



PRESS RELEASE  
February 6<sup>th</sup>, 2014

FOR IMMEDIATE RELEASE

### **SHTA & AHSM meet with Radisson on SMART 2014**

ANSE MARCEL – The St. Maarten Hospitality & Trade Association (SHTA) and L'Association des Hoteliers de St. Martin (AHSM) met with General Manager Mr. Jean-Marc Jalbert and Director of Convention Services & Catering, Ms. Fabienne Cartier to finalize details for the 2014 SMART Trade Show. The 13th St. Martin/St. Maarten Annual Regional Trade Show (SMART) will be held on May 14-16, 2014 at the Radisson Blu Resort, Marina & Spa St. Martin.

“The entire Radisson Blu Team is delighted at the opportunity to host, once again this year, the prestigious SMART conference. We are looking forward to welcoming back our friends and industry partners attending this very strategic event in May and as in previous years, there will be lots of rich experiences, great networking and fun!” said Mr. Jean-Marc Jalbert

Each year, AHSM & SHTA in conjunction with l'Office du Tourisme de St. Martin and the St. Maarten Tourist Bureau, organize a one and a half day tradeshow which is a favorite with the Operators, Travel Agents, Travel Writers, and Event Planners from the US, Canada, Europe, and Latin America. Attendees to last year's event concurred that it was the best SMART so far and organizers are set on surpassing everyone's expectations with the upcoming event. The tradeshow provides a unique opportunity for local and regional hoteliers and activities providers to present their tourism product, network and negotiate prospective business opportunities.

According to Mr. Philippe Thevenet of the AHSM: “SMART has become an essential and major event in promoting the North East Caribbean Islands. It is also an opportunity for buyers from around the world to discover or rediscover the charms of our island as they will be enjoying its landscape, its people, and its culture during the four days they are here to attend the event. SMART is a reflection of what can be accomplished through the exemplary collaboration between tourism stakeholders from both sides of the island, united for a better future.”

SMART 2014 starts on Wednesday May 14, 2014 with a Welcome Reception hosted at The Radisson Blu Resort, Marina & Spa, giving delegates the opportunity to meet and mingle with

their peers before a full day of business. In addition to the networking, trading and pre-organized appointments, throughout the trade show, participants may also set up additional appointments.

Registration forms and details will be available on the SHTA website [www.shta.com](http://www.shta.com) or by contacting the St. Maarten Hospitality & Trade Association via email at [info@shta.com](mailto:info@shta.com) or by phone at 542-0108, Monday to Friday.