



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

For Immediate Release

Source: Caribbean Hotel and Tourism Association (CHTA)

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CALL FOR TRAVEL AND TOURISM BEST PRACTICES

Caribbean Hospitality Industry Exchange Forum (CHIEF) best practice awards to be held in Miami

MIAMI (April 6, 2017) - The Caribbean Hotel and Tourism Association (CHTA) is accepting nominations for the coveted Caribbean Hospitality Industry Exchange Forum (CHIEF) Awards, which are set to take place during the third edition of the event in Miami from June 2 to 4, 2017.

Tourism stakeholders are encouraged to join innovative and forward-thinking travel and tourism businesses, such as Rosalie Bay in Dominica, Ocean Two Resort in Barbados, and regional resort collections, including Elegant Hotels and Sandals Resorts, which have been previously honored during the premier tourism event. Nominations must be submitted by April 17.

The CHIEF Awards shine a spotlight on the Caribbean hospitality and tourism industry's best practices and Caribbean businesses that have implemented them for the betterment of the industry and the region. The theme for this year's conference, which will feature awards in the areas of Environmental Sustainability, Operations, Sales and Marketing, and Social Responsibility, is "Connect, Learn and Lead the Way".

"This is an opportunity for nominees to showcase and share their innovative ideas while gaining exposure within the industry," said Frank Comito, Director General and CEO of CHTA. "We encourage everyone eligible to enter and exchange their unique and transformative best practices to improve the hospitality and tourism sector across the entire Caribbean."

CHIEF is the Caribbean hospitality industry's premier event for collaborative discourse and offers unparalleled networking opportunities.

The finalists will be announced on Friday, May 5, 2017. The top three finalists in each category

will be invited to present their best practices during CHIEF at the Hyatt Regency Miami, and the overall winner in each category will be announced at the conference.

Eligible entrants include any company that is an active CHTA member or a member of a Caribbean national hotel and tourism association; ministries and departments of tourism; travel industry stakeholders such as online travel agents, travel intermediaries and trade press; CHTA strategic partners and sponsors; and members of the general public.

The judging panel represents different countries and geographic regions, as well as professional backgrounds, including the private sector, academic institutions, nonprofit organizations and government, reflecting multi-stakeholder engagement in the travel and tourism industry.

Nominations must be submitted to CHTA after they are vetted by their respective national hotel and tourism associations. Submissions will be rated on approach, results and application.

CHTA encourages visuals, videos, charts and graphs to be included in support of the nomination.

Applications are available at www.chtachief.com/chief-2017-awards-application.html. For additional information about CHIEF, visit www.chtachief.com or call +1 305 443-3040.

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, Mastercard and STR; and gold sponsors Choice Hotels, OBMI, Oracle, Rainmaker, Standard Textile, TravAlliance 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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