



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

CARIBBEAN HOTEL & TOURISM INVESTMENT CONFERENCE

May 4 -6, 2010 | Puerto Rico Convention Center

Caribbean Tourism's Official Investment Conference

PRESENTED BY CARIBBEAN HOTEL & TOURISM ASSOCIATION AND CARIBBEAN TOURISM ORGANIZATION

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PANEL AND WORKSHOP ON CUBA AT CARIBBEAN INVESTMENT CONFERENCE

Caribbean Hotel & Tourism Investment Conference Takes Place In Puerto Rico, May 4-6, 2010

CORAL GABLES, FL (April 28, 2010) –Hosted by CHTA and CTO in conjunction with the Puerto Rico Tourism Company (PRTC), Puerto Rico Hotel & Tourism Association (PRHTA) and Puerto Rico Convention Bureau (PRCB), CHTIC 2010 takes place May 4-6 at the Puerto Rico Convention Center in San Juan.

One of most highly anticipated sessions at CHTIC 2010, *Cuba – Will It Become The #1 Tourism Destination* (May 6 at 9am) will, for the first time in CHTIC history, provide a thorough background on the Cuban tourism sector as well as insight to aid the investment and hospitality industry in their strategic planning for Cuba's future. A major focus will be placed on the outlook for U.S. legislation to end the travel ban and the economic impact it will have on other destinations throughout the Caribbean.

Speakers on the panel include Emily Morris, who writes for the *Economist Intelligence Unit* on the subject; David Jessop, Director of Britain's Cuba Initiative and Executive Director of the Caribbean Council; and Dr. Timothy Ashby, PhD, JD, MBA, a specialist on trade and investment strategies for Cuba.

“The opening of Cuba for U.S. tourists will have profound implications on the entire region,” said Enrique De Marchena Kaluche, President of CHTA. “It's an exciting, long overdue moment in our history, but it must be carefully strategized to ensure the right kind of developments

are in the pipeline as we prepare to welcome Cuba back into the mainstream tourism sector for the U.S. market,” De Marchena noted.

Lenders, developers and hospitality entities interested in doing business in Cuba and the rest of the Caribbean are encouraged to attend. Delegates will receive insight into Cuba’s infrastructure and tourism development policies. Panelists Emily Morris, Dr. Timothy Ashby and Dr. David Jessop have spent many years researching and working with Cuba.

Emily Morris is an Economist, specializing in Economic Development in Latin America and the Caribbean. She has been covering Cuba for fifteen years for the *Economist Intelligence Unit* (EIU), where she worked as a Senior Editor/Analyst from 1995 to 2008. She currently works as Research Director at London Metropolitan University’s Centre for Caribbean and Latin American Research and Consultancy (CLARC), where she continues to provide Cuban economic forecasts for the EIU as well as developing a broader research and consultancy program on the economies of the region.

Morris is currently completing a doctoral thesis at London University on Cuba’s post-1990 economic adjustment in comparative context.

Specializing in developing strategies that will allow trade and investment in Cuba while remaining compliant with U.S. federal laws and regulations, Dr. Timothy Ashby is a licensed U.S. attorney who serves as an independent Counsel to the law firm Sonnenschein Nath Rosenthal LLP and as outside Counsel to the Caribbean Council in London, and to Coral Capital Group (BVI) Ltd.

Dr. Ashby served at the U.S. Commerce Department, International Trade Administration, as Director of the Office of Mexico and the Caribbean, during which he was involved in discussions with the Cuban government on issues such as compensation for expropriated U.S. assets, technical assistance in developing offshore oil deposits, telecommunications, and airline overflight and landing rights. He subsequently visited Cuba at the invitation of Cuba’s Ministry of Informatics and Communications (MINIT) to assess the island’s Information Technology development.

Dr. Ashby currently provides outside Counsel to the world’s largest cruise ship company as well as the second largest car rental brand in the world and to other international travel and tourism businesses, advising on a market entry strategy for Cuba in compliance with U.S. federal law and regulations.

He is regularly published on Cuba with topics including *Land Tenure in Cuba: Implications and Potential Models for Foreign Real Property Holdings and Investment in a Future Cuba* as well as *Cuban Real Property – Current Laws & Future Prospects*. He was recently featured at the 2009

CCAA Annual Miami Conference on the Caribbean & Central America where he presented on *Cuban Real Estate – Laws and Guidelines*.

David Jessop is the Director of Britain's Cuba Initiative and the Executive Director of the Caribbean Council. He has worked on Caribbean issues for over thirty five years, advising and supporting governments, major industries, associations and companies on Caribbean investment, trade policy and related political issues.

In 1990 he founded and ran the Cuba Initiative under the guidance of the late Baroness Young and has been visiting Cuba since 1981. The initiative is a unique non-partisan, non-governmental body that has a counterpart in Havana involving senior Cuban ministers and officials.

CHTIC 2010

CHTIC 2010 will feature presentations by the World Tourism Organization, the World Travel & Tourism Council, Smith Travel Research, KPMG and others, providing a global perspective of the tourism industry and how the Caribbean compares.

The extensive list of speakers also includes Ministers of Tourism, Chief Executives of major hotel brands and a host of expert panelists for the diverse program which includes workshops on the economics of being green and the effect of national infrastructure on the tourism industry.

With uncertainty looming in the tourism industry despite signs of an imminent recovery, tourism officials and executives in the Caribbean – as well as financial entities invested in the region's development – are saying CHTIC 2010 could not be more appropriately timed

Limited sponsorship opportunities are now available for this prestigious event. Sponsors will be highlighted throughout the entire conference, as well as in CHTA's marketing and public relations activities leading up to and following the event. The Sponsors' Exhibit will also afford direct contact with representatives of sponsoring companies and will be open throughout the conference.

CHTIC sponsors currently confirmed include *FirstCaribbean International Bank, Interval International, LG Electronics* and *MasterCard* on the Patron Sponsorship level, as well as Platinum Sponsors *GreenbergTraurig, KPMG, OBM International* and *RCI*.

Gold sponsors include *American Resort Development Association (ARDA), ACLA Works, AMS Construction (Aireko), Best Western, Boyken International, Choice Hotels International, Eventstar, Green Globe Certification, Robb & Stucky Hospitality, Tourism Development Company* and *VingCard Elsafe*. Media sponsors include *Lodging Hospitality* and *ARDA Devevelopments*. Supporters include *Business Monitor International, GlobalHotelNetwork.com* and *STR*.

CHTIC was founded by CHTA and CTO in 1997 with the specific objectives of improving the tourism investment and operating climate in the Caribbean, raising awareness of development opportunities and stimulating a continuing flow of equity and loan capital into the region.

For more information on CHTIC 2010 – including sponsorship opportunities – please contact CHTA at 305-443-3040, e-mail events@caribbeanhotelandtourism.com or visit <http://caribbeanhotelandtourism.com/InvestmentConference.php>.

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 was founded in 1962; it 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 marshalling the resources of the active and allied members to devise solutions. CHTA represents all facets of the hospitality industry with more than 725 member hotels and 525 allied members.

For more information, visit <http://www.caribbeanhotelandtourism.com>.

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