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FOR IMMEDIATE RELEASE

ANGUILLA CELEBRATES ANNUAL TOURISM WEEK 2023 *November 26th – December 2nd, 2023*



L-R: Hon. Dee-Ann Kentish-Rogers, Minister of Social Development; Mr. Kenroy Herbert, Chairman, ATB; Mrs. Dona Regis-Prosper, Secretary General and CEO, CTO; Hon. Dr. Ellis Webster, Premier of Anguilla; Hon. Haydn Hughes, Minister of Tourism; Hon. Perin Bradley, Deputy Governor

The Valley, Anguilla, November 30, 2023: Anguilla's Tourism Week 2023 celebrations are in full swing, as the Anguilla Tourist Board (ATB) has planned a mix of productive, enlightening, and enjoyable events from Sunday, November 26th to Saturday, December 2nd. The ATB adopted the World Tourism Day theme "***Investing in People, Planet & Prosperity***", and the annual event kicked off with a Sunday Church Service at the Maranatha Methodist Church in Blowing Point, presided over by the Rev. Wilmoth Hodge.

The official Opening Breakfast was held at the Aurora Anguilla Resort & Golf Club on Monday, November 27th. The special Guest Speaker for the occasion was Mrs. Dona Regis-Prosper, Secretary General & CEO of the Caribbean Tourism Organization (CTO), who joined the Hon. Haydn Hughes, Minister of Infrastructure, Communications, Housing Utilities and Tourism, and Mr. Kevin Carty, Managing Director, Aurora Anguilla as Keynote Speakers at the Breakfast.

Mrs. Regis-Prosper addressed the topic of ***Planet***, while Mr. Carty spoke to the theme ***People*** and Minister Hughes addressed the subject of ***Prosperity***. "***Investment in People + Investment in Planet = Prosperity***", declared the Secretary General.

Minister Hughes spoke to the importance of tourism as one of the biggest economic drivers of the global economy and called for targeted investments that benefit people, the planet, and prosperity, investments that empower local entrepreneurs and foster economic development.

In his remarks, Mr. Carty noted that hospitality accounts for over 90% of Anguilla's GDP, and called for developing a road map to career mobility and progress within the industry as a national responsibility and priority. This is an imperative for attracting the best and brightest minds who will provide the critical leadership needed to maintain the authenticity and ensure the sustainability of the tourism sector.

Tourism Week 2023 continues with an Open House for Student Council and Grade Six of the Primary Schools at the Anguilla Tourist Board Office and Training Sessions at the Anguilla Great House that are scheduled to take place from November 28th – 30th. The ATB Pool Competition will be held at The Lounge in West End at 7:00 PM on Wednesday, November 29th, followed by a Step Aerobics class in the Social Security Parking Lot at 5:00 PM on Friday, December 1st.

Tourism Week comes to a close on Saturday, December 2nd, with a local Street Fair, featuring a host of vendors showcasing a variety of products and a range of unique arts and crafts. The Fair will take place at the Social Security Parking Lot, from 10:00 AM to 6:00 PM. It promises to be great fun for all the family, with lots to eat and drink, wonderful entertainment, and the perfect place to get a head start on Christmas Shopping.

For more information please visit the official website of the Anguilla Tourist Board: www.lvisitAnguilla.com; follow us on Facebook: [Facebook.com/atbheadoffice/](https://www.facebook.com/atbheadoffice/); 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.

