

PRESS RELEASE

A call for Action

CHATA supports the Caribbean Hurricane Recovery Fund

Willemstad, September 12th 2017- In the last few days, the Caribbean has faced a devastating natural disaster due to the activities of Hurricane Irma. CHATA's sympathy, therefore goes out to all affected.

As an apprehensive sister association, CHATA pledged its support to the affected destinations by using its current CHATA Silent Auction Platform. Every year CHATA organizes the CHATA auction in order to raise funds to invest in tourism development projects such as the tourism awareness campaigns, human capital development and promotion of the destination. In light of the current developments in the region, CHATA committed to use the additional funds collected to launch and contribute to the Caribbean Hurricane Recovery fund. The Silent Auction began on September 8th and will continue through September 27th (World Tourism Day) ending at 11.59PM. For more information please visit www.chataauction.com.

CHATA considers this contribution an act of responsibility towards the Caribbean Region. CHATA members are coming together to assist the association with additional special prizes of which all funds will be used to support our sister islands, St. Martin, St. Eustatius and Saba. CHATA is grateful for all its members who have placed many great prizes available for the public to bid on, such as; accommodations, F&B, flights, fun activities and much more.

Consider this a personal call for action, as CHATA encourages all to bid and help us raise funds to restore the basic humanitarian needs on the SSS islands.

For more information, please visit www.facebook.com/CHATAcuracao and www.chata.org or simply log on to www.chataauction.com

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About the Curaçao Hospitality & Tourism Association

Founded in 1967, the Curaçao Hospitality & Tourism Association (CHATA), represents the interest of all private parties in the tourism sector. CHATA's main mission is to deliver a visible, leading and effective (marketing) contribution towards a vibrant and sustainable Curaçao tourism/hospitality product. In cooperation with its many partners in the private and governmental sector it strives to develop Curaçao to meet its full potential.

At present CHATA has over 200 members including, hotels and apartments, airlines, car rentals, restaurants, tour operators and destination management, attractions, the airport, industry and trade development, World Trade Center, advertising and publishing, banking, insurance, training and consultancy, resort development, dive operators, shops and other tourism related businesses.