



CARIBBEAN
HOTEL
ASSOCIATION

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ANNUAL CARIBBEAN HOSPITALITY CONFERENCE EVOLVES

~ CHIC gives way to shorter, more streamlined meeting ~

SAN JUAN, Puerto Rico (January 10, 2007) -- Peter J. Odle, president of the Caribbean Hotel Association (CHA), announced a return to basics in 2007 for the annual conference of the Caribbean hospitality industry. The annual CHA convention (formerly the Caribbean Hotel Industry Conference, CHIC) is now the Caribbean Hotel & Tourism Conference, a more inclusive two-day meeting with greater emphasis on education and advocacy initiatives, following the feedback of CHA members regarding their needs and expectations for the annual industry convention.

"In an industry where change is the norm, the Caribbean manages to stand out in a crowd," said Odle. "Following CHA's rebranding, it was a matter of common sense to back up style with substance." The first Caribbean Hotel & Tourism Conference will be held June 17-19, 2007, at the Hyatt Regency Miami, Florida.

The conference agenda, which is a day shorter, seeks to involve the wider Caribbean hotel and tourism industry, including the rising mixed-use accommodations segment, the ancillary business sector, as well as the industry's counterparts in government.

Further, program content has shifted to add weight to education with realistic applications. "Plenary sessions are excellent fora to explore and debate 'macro' issues affecting the industry," added Odle. "The conference will open each day with a general session to set the stage – after which delegates will be able to customize their educational experience with practical training on hotel operations that goes beyond the theory."

The Caribbean Hotel & Tourism Conference will also incorporate the annual regional culinary competition Taste of the Caribbean. For more information on CHA and CHA events, go to www.caribbeanhotelassociation.com.

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About the Caribbean Hotel Association – www.caribbeanhotelassociation.com

Caribbean Hotel Association represents the entire spectrum of the hospitality industry's private sector, representing from the small guest houses to the mega-resorts across 35 national hotel associations, to allied members including airline executives, tour operators, travel agents, trade and consumer press, hotel and restaurant suppliers, and others. CHA's mission is to optimize the full potential of the Caribbean hotel and tourism industry by serving member needs and building partnerships.



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