



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION



For Immediate Release

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Contact: Greta Andzenge, Marketplace Excellence + 1 201 861-2056  
[greta@marketplaceexcellence.com](mailto:greta@marketplaceexcellence.com)



**The new CSHAE Board: (from left) Tessie Duran Tonaco, Marketing Director of the Belize Hotel Association; Avril Alexander, Executive Director of the British Virgin Islands Chamber of Commerce & Hotel Association; Gilda Gumbs Samuel, Executive Director of the Anguilla Hotel and Tourism Association; Stacy Cox, CEO of the Turks and Caicos Hotel and Tourism Association; Brian Frontin, CEO of the Trinidad Hotels, Restaurant and Tourism Association; Lisa Hamilton, President of the U.S. Virgin Islands Hotel & Tourism Association; Miles Mercera, President and CEO of the Curaçao Hospitality & Tourism Association; and Clarisa Jiménez, President and CEO of the Puerto Rico Hotel &**

**Tourism Association.**

## **STACY COX ELECTED PRESIDENT OF HOTEL ASSOCIATION EXECUTIVES FOR NEXT TWO YEARS**

SAN JUAN (February 18, 2018) - Caribbean tourism industry professional Stacy Cox has been elected president of the Caribbean Society of Hotel Association Executives (CSHAE) for the next two years.

Cox, who unexpectedly took the top job early last year following an unscheduled leadership change, received a full two-year mandate at the association's annual general meeting, which preceded this month's 36th annual Caribbean Hotel and Tourism Association (CHTA) Caribbean Travel Marketplace event in San Juan, Puerto Rico.

CSHAE is an independent organization aimed at advancing professional development and strengthening networking among Caribbean hotel and tourism association executives.

The association's 2018-20 Executive Board will be chaired by Gilda Gumbs Samuel, Executive Director of the Anguilla Hotel and Tourism Association, while Brian Frontin, CEO of the Trinidad Hotels, Restaurant & Tourism Association, will serve as Vice President. Miles Mercera, President and CEO of the Curaçao Hospitality & Tourism Association, will serve as Treasurer, while Clarisa Jimenez, President and CEO of the Puerto Rico Hotel & Tourism Association, has been appointed Secretary.

Other elected CSHAE Board Directors include Avril Alexander, Executive Director of the British Virgin Islands Chamber of Commerce & Hotel Association; Tessie Duran Tonaco, Marketing Director of the Belize Hotel Association; and Lisa Hamilton, President of the U.S. Virgin Islands Hotel & Tourism Association.

Cox asserted her mandate includes increased engagement on issues such as education and training, advocacy, airlift capacity, disaster management and the sharing economy: "It is an honor to continue to serve the region's hotel and tourism associations and their members and focus on the many pressing issues facing the Caribbean's sustainability."

While in San Juan, hotel association executives attended their annual leadership conference, sponsored by American Resort Development Association - Resort Owners' Coalition (ARDA-ROC) and facilitated by Adriana Serna, ASAE (The Center for Association Leadership) Facilitator and Communications Manager of CHTA.

### About the Caribbean Society of Hotel Association Executives (CSHAE)

The Caribbean Society of Hotel Association Executives (CSHAE) is a professional association whose members include executives and senior managers from the region's private sector led hotel and tourism-related organizations. Its primary focus is to serve as a network for the region's associations by supporting the professional development of the staff and voluntary leadership; facilitating the gathering and flow of information; advancing programs in support of

regional advocacy and product improvement efforts; and working collaboratively with the Caribbean Hotel and Tourism Association (CHTA) in achieving mutual goals.

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](http://www.caribbeanhotelandtourism.com).

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