEX experience.”*

The ATB team held a series of productive one-on-one meetings with Event Planners, Tour Operators, Managers of Destination Sales and CEOs from a cross-section of companies, including Carrousel Travel, United States Steel Corporation, Schema Vacanze Tour Operator, Citius Holidays Pvt. Ltd., The Brand Xperience Lounge, Sourcing Meeting Alliance, TIME Travel Incentives, Meetings & Events, Sunrun Inc., Gati Event Management, TenDot and more.

With almost 15,000 confirmed participants on the show floor at Mandalay Bay, of which over 5,000 were buyers, this year’s IMEX America confirmed that the global business events industry has made a fast, robust comeback with growth in all areas. Based on this year’s success, the ATB has initiated discussions with Sint Maarten and Saint Martin about partnering together to position the three destinations in an even more impactful exhibit at IMEX 2024.

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.