



CARIBBEAN
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**CARIBBEAN HOTEL & TOURISM ASSOCIATION RENEWS STRATEGIC
PARTNERSHIP WITH AMERICAN RESORT DEVELOPMENT ASSOCIATION**

CHTA, ARDA to Continue Expansion of Vacation Ownership Industry in Caribbean

CORAL GABLES, FL (May 5, 2010) – The Caribbean Hotel and Tourism Association (CHTA) and the American Resort Development Association (ARDA), two major hospitality industry associations – encouraged by the success of their partnership during its first year – have renewed their Strategic Partnership for 2010/11 and will move ahead with initiatives aimed at growing and enhancing the timeshare industry in the Caribbean.

While CHTA is the voice of the Caribbean hospitality and tourism sector, ARDA represents the worldwide vacation ownership industry and has many of its members based in the Caribbean region.

“We have been very pleased with our Strategic Partnership with ARDA,” said Alec Sanguinetti, Director General and CEO of CHTA.

“In addition to representing the expansion of timeshare and mixed use resorts across the Caribbean, ARDA has been extremely supportive of our various conferences, including our Investment Conference, Small Hotels Retreat and the Leadership Conference for national hotel association executives,” noted Sanguinetti.

“The Caribbean is an essential player in the global tourism market as well as the vacation ownership industry,” said Jim Lewis, president of Disney Vacation Club and Chairman of the American Resort Development Association, adding: “We are excited about our continued partnership with CHTA and the opportunities this affords ARDA to expand the vacation ownership segment within the Caribbean resort industry.”

ARDA and CHTA will continue to work together to enhance the timeshare industry in the Caribbean and create mutually beneficial programs for each other’s memberships.

CHTA also provides ARDA with regular communication to its members, via its website www.caribbeanhotelandtourism.com, in its monthly newsletter and through tactical e-mail messaging.

CHTA Strategic Partners are leading organizations and companies involved in a wide range of industry sectors and activities in the Caribbean and are committed to their contribution to the Caribbean hotel and tourism industry.

CHTA Strategic Partners currently include ARDA, Eventstar, Caribbean Travel & Life, FirstCaribbean International Bank, Forum Telecom, Green Globe Certification, Interval International, MasterCard, Tropical Shipping and Utell Hotels & Resorts.

For more information, contact CHTA at 305-443-3040 or visit the organization's website at www.caribbeanhotelandtourism.com.

ARDA

The American Resort Development Association is the Washington D.C.-based professional association representing the vacation ownership and resort development industries. Established in 1969, ARDA today has over 1,000 members ranging from privately held firms to publicly traded companies and international corporations with expertise in shared ownership interests in leisure real estate. The membership also includes timeshare owner associations (HOAs), resort management companies, and owners through the ARDA Resort Owners Coalition (ARDA-ROC).

Caribbean Hotel & Tourism Association

The Caribbean Hotel & Tourism Association (CHTA) facilitates the full potential of the Caribbean hotel and tourism industry by serving members' needs and building partnerships in a socially responsible and sustainable manner. CHTA was founded in 1962; it is the voice of the Caribbean hospitality industry for the development of the region in the highly competitive and sophisticated environment of international tourism. Today, tourism is widely recognized as a pivotal industry in the economy of the region – and CHTA functions as the common denominator for this industry in a region of diverse nationalities, languages and styles, identifying mutual problems and marshalling the resources of the active and allied members to devise solutions. CHTA represents all facets of the hospitality industry with more than 725 member hotels and 525 allied members.

For more information, visit <http://www.caribbeanhotelandtourism.com>.

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