

# CARIBBEAN TRAVEL MARKETPLACE

BAHAMAS  2016



JANUARY 21-23  
ATLANTIS  
PARADISE ISLAND

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## **CHANNEL MANAGEMENT, ONLINE MARKETING, ROMANCE TRAVEL AMONG HIGHLIGHTS OF EDUCATION SESSIONS AT CARIBBEAN TRAVEL MARKETPLACE, JAN. 21 - 23, 2016**

THE CARIBBEAN (Jan. 6, 2016) – The Caribbean Hotel and Tourism Association (CHTA) will welcome the New Year with fresh ideas through a schedule of savvy educational sessions at Caribbean Travel Marketplace. The professional development element of the event is a new and added benefit for attendees who want to adopt tools to develop revenue-generating opportunities, maximize strategies working with the latest market trends and improve reputation management.

Taking place Jan. 21 - 23, 2016 at the Atlantis, Paradise Island in The Bahamas, Caribbean Travel Marketplace is the region's largest and most significant marketing event, affording tourism suppliers the opportunity to meet face-to-face with wholesalers from around the world selling Caribbean vacation travel over the course of two days of business meetings.

Strategically planned not to infringe on the integrity of the networking nature of the event, the expanded educational component of Caribbean Travel Marketplace will be offered on Thursday, Jan. 21 during the day followed by the Opening Ceremonies in the evening.

There will be a sponsored breakfast on both Friday and Saturday morning, where attendees will hear about the necessity for "Online Reputation Management." Following breakfast on both days, business appointments will run throughout each day.

“The new year offers a ‘clean slate’ to create plans based on what already works well and what we can do as Caribbean hoteliers to both improve and generate new initiatives based on industry trends,” said Karolin Troubetzkoy, Acting President of CHTA. “Educational sessions offered at Caribbean Travel Marketplace will help attendees catapult action items based on information being provided by industry experts and leading companies,” she added.

Sessions taking place on Thursday, Jan. 21, 2016 – 1 to 5:30 p.m. include:

- **Website Reality Check** – This session will explore issues that hoteliers must be able to answer, including: is your website current and mobile friendly? How long has it been since you updated your hotel’s website? Are you utilizing a responsive design? Are you effectively communicating messages across all platforms? Learn the tweaks and upgrades needed to make hotels thrive on the Internet.
- **Cutting Through the Channel Clutter** – Is your hotel optimizing channel management to maximize revenue? Where do you rank with Extranets, GDS, direct bookings, Expedia, Booking.com? Staying on top of booking channels can be a full-time job on its own. Learn how to cut through the clutter and effectively handle content management.
- **Weddings and Honeymoons: How Can You Maximize Revenue from Romance?** – The Caribbean is the romance capital of the world. Are you capturing your share of the steady and lucrative destination weddings and honeymoons business? Three million weddings take place in the U.S. every year – 25% of them are destination weddings, and the Caribbean remains the number one honeymoon destination. Learn how to secure more of this lucrative market by better planning sales and management of destination weddings and honeymoons. *\*Presented by BRIDES and AskMe Inc.*
- **Real World Results with Digital Audience Targeting** – What does Google Analytics say about your company? Is data helping you define, reach and convert new customers? Is your search engine marketing and optimization on target? Learn how to launch a campaign on Google, Facebook or other channels and what is big data and how it can be applied to online marketing to reach the right consumer at the right time with the right message. What kind of reach can you expect from a marketing/media plan with \$20k, \$50k or \$100k?
- **Content, Marketing & Metrics** – It’s not enough having the right content. You have to distribute it using the right channel and measure it with the right Key Performance Indicators (KPI). Land on what kind of content, marketing and metrics work best for your brand. Join Google Travel’s Ting Ting Yan for a hands-on, interactive workshop and learn to use various Google products...search and beyond.

CHTA is offering a breakfast workshop titled "**Who Are You Online? Online Reputation Management and Monetization**" on both Friday, Jan. 22 and Saturday, Jan.

23 from 7:10 - 8:10 a.m. with limited seating. Presented by TripAdvisor, the session's focus is: What people say about their experience at your resort is out there for the world to see. If not managed properly, you can lose perspective business. Should you respond to any and all reviews and comments about your property? How do you help to shape and control the content? Is a bad review necessary a bad thing?

**Register online via <http://chtaforms.weebly.com/4---education-sessions.html>, by email via [events@caribbeanhotelandtourism.com](mailto:events@caribbeanhotelandtourism.com) or call 786-476-8623.**

In addition to educational sessions, CHTA will host the Leadership Conference for hotel association executives Jan. 18 - 19 and the committee and Board of Directors meetings Jan. 20 - 21, all at the Atlantis, Paradise Island.

### **Sponsors**

In addition to CHTA, Caribbean Travel Marketplace 2016 is staged by The Bahamas Ministry of Tourism, Nassau Paradise Island Promotion Board and The Bahamas Hotel & Tourism Association, along with host sponsors: Interval International, MasterCard and Sandals; platinum sponsors: Adara Media, AMResorts, Bonnier Corp., Islands, OBMI, STR, Tambourine, Travelzoo and TripAdvisor; and gold sponsors: AskMe Inc., Best Western International, BRIDES and BRIDES.com, Caribbeanjobs.com, Clear Channel Airports, Condé Nast Traveler, Figment Designs, HGTV, Jack Rabbit, MobiManage, MyStay, Regatta Travel Solutions, Simpleview, Sojern, Time, Inc. Affluent Media Group, The Knot, The New York Times, The Wall Street Journal, travAlliancemedial, Travel Channel, Travel Click and YouVisit.

Companies interested in learning more about sponsorship opportunities should contact Matt Cooper, chief marketing officer, via [matt@caribbeanhotelandtourism.com](mailto:matt@caribbeanhotelandtourism.com) or call (305) 443-3040.

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