



Contact:
Chantelle Richardson
Deputy Director of Tourism
Anguilla Tourist Board
E: chantelle.richardson@atb.ai

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ANGUILLA ENGAGES LUXURY TRAVEL PARTNERS AT ILTM NORTH AMERICA



L-R: Vivian Chambers, ATB US Sales Representative and Chantelle Richardson, Deputy Director of Tourism

The Valley, Anguilla, September 25, 2023: Mrs. Chantelle Richardson, Deputy Director of Tourism, Anguilla Tourist Board (ATB), and US Sales Representative, Vivian Chambers of The Muse Collection, represented Anguilla at the prestigious International Luxury Travel Show (ILTM) North America at Baha Mar Resort in The Bahamas from September 18 – 21, 2023.

ILTM North America provides a unique opportunity for the world's finest hospitality brands to conduct highly curated meetings with exclusive and sought after travel designers and luxury media. It is billed as the ultimate marketing and sales opportunity to reach advisors whose clients are North America's high net worth travelers.

“Anguilla is known as a luxury brand, and ILTM North America gives us access to a cadre of leading travel advisors and travel designers whose clientele is the ideal target audience for Anguilla,” stated ATB Deputy Director Chantelle Richardson. *“There is tremendous interest in our Anguilla product, and the outlook for the upcoming winter season is very promising. We appreciate the support of our stakeholders, five of whom were present at the show; they helped to amplify our Anguilla message, that we are the Caribbean’s premiere destination.”*

The ATB representatives held over 50 one-on-one meetings with travel advisors from prominent agencies including Brownell, McCabe, Largay Travel, Frosch Travel, Valerie Wilson, Travel Edge, Amex, Travel Experts, Direct Travel, Tzell, Wells Luxury Travel, SmartFlyer and many more.

The ATB also hosted three dedicated dinners, attended by industry partners and a total of 30 travel advisors. The Anguilla stakeholders that participated at the show were Altamer Villas; Aurora Anguilla Resort & Golf Club; Cap Juluca, A Belmond Hotel; Malliouhana Hotel and Zemi Beach House Hotel.



Over the course of the four days, more than 360 luxury travel advisors from Canada, Mexico and the US met with 360 selected luxury brands and 40 media representatives in dedicated one-to-one meetings as well as an extensive program of outdoor networking events.

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

About ILTM

LTM is a global collection of invitation-only events that brings together leading international buyers to meet and discover the most luxurious travel experiences. Each event introduces an unrivalled selection of luxury travel brands to ILTM's extensive network of hand-picked luxury travel advisors, through bespoke appointment programs and networking sessions. Alongside the global flagship events in Cannes and Asia Pacific, ILTM has three core local events: ILTM Arabia, ILTM Latin America and ILTM North America. For more information visit <https://www.iltm.com>