



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

For Immediate Release

Source: Caribbean Hotel and Tourism Association (CHTA)

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**Simón Suárez will address CHIEF
delegates.**

TOURISM EXPERTS CONFIRMED FOR CHIEF HOSPITALITY CONFERENCE IN MIAMI

MIAMI (May 17, 2017) - An impressive roster of speakers, including a top executive from Virgin Atlantic, a leading authority on tourism intelligence and a host of respected hoteliers will address delegates attending the annual Caribbean Hospitality Industry Exchange Forum (CHIEF), slated to take place from June 2 to 4 at the Hyatt Regency Miami.

The Caribbean Hotel and Tourism Association (CHTA) reports that Britain's Mark Anderson, Executive Vice President at Virgin Atlantic, and Trinidadian Dr. Auliana Poon, Managing Director of Tourism Intelligence International, are among the list of speakers for the high-level forum, which features a number of educational sessions. At CHIEF, the region's hospitality industry assembles to network, learn, share ideas and collectively brainstorm creative solutions to current challenges.

Respected Caribbean hotelier Sir Royston Hopkin, KCMG, will keynote the conference, addressing the importance of excellence in Caribbean tourism when he delivers his presentation at this year's event.

Accomplished tourism executive and former CHTA President Simón Suárez, Vice President of Institutional Relations and Projects of Grupo Punta Cana in the Dominican Republic, will also address conference-goers, along with Bonita Morgan, Director of Resource Mobilization and Development of the public sector Caribbean Tourism Organization.

Ewald Beimans, Owner and Managing Director of Aruba's award-winning and environmentally friendly Bucuti & Tara Beach Resort; Sandro Fabris, General Manager of the acclaimed Half Moon in Montego Bay in Jamaica; and sustainable tourism specialist Denaye Hinds, Director of Sustainability of OBM International will participate in the conference.

This year's CHIEF offers attendees the chance to be part of intimate professional development sessions on Friday June 2, produced by Springboard Caribbean and Forbes Travel Guide. The sessions will focus on a "Measure of Success" and "Foundations of Service Leadership" respectively.



CHIEF 2017 set for June 2-4, 2017 in Miami

During the CHIEF conference, attendees get to customize their experience with a choice of 16 industry-relevant topics throughout the conference. General session tracks focus on leveraging marketing potential, embedding sustainability into tourism offerings, and LGBTQ travel.

Other more specialized sessions will highlight areas such as branding strategies, cost management, customer service, local sourcing and upselling.

CHIEF will also recognize Caribbean businesses that masterfully implement best practices in the categories of Operations, Sales and Marketing, Environmental Sustainability, and Social Responsibility.

About CHIEF

Produced by the Caribbean Hotel and Tourism Association (CHTA), the Caribbean Hospitality Industry Exchange Forum (CHIEF) is the premier educational forum for Caribbean hospitality and tourism professionals. CHIEF is where the hospitality industry assembles to connect, learn best practices, share ideas, brainstorm creative solutions to current challenges and build relationships. With three educational tracks covering a multitude of relevant topics, from the sharing economy to sustainability, and interactive roundtable and speed networking sessions, this event addresses issues affecting all businesses. The forum attracts hoteliers, vendors, government officials and industry experts focused on a stronger, profitable and more sustainable industry.

CHIEF is supported by host sponsors Interval International and JetBlue Vacations; platinum sponsors Cable and Wireless, CaribbeanWE, Mastercard and STR; and gold sponsors Adara, BCV Social, Choice Hotels, Delta Air Lines, HeBSDigital, La Bottega, Marketplace Excellence, Miles Partnership, OBMI, Oracle Hospitality, Rainmaker, Standard Textile, SteadyVU, TravAlliance, TravelClick, Tropical Shipping, TSA Solutions, and Virgin Atlantic.

For additional information about CHIEF, visit www.chtachief.com or call +1 305 443-3040.

About the Caribbean Hotel and Tourism Association (CHTA)

The Caribbean Hotel and Tourism Association (CHTA) is the Caribbean's leading association representing tourism interests for national hotel and tourism associations. For more than 50 years, CHTA has been the backbone of the Caribbean hospitality industry. Working together with 1,000 hotel and allied members and 32 National Hotel Associations, CHTA is shaping the Caribbean's future and helping members to grow their businesses. Whether navigating new worlds like social media, sustainability, legislative issues, emerging technologies, data and intelligence or looking for avenues and ideas to better market and manage businesses, CHTA is helping members on matters that matter most.

For further information, visit www.caribbeanhotelandtourism.com .

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