

# Anguilla Strengthens Luxury Travel Partnerships at Virtuoso Travel Week 2026

*Destination deepens advisor relationships as Virtuoso recognition adds momentum to strong Las Vegas showing*

LAS VEGAS, NV, UNITED STATES, August 22, 2026 /EINPresswire.com/ -- The Anguilla Tourist Board (ATB) strengthened relationships with leading luxury travel advisors and industry partners during Virtuoso Travel Week 2026, reinforcing the destination's position in the global luxury travel marketplace during a week that also delivered significant international recognition for Anguilla.

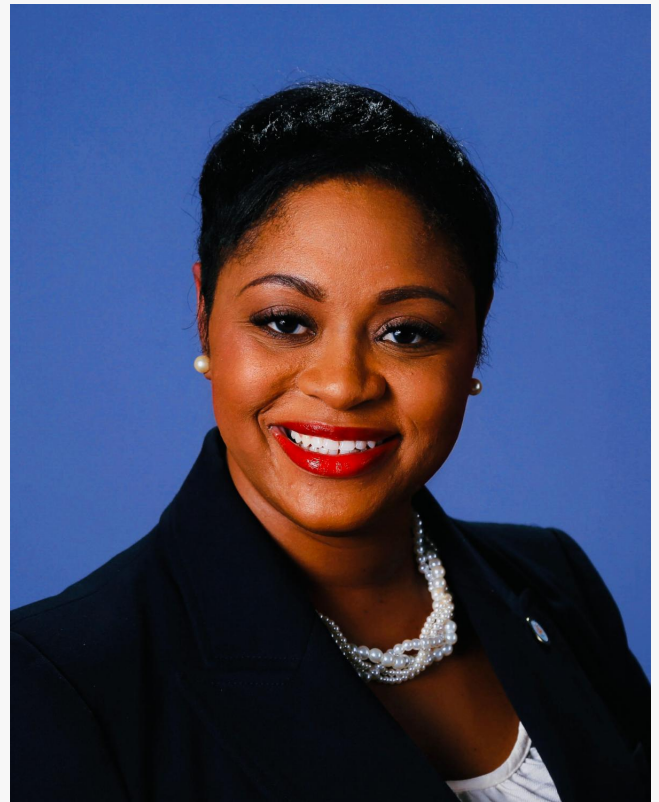
Held in Las Vegas from Aug. 8–14, Virtuoso Travel Week brought together leading luxury travel professionals and preferred partners from around the world for high-level networking, business development and destination engagement.

Representing Anguilla were Chantelle Richardson, deputy director of tourism; Merla Smith Halley, board director of ATB; and Vivian Chambers, Anguilla's U.S. sales representative.

Throughout the week, the delegation met with influential travel advisors and industry partners, sharing the latest developments from Anguilla, strengthening key relationships while creating new opportunities to drive awareness and visitation among high-value travelers.

Adding further momentum to Anguilla's presence, Virtuoso announced during the week that Anguilla had been ranked the No. 1 Caribbean destination and No. 3 worldwide for festive (holiday season) travel based on the network's 2026 booking data. West End, Anguilla also ranked No. 8 among Virtuoso's top individual festive destinations worldwide.

The recognition provided a powerful backdrop for ATB's marketplace engagements, affirming



Chantelle Richardson, Anguilla's Deputy Director of Tourism

strong demand for Anguilla while giving the delegation a compelling reason to engage advisors around the destination's distinctive luxury offering.

"Virtuoso Travel Week gives Anguilla a priceless opportunity to connect directly with the advisors and partners who influence luxury travel decisions around the world," said Richardson. "The recognition announced during the week was an especially proud moment for us and reinforced what we were hearing in our conversations — that Anguilla keeps resonating strongly with discerning travelers looking for exceptional experiences, personalized service and authentic Caribbean hospitality."

An important highlight of Anguilla's participation was its presence in the Virtuoso Preferred Partner Lounge which provided a dedicated platform for direct engagement with advisors and industry partners.

The ATB delegation showcased the breadth of Anguilla's tourism offering, including its acclaimed resorts and villas, award-winning beaches, renowned culinary scene, wellness experiences and highly customized approach to hospitality.

Four properties from Anguilla's Virtuoso portfolio were present: Aurora Anguilla Resort & Golf Club; Four Seasons Resort and Residences Anguilla; Malliouhana Resort Anguilla; and Zemi Beach House, LXR Hotels & Resorts.

Given that Anguilla has six properties within the Virtuoso network (the remaining two being Cap Juluca, A Belmond Hotel, Anguilla and Quintessence Hotel, Relais & Châteaux), the destination's



Chantelle Richardson, Anguilla's deputy director of tourism (right) and Merla Smith Halley, board director of the Anguilla Tourist Board (left), with U.S.-based travel advisors Falon Sweeney and Courtney Carter during Virtuoso Travel Week 2026 in Las Vegas.



Anguilla takes center stage at Virtuoso Travel Week 2026 in Las Vegas, showcasing the destination's distinctive "Taste. Feel. Love." brand experience.

representation at Virtuoso Travel Week delivers significant value in showcasing the strength and diversity of Anguilla's luxury tourism product while further reinforcing its positioning in the global luxury travel market.

ATB also hosted an intimate dinner for key travel partners, providing an occasion to deepen relationships and share the Anguilla story in a personal setting reflective of the kindness and hospitality for which the island is well known.

Richardson said these relationships are critical to converting destination awareness into meaningful business for Anguilla.

"Luxury travel is highly relationship-driven, and travel advisors remain some of our most important ambassadors in the marketplace," she said. "Our objective is not simply to ensure they know Anguilla, but that they understand the depth of the destination, what is new and evolving, and why Anguilla continues to deliver an experience that inspires repeat visitation and strong word-of-mouth advocacy."

Through purposeful engagements such as Virtuoso Travel Week, the Anguilla Tourist Board continues to strengthen international partnerships, expand destination visibility, and convert marketplace interest into visitation and economic opportunity for Anguilla and its tourism industry stakeholders.

### 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 several major gateways: Boston, MA (BOS), Newark,



Chantelle Richardson, deputy director of tourism for the Anguilla Tourist Board, meets Frank Pierce, director of sales & marketing of Zemi Beach House, LXR Hotels & Resorts, during Virtuoso Travel Week 2026 in Las Vegas.

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 untrammeled bliss? Lose The Crowd, Find Yourself.

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