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**The 2<sup>nd</sup> Annual International Tourism Expo (ETI) Returns To Puerto Rico May 11-14, 2016**  
*Hundreds of Worldwide Travel Agents, Group & Destination Wedding Planners and  
Tourism Leaders to Focus on Growing Caribbean Tourism*

**San Juan, Puerto Rico – March 7, 2016** - The Caribbean’s premier tourism conference and expo - International Tourism Expo (ETI), May 11-14, 2016 will bring together all stakeholders with interest in growing and selling the Caribbean region for a unique global business event, showcasing a diverse cross-section of Caribbean destinations and suppliers, cutting edge conference, and ample business opportunities.

“The ETI 2016 event in Puerto Rico will be a key marketing event that allows travel agents, tour operators, suppliers, advertisers, and other business sectors from the tourism industry from all over the Caribbean to meet and do business under the same roof. The event is a concerted effort by Puerto Rico to create interaction and alliances between destinations and industry partners at a global level. By increasing awareness of the unique and diverse offers available for travelers we promote economic growth and therefore increase the quality of life in the region,” stated the executive director of the Puerto Rico Tourism Company, Ingrid I. Rivera Rocafort.

Power Panels will open each day of the conference with lively, interactive discussions, moderated by esteemed travel research analyst, **Henry H. Harteveltdt, Founder of The Atmosphere Research Group**. Panelists will be comprised of tourism ministers and executives from airlines, hotels, and cruise lines. “Our goal for each of these panels is to discuss where the growth opportunities exist for the region, whether that is through collective collaboration between the distinct nations of the Caribbean and the private-sector suppliers, or determine what investments they are making in their countries, their people, and their infrastructures to enhance their appeal to future generations,” said Harteveltdt. “Each panel will also touch on strategies and tactics both Caribbean nations and travel suppliers must take to remain

relevant as other parts of the world strive to attract travelers who currently visit the Caribbean,” continued Harteveltdt.

Rounding out the morning’s general sessions will be a panel with some of the Caribbean’s regional airlines moderated by **Alexander Britell, Founder and Editor-in-Chief of *Caribbean Journal***, the Caribbean’s leading digital newspaper. And, **Mark Murphy, President and CEO of travAlliancemedi**a, will moderate a session of the nation’s top travel agents for a candid panel including **Tammy Levent, CEO, Elite Travel** and 2015 Travvy Award Winner for Most Innovative Travel Agent.

Additional New Features to the Event:

- 1-on-1 Appointment setting will allow attendees and exhibitors a great opportunity to discuss specific needs and business ventures in a private setting.
- Expanded Conference with dedicated programming and tracks offering the latest marketing, destination, specialty information including:
  - o Specialty travel topics on Family/Multi-generational, LGBT, Faith, Eco/Responsible, Culinary, Adventure, Wellness/Spa
  - o Luxury and Experiential Travel Track
  - o Romance / Destination Wedding Track
  - o Eye-Opener Breakfast Presentations on Winning Marketing Strategies
- Wedding Pavilion will showcase the leading destinations, hotels and resorts, and wedding suppliers that serve the Destination Wedding travel agents and planners.

For travel suppliers, the exhibit floor will be the hub of activity with tourism companies from destinations, hotels/resorts, tour operators representing countries within the Caribbean basin. The event will also feature two days of exciting tour excursions and hotel property and ship inspections allowing travel agents to fully immerse themselves in all of Puerto Rico’s offerings.

ETI 2016 is hosted by Puerto Rico Tourism Company. Platinum Sponsors are Dragonfly Tours and Explora. Gold Sponsor is ToroVerde Nature Adventure Park. Industry Partners include: Caribbean Tourism Organization, Caribbean Hotel & Tourism Association, DWHS (Destination Wedding, Honeymoon Specialist Association), IGLTA (International Gay & Lesbian Travel Association), among others.

For more information and press credentials, please visit [www.InternationalTourismExpo.com](http://www.InternationalTourismExpo.com).