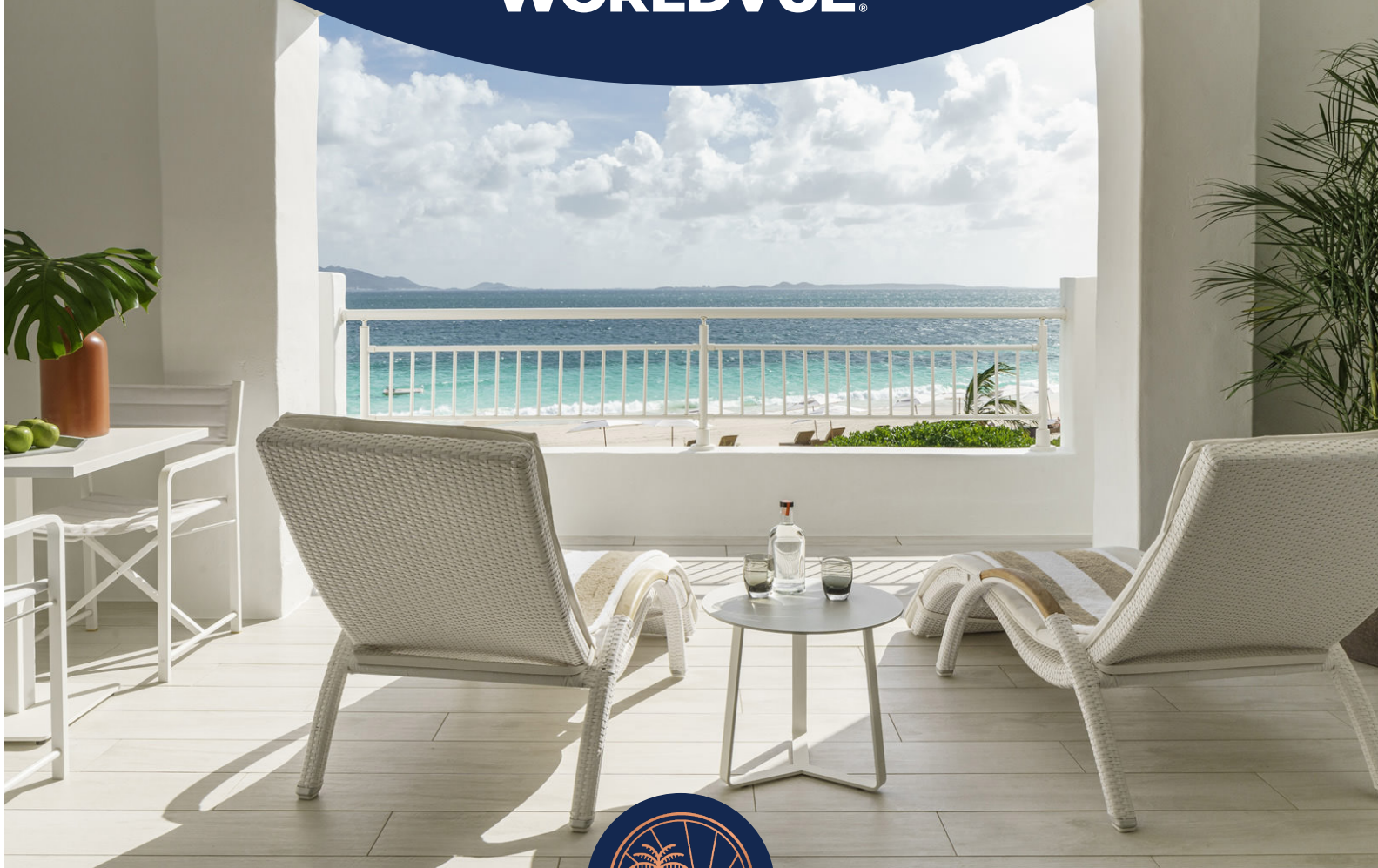




AURORA ANGUILLA®

RESORT & GOLF CLUB

FEATURED ARTICLE

How Aurora Anguilla Connects with
Guests across a Luxury Resort

Set along the white sands of Rendezvous Bay, Aurora Anguilla Resort & Golf Club delivers a rare combination of scale and intimacy. Spanning more than 300 acres, the property blends luxury accommodations, immersive activities, and striking natural beauty into a single, cohesive experience.

Guests can move from oceanfront relaxation to high-energy recreation in a single day. Two pristine beaches, a Greg Norman-designed championship golf course, a full-service spa, and a vibrant entertainment park create an environment where every stay feels different.

With so much happening across the resort at any given time, one challenge stands out: How do you make sure guests never miss a moment?

