

ELEVATING THE NARRATIVE: ANGUILLA HOSTS TOP MEDIA IN ICONIC NEW YORK VENUE

Influential Journalists Explore the Island's Culture, Community, and Authentic Experiences at Intimate Gatherings Hosted by the Anguilla Tourist Board

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The Anguilla Tourist Board (ATB) strengthened its strategic media outreach by hosting two exclusive, top-tier media receptions in New York City on February 23 and February 26. Designed to cultivate meaningful relationships with influential television and print journalists, the intimate gatherings created an opportunity to spotlight Anguilla's distinctive tourism offerings while reinforcing the island's position as a premier Caribbean destination rooted in authenticity, culture, and refined luxury.

The February 23 event featured Troy Petenbrink, Ivan Quitanilla, and Lina Zeldovich, while the dinner on February 26 hosted Merryn Johns, Laurie Jo Miller Farr, Joanna Niles, and Margie Goldsmith. Collectively, these respected journalists represent a diverse range of top-tier magazines and broadcast outlets, reaching discerning travelers seeking immersive and meaningful experiences. Throughout the evenings, discussions focused on authentic Anguillian stories, from heritage and culinary traditions to community-led initiatives and sustainable tourism practices that define the island's character.



(Left – Right: Noel Mignott, PM Group; Chantelle Richardson, Deputy Director of Tourism ATB; Merryn Johns, Media; Kendisha Hall-Prentice, Chief Marketing Officer ATB; Laurie Jo Miller Farr, Media; Joanna Niles, Media; Margie Goldsmith, Media; Ian Nal, PM

Both activations were held at the newly reopened and iconic Waldorf Astoria New York, providing

an elegant and timeless setting reflective of Anguilla's own reputation for understated luxury. Notably, the gatherings took place during a week of snowstorms across the region, an especially timely backdrop that naturally positioned Anguilla as an inviting escape from the harsh winter months. As snow blanketed the city, conversations about sun-drenched beaches, warm hospitality, and immersive island experiences resonated even more strongly, reinforcing Anguilla's appeal as a winter sanctuary.

"Engaging directly with respected members of the media is essential to ensuring Anguilla's story is told with depth and authenticity," said Chantelle Richardson, Deputy Director of Tourism. "By connecting personally with journalists who value meaningful travel experiences, we create opportunities to showcase Anguilla; our people, our culture, and our natural beauty, in a way that truly sets us apart. Especially during the winter season, these conversations help position Anguilla not just as a getaway, but as a meaningful escape." During her exchange with the media, the Anguilla Tourist Board's Chief Marketing Officer, Kendisha Hall-Prentice, highlighted the unique qualities that make a vacation in Anguilla truly exceptional. She pointed to the island's vibrant calendar of signature events, including the 36th Anniversary of the Moonsplash Music Festival, Festival del Mar, and the Anguilla Summer Festival, as key highlights of the Anguillian experience.

Link to access photos of the destination can be found [here](#).

For information on Anguilla, please visit the official website of the Anguilla Tourist Board: www.lvisitAnguilla.com; follow us on Facebook: Facebook.com/AnguillaOfficial; Instagram: @Anguilla_Tourism; YouTube; Twitter: @Anguilla_Trsm, 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 six major gateways: Boston, MA (BOS), Newark, NJ (EWR), Baltimore, MD (BWI), Miami, FL (MIA), Puerto Rico (SJU), Antigua (ANU) and St. Maarten (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.

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