ANGUILLA CONCLUDES MID-ATLANTIC TOUR WITH STOPS IN PHILADELPHIA, WASHINGTON, D.C. AND MARYLAND

A robust schedule of meetings with key travel agencies and a successful cocktail reception round out a fruitful visit to Washington, D.C. for representatives from the Caribbean island of Anguilla

ANGUILLA, B.W.I. – March 25, 2015 – The Anguilla Tourist Board (ATB) continued a strong public relations and marketing campaign with a tour of the Mid-Atlantic, as part of aggressive efforts to strengthen the destination’s market share in the region. The Philadelphia Travel & Adventure Show, a two-day consumer event held at the Pennsylvania Convention Center, March 21 - 22, kicked off the week-long campaign. The ATB’s Director of Tourism Candis Niles, along with industry partners Frangipani Beach Resort and Shoal Bay Villas, were on hand to greet more than 11,000 visitors in attendance, share new and noteworthy information from the destination and distribute promotional items designed to educate consumers about Anguilla - Tranquility Wrapped in Blue. The robust schedule continued with a stop in Washington D.C. that included meetings with seven travel agencies and more than 40 travel agents, as well as a cocktail reception to showcase Anguilla: Tranquility Wrapped in Blue to attendees. To wrap up the tour, the ATB delegation headed to Maryland for desk-side meetings with travel influencers and agents. Coordinated by the ATB’s public relations and sales and marketing team, Cheryl Andrews Marketing Communications (CAMC) and The Travel Marketing Network (TTMN), the goals of the campaign were to educate agents and media on why Anguilla is the destination of choice for discerning travelers.

Meetings were held with key travel agencies that included Liberty Travel, World Wide Travel, Dreamers Travel, Accent on Travel and Connoisseur Travel, amongst others. Members of the delegation provided the latest on-island news and developments to build on the high level of interest from 2014.

The highlight of the week was the dedicated Anguilla reception held on March 24 at the W. Washington Hotel in D.C., which was attended by more than 50 guests and included remarks by: Tim Grace, principal TTMN; Parliamentary Secretary of Tourism the Hon. Haydn Hughes; Chairman of the Anguilla Tourist Board, Mr. Ralph V.C. Hodge; Director of Tourism, Mrs. Candis Niles; Chancellor of DC Schools and Anguilla's Honorary Ambassador in D.C., Kaya Henderson; and President of CAMC, Cheryl Andrews. Other members of the ATB delegation included Jennifer Johnson, senior account supervisor,
CAMC. In addition to Anguilla’s official delegation, local stakeholders also on hand were Bird of Paradise Villa, Frangipani Beach Resort and Shoal Bay Villas. Media representatives also in attendance included USA Today, Washington Times, CNN.com, Dine and Travel, Globe and Mail, Washingtonian and The Georgetowner. Guests were welcomed to the reception with a specially-themed blue cocktail, Anguilla Sky, and enjoyed viewing digital images of the island while hearing the latest news and updates, most notably the addition of Seaborne Airlines beginning service on April 30 from the tranquil Caribbean island.

In his address, the Parliamentary Secretary of Tourism noted that Anguilla’s rich history is a fundamental part of the destination’s appeal to discerning travelers as well as a testament to why the island has maintained a high number of repeat visitors. Chancellor Henderson echoed these sentiments in her remarks by sharing noteworthy details about the island, including key elements the destination is known for such as 33 pristine white-sand beaches, eclectic cuisine, rich culture and the island's most important resource, its people.

“We are delighted to see that interest in Anguilla has grown significantly since our visit last year” said Mrs. Niles. “The meetings secured over the two days and our strongly supported cocktail reception, hosting key agents and influential media partners, further bolsters our presence in the marketplace. To that end, we are also happy to report on-site business transactions between agents and attending stakeholders, solidifying strong ROI on our campaign to showcase Anguilla: Tranquility Wrapped in Blue.”

ATB’s Chairman Hodge noted, “Washington, D.C. is a key market for destination Anguilla. Our presence here and continued relationships with various travel agencies and media strengthen our position as a quintessential Caribbean destination for 2015.

At the end of the evening, attendees were presented with attractive themed Tranquility Wrapped in Blue bags containing information on the island and the attending properties, Tranquility Wrapped in Blue journals, luggage tags and USB PowerPoint Destination presentations and a deluxe Tranquility Spa pak made by Carol Shannon Anguilla productions.

Event photos may be found below, and high-resolution images are available upon request.

# # #
Pic 1: From left: President of CAMC, Cheryl Andrews; Chairman of the Anguilla Tourist Board, Mr. Ralph V.C. Hodge; Director of Tourism, Mrs. Candis Niles; Chancellor of DC Schools and Anguilla’s Honorary Ambassador in D.C., Kaya Henderson; Parliamentary Secretary of Tourism the Hon. Haydn Hughes; and Principal of TTMN Tim Grace.
Pic 2: From left: ATB Director of Tourism, Mrs. Candis Niles; CAMC Senior Account Supervisor, Jennifer Johnson; CAMC President, Cheryl Andrews; Bird of Paradise Owner, Jon Dill; Bird of Paradise Owner, Melody Brooks Dill; Frangipani Beach Resort Marketing Representative, Susan Coulton; Shoal Bay Villas Marketing Representative, Matthew Utterback; and Bartlett Enterprise Anguilla Owner, Calvin Bartlett.
Pic 3: Chancellor of DC Schools and Anguilla's Honorary Ambassador in D.C., Kaya Henderson, delivers remarks to attendees.
Pic 4: Guests enjoyed light bites and the opportunity to hear more about Anguilla’s latest updates at the cocktail reception, held at Studio 1 in the W Washington, D.C. Hotel.