



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

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**CARIBBEAN HOTEL & TOURISM ASSOCIATION NAMES INDUSTRY
VETERAN FRANK COMITO CEO, DIRECTOR GENERAL**

THE CARIBBEAN (Jan. 28, 2015) – The Caribbean Hotel & Tourism Association (CHTA), representing 32 National Hotel Associations across the region, has appointed hospitality and tourism industry veteran Frank J. Comito as the new CEO and Director General. He assumes the post March 9, 2015.

As CEO, Comito will work to raise CHTA's profile as the leader for the Caribbean hospitality industry and along with the CHTA Executive Committee and Board of Directors he will develop a strategic plan for the association that serves the needs of its entire membership comprised of over 600 hotels and 300 allied members. Comito replaces Jeff Vasser who stepped down as CEO/Director General at the end of December 2014.

"Frank Comito brings a wealth of knowledge and insight to CHTA, most recently as Executive Vice President of the Bahamas Hotel and Tourism Association and other tourism-related organizations," said Emil Lee, president of CHTA adding:

"Besides contributing towards the development of The Bahamas' hotel and tourism industries he helped develop the landscape for individual Caribbean hotel associations during his volunteer presidency of the Caribbean Society of Hotel Association Executives (CSHAE), the regional association for our 32-member national hotel associations. We are confident that CHTA will continue to grow and gain influence as the voice for the Caribbean hospitality industry under Frank's leadership."

Comito most recently served as Executive Vice President of the Bahamas Hotel and Tourism Association, a position he held for over 10 years, and was responsible for guiding and managing the organization's range of activities in advocacy, business development, workforce improvement and organizational development. Comito brings to his new role with CHTA over 30 years of experience in economic development, organization management, government affairs, project management, workforce development, research and analysis, and providing business and investor support in the Bahamas, U.S. Virgin Islands, United States and the Caribbean.

Comito currently serves as an officer and member of the Board of Directors for the Downtown Nassau Partnership where he has been a leader and key contributor since 1998. He has championed revitalization efforts of historic downtown Nassau including guiding public and private sector stakeholder work, master planning, implementing product improvements, development of public policies, fundraising and stakeholder engagement.

Before that he was the Executive Director for the Nassau Tourism Development Board where he worked collaboratively with public and private sector stakeholders to implement a range of product improvements funded jointly by both sectors. He also held the position of Deputy Chairman of the Board for the Airport Authority and the Nassau Airport Development Company where he helped guide the \$410 million redevelopment of Lynden Pindling International Airport.

He previously held positions as Director of Development for the National Alliance of Business in Washington, D.C., Executive Director of the St. Croix Chamber of Commerce, and special projects manager for the St. Thomas-St. John Chamber of Commerce.

As President of CSHAE for three years, Comito represented CHTA's member national hotel associations' interests in various capacities including advocacy. He developed and implemented annual leadership workshops for the region's association executives.

Comito is a co-founder of the Caribbean Society for Organization Management which guided regional training programs for managers and executives for Chambers of Commerce throughout the Caribbean.

CHTA recognized Comito as an Association Executive of the Year in 2006 and under his stewardship the Bahamas Hotel and Tourism Association also received the 2013 award from the International Society of Hotel Association Executives for the most outstanding education and training initiatives by a hotel association.

Caribbean Hotel & Tourism Association

The Caribbean Hotel & Tourism Association (CHTA) facilitates the full potential of the Caribbean hotel and tourism industry by serving members' needs and building partnerships in a socially responsible and sustainable manner. CHTA is the voice of the Caribbean hospitality industry for the development of the region in the highly competitive and sophisticated environment of international tourism. Today, tourism is widely recognized as a pivotal industry in the economy of the region – and CHTA functions as the common denominator for this industry in a region of diverse nationalities, languages and styles, identifying mutual problems and marshaling the resources of the active and allied members to devise solutions. CHTA represents all facets of the hospitality industry with more than 600 member hotels and over 300 allied members.

CHTA, including the events staged by the association, is supported by Strategic Partners MasterCard, Interval International, OBM International, HVS, Tambourine and TravelZoo.

For more information, visit <http://www.caribbeanhotelandtourism.com>. Follow CHTA on Facebook [Facebook.com/CaribbeanHotelandTourismAssociation](https://www.facebook.com/CaribbeanHotelandTourismAssociation) and Twitter [Twitter.com/CHTAFeeds](https://twitter.com/CHTAFeeds).

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