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ANGUILLA SALUTES REGIONAL COLLABORATION AT CTO'S CARIBBEAN WEEK IN NEW YORK



L-R: Commissioner Valérie Damaseau, Saint-Martin; Minister Haydn Hughes, Anguilla; Jonathan Kaufman, Snr. Director, Network Planning, Frontier Airlines; Brian Mingo, CEO, Princess Juliana International Airport; Philippe Bayard, CEO Sunrise Airways

New York, NY, June 24, 2024.....The Hon. Haydn Hughes, Minister of Infrastructure, Communications, Housing, Utilities and Tourism for Anguilla, joined by Mrs. Stacey Liburd, Director of Tourism, and Mrs. Chantelle Richardson, Deputy Director of Tourism, participated in the Caribbean Tourism Organization's (CTO's) Caribbean Week in New York from June 17 – 21, 2024. This year's theme was "*Connecting the Globe, Celebrating Diversity*", and proved to be an invaluable forum for discussing the challenges and opportunities facing the Caribbean region.

"CTO is a critically important organization in facilitating the conversations we need to have as we seek to promote the region both individually and collectively as the preferred leisure and business destination for US travelers," declared Minister Hughes. "Caribbean Week in New York offers us a platform to exchange ideas, discuss solutions to the issues facing our region, and engage with influential trade and media partners," he continued.

On Wednesday, June 19th, Minister Hughes joined an esteemed panel at the Caribbean Airlift Forum, moderated by Ms. Valérie Damaseau, Commissioner of Tourism and Culture for Saint-Martin. Along with fellow panelists Jonathan Kaufman, Senior Director – Network Planning at Frontier Airlines, Brian Mingo, CEO of the Princess Juliana International Airport, and Philippe Bayard, CEO of Sunrise Airways, Minister Hughes led the discussion on intraregional travel, and the importance of regional collaboration in marketing and promoting this product. He noted that visitors have the unique opportunity to visit up to five islands -- Anguilla, St. Martin, Saba, Statia and St. Barths -- all within minutes of each other, with St. Kitts and Antigua also close by.

Later that evening, the Anguilla Tourist Board hosted a joint trade reception with the French Saint Martin Tourist Office for the leading travel partners in the tri-state area. Positioned as a dual destination update, Minister Hughes and Commissioner Damaseau highlighted the robust visitor arrivals being experienced by both destinations, the complementary nature of their respective tourism offerings, the latest resort and special events, and most of all, the ease and convenience of access given the expanded airlift and connectivity between both islands. In closing, they thanked the travel advisors for their continued support, and encouraged them to recommend island hopping to their clients when planning their next vacation.



Team Anguilla & Team Saint Martin, led by Minister Haydn Hughes and Commissioner Valérie Damaseau



The Hon. Kenneth Bryan (right), Chairman of CTO, was a special guest at the trade dinner.

Another highlight of the week was the Women's Leadership Breakfast, saluting the women shaping the future of Caribbean Tourism, hosted by CTO Secretary General Dona Regis-Prosper and attended by Director Stacey Liburd and Deputy Director Chantelle Richardson.

CTO's Caribbean Week in New York opened with the Caribbean Business and Tourism Marketing Symposium, under the theme "*Caribbean Tourism: Shaping the Future*". An impressive roster of speakers covered the importance of data analytics as the foundation for strategic planning, along with special presentations on the MICE market, the Latin American market, and an overview of Caribbean travel trends. The Caribbean Week Media Marketplace attracted an interesting gathering of US and Caribbean media representatives, and a panel of Caribbean Ministers addressed leveraging Artificial Intelligence and its implications for the travel industry. During the course of the week, the Anguilla delegation participated in a series of executive meetings at both the Directorial and Ministerial levels with their regional counterparts and addressed a range of issues facing the region and the organization.

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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Editors' Note: CTO Caribbean Week in New York 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.