For Aurora Anguilla, that question sits at the center of the guest experience.

A Resort Designed for Discovery

Aurora Anguilla is built around choice. Guests can explore six unique dining venues, many featuring ingredients grown on the resort's own hydroponic farm. They can attend live events at the Aurora Amphitheatre, join daily wellness classes, or spend time at the family-friendly water park with a lazy river, slides, and cabanas.

The result is a resort that feels dynamic from morning to night. But that level of activity creates a new kind of guest expectation: instant awareness.

Guests need a simple way to find activities, plan their day, and navigate the property without friction.

“ It’s a big resort and there are so many things happening at all times.

SALOME ROBERTS, *MARKETING DIRECTOR*



Turning Information into Experience

At its core, this is about digital guest engagement. Using hospitality technology can connect guests with what matters in real time.

To meet that need, Aurora Anguilla uses the WorldVue HUB® as a central guest portal, anchored on in-room TVs and supported by digital touchpoints across the property.

The goal is clear: Make every offering visible, accessible, and easy to act on.

“ It’s really just about the awareness, making sure that our guests know what’s going on around the resort and can find activities.

SALOME ROBERTS, MARKETING DIRECTOR

Through the Entertainment HUB, a modern in-room entertainment and guest experience platform, guests can:

- View current activities and highlights directly from their room
- Access QR codes that link to a full digital calendar
- Discover dining, events, and experiences in real time

This approach turns the TV into more than entertainment. It becomes a starting point for the entire stay.

From Print to Real-Time Digital Engagement

The shift also strengthens SEO-aligned themes for modern hospitality: real-time updates, mobile access, and seamless in-room experiences.

Before implementing a digital-first approach, sharing information meant printing and distributing materials across the property.

That model no longer works at this scale.

"Digital is the way to go," says Roberts. "We used to print everything."

Today, the resort maintains a dynamic calendar of events that guests can access instantly. QR codes extend the experience beyond the screen, allowing guests to save information directly to their phones.

“ Guests honestly just scan the QR code and save the brochure to their phone. They’re walking around and looking at it throughout the day.

SALOME ROBERTS, MARKETING DIRECTOR

This shift reflects how guests actually engage with content. They do not stand still and read. They scan, save, and revisit.



Meeting Guests Wherever They Are

Aurora Anguilla takes a multi-touchpoint approach to communication. The same information appears across in-room TVs, lobby screens, and mobile access points.

Guests might first see an activity on the TV. Later, they notice a reminder in the lobby. Then they scan a QR code and carry that information with them for the rest of the day.

Each touchpoint reinforces the next. The result is a consistent, low-friction experience that helps guests engage more fully with everything the resort offers.

“ It’s all about making information accessible at every point wherever the guests will be.

MONTRÉ EDWARDS, MARKETING SPECIALIST



Supporting Operations Behind the Scenes

The benefits extend beyond the guest experience.

With digital delivery, the team can update information quickly without reprinting materials or managing physical distribution. Guests can also plan ahead, reviewing activities before they arrive and throughout their stay.

“ People can pre-plan their trip. They have access to the calendar and can see what they want to do.

SALOME ROBERTS, MARKETING DIRECTOR

The concierge team remains an important resource, but the guest portal serves as the first point of discovery.

"It's that first display that lets them know this exists," Edwards explains.



A Partnership That Moves at Resort Speed

For Aurora Anguilla, the relationship with WorldVue is as important as the technology itself.

Edwards highlights the day-to-day impact. "It makes my work easier. I put together the content, send it over, and trust that it will be updated on time."

She also points to the proactive support from the WorldVue team.

“ Sometimes updates are already made before I even ask. That’s really helpful.
MONTRÉ EDWARDS, *MARKETING SPECIALIST*

This level of responsiveness ensures that content stays current in a fast-moving environment where schedules and events can change quickly.

Looking Ahead: Expanding the Digital Experience

Aurora Anguilla continues to evolve how it uses the platform. The team already leverages banners and visual highlights within the guest portal, with plans to expand and optimize further.

There is also interest in extending the experience beyond the TV, such as with the Compass by WorldVue™ mobile experience. This will create even more ways for guests to engage with the resort’s offerings before and during their stay.

A Better Way to Experience a Bigger Resort

When information flows as easily as the experience itself, guests stay informed, engaged, and ready to explore.

At a property as expansive as Aurora Anguilla, the guest experience depends on more than amenities. To fully enjoy their stay, guests must become aware of everything the resort has to offer.

By combining a world-class destination with a connected digital experience, the resort ensures that guests can discover, plan, and enjoy everything available to them.

The result is simple: Guests never miss a moment, and every stay becomes more meaningful.



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