



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

MEDIA CONTACTS:

KTCpr

Theresa M. Oakes / T.Oakes@KTCpr.com

Richard Kahn / R.Kahn@KTCpr.com

Telephone: 516-594-4100

#1146

CHTA PARTNERS WITH SITEMINDER TO PROVIDE MARKET-LEADING CHANNEL MANAGEMENT TO CARIBBEAN HOTELS

THE CARIBBEAN (May 31, 2016) – The Caribbean Hotel and Tourism Association (CHTA) has formed a strategic partnership with the global hotel industry’s leading cloud platform, SiteMinder, to provide Caribbean hotels market-leading channel management for more effective online distribution and revenue optimization.

The strategic partnership will see CHTA collaborate with SiteMinder to strengthen knowledge and innovation within the region’s hotels, namely via educational sessions at the Caribbean Hospitality Industry Exchange Forum (CHIEF) and Caribbean Travel Marketplace, joint webinars, and educational resources sharing industry best practices and trends.

“Our new partnership with SiteMinder is perfectly aligned with CHTA’s strategic plan to offer a new value proposition to our membership, to continuously offer innovation and best practices that help our hoteliers better their business. CHTA members have a terrific opportunity, over the forthcoming year, to learn from the known leaders in our market and grow their expertise in channel management,” said Matt Cooper, Chief Marketing Officer for CHTA.

David Chestler, EVP of Global Enterprise Sales & Business Development, said, “We are excited to work with the CHTA to provide thought leadership on hotel distribution and enable its island members to better merchandise their rooms online to the world’s travelers. This exciting region is poised to share its beautiful natural landscape and joyful lifestyle with the millions of people seeking travel experiences online, and SiteMinder is thrilled to be a part of this focused effort to drive revenues and reservations in a cost effective and automated way.”

SiteMinder allows hotels to attract, reach and convert guests across the globe. The company serves hotels of all sizes with award-winning solutions that include The Channel Manager, the hotel industry's leading online distribution platform; TheBookingButton, a wholly-branded booking engine for direct bookings; Canvas, the intelligent website creator for independent hoteliers; and GDS by SiteMinder, a single-point of entry to a six-figure network of travel agents and the world's major global distribution systems. With more than 20,000 hotel customers and 400 of the industry's top connectivity providers as partners, SiteMinder today has presence in more than 160 countries on six continents.

SiteMinder now joins other leading organizations that have signed on as a Strategic Partner to CHTA, as part of their unwavering commitment to the Caribbean hotel and tourism industry which in 2015 attracted close to 29 million international visitors and generated US\$30 billion in earnings. CHTA Strategic Partners each play a unique role in the Caribbean where they are deeply involved in a wide range of activities designed to enhance the competitiveness of the region. Current CHTA Strategic Partners include AskMe Inc., Clear Channel Airport Division, Interval International, JetBlue Getaways, MasterCard, OBM International, Tambourine and TravelZoo.

For information about becoming a CHTA Strategic Partner, visit the association's website at www.caribbeanhotelandtourism.com.

###