



CARIBBEAN  
HOTEL  
ASSOCIATION

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Contacts:

Lorraine Ortiz-Valcárcel, [lortiz@caribbeanhotelassociation.com](mailto:lortiz@caribbeanhotelassociation.com)

Melissa Rivera Pabón, [mrivera@caribbeanhotelassociation.com](mailto:mrivera@caribbeanhotelassociation.com)

Tel 787 725 9139/Fax 787 725 9108

**AMERICAN EXPRESS AIMS SPOTLIGHT AT CARIBBEAN REGION**

***Consumer travel division to incorporate new Caribbean brand in marketing vehicles***

SAN JUAN, Puerto Rico (February 2, 2007) – American Express has signed on as a private sector Charter Partner of the joint venture launched by the Caribbean Hotel Association and the Caribbean Tourism Organization to market the Caribbean brand worldwide under the Caribbean Tourism Development Company (CTDC) umbrella. As part the partnership, American Express' Consumer Travel Network (CTN), the American Express travel agency network in the United States, will incorporate the new Caribbean brand logo in its marketing and promotion efforts.

"The visibility afforded by CTN's more than 600 travel agencies and call centers in North America will help to position the Caribbean top-of-mind with North American consumers to drive tourism to the region," said Dianelys Rodríguez, Vice President of Destination Business Development, American Express Company.

The Caribbean logo will be featured in conjunction with the Beyond the Beach promotional platform, targeting Cardmembers with select mailing promotions, messages in American Express statements of account and within the campaign website, [www.beyond-the-beach.com](http://www.beyond-the-beach.com).

The initiative will complement the company's regional marketing program "Beyond the Beach – An American Express Caribbean Exclusive," which features all Caribbean destinations in American Express' "Official Card" program. These include Anguilla, Antigua & Barbuda, Aruba, The Islands of The Bahamas, Barbados, Bermuda, Cayman Islands, Dominican Republic, Jamaica, Puerto Rico, St. Lucia, St. Martin/Saint Maarten, Turks & Caicos, and Cancún, Cozumel and the Riviera Maya in the Mexican Caribbean.

Meanwhile, American Express is also sponsoring the booking engine under construction for [www.caribbeantravel.com](http://www.caribbeantravel.com), the official lodging website of CTDC.

For almost twenty years, American Express has contributed to the development of Caribbean tourism through a strategic partnership with CHA. In addition to marketing and promotion, American Express has pledged its support to a wide range of issues, such as environmental stewardship, safety and security, and training and education.

American Express entered the travel agency business in 1915 and today is one of the largest global travel agency networks. American Express Company ([www.americanexpress.com](http://www.americanexpress.com)) is a leading global payments, network, travel, and banking company founded in 1850.

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**HEADQUARTERS:**

1000 PONCE DE LEÓN AVENUE, 5TH FLOOR • SAN JUAN, PUERTO RICO 00907 • PHONE: 787-725-9139 • FAX: 787-725-9108

**MIAMI OFFICES:**

2655 LEJEUNE ROAD • SUITE 910 • CORAL GABLES, FLORIDA 33134 • PHONE: 305-433-5900 • FAX: 305-569-0431