

PRESS RELEASE
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FOR IMMEDIATE RELEASE



SMART 2014 at Radisson Blu Resort Marina & Spa, St. Martin

PHILIPSBURG - The 13th St. Martin/St. Maarten Annual Regional Trade Show (SMART) is slated for May 14-16, 2014 at the Radisson Blu Resort, Marina & Spa in St. Martin where the region comes together once again to support, interact and promote tourism to the Eastern Caribbean. 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.

L'Association des Hoteliers de St. Martin and the St. Maarten Hospitality & Trade Association in conjunction with L'Office du Tourisme de St. Martin and the St. Maarten Tourist Bureau are expecting numerous Tour Operators, Travel Agents, Travel Writers, and Event Planners from the US, Canada, Europe, and Latin America to return to the island for this important 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.

After years of success and progress, in addition to St. Martin/St. Maarten, other islands attending this event now include Anguilla, Antigua, Barbuda, British Virgin Islands, Dominica, Guadeloupe, Montserrat, Saba, St. Barth's, Statia, St. Kitts & Nevis, and Barbados. It has become a very significant event for the entire region in recent years, one that should not be missed.

SMART 2014 kicks off on Wednesday May 14, 2014 when delegates have the opportunity to meet and mingle with their peers at the Welcome Reception hosted at The Radisson Blu Resort, Marina & Spa, before a full day of business where participants have set up appointments with travel partners and wholesalers as well as hotel and excursion operations for one-on-one discussions on potential business ventures. In addition to the pre-organized appointments, throughout the trade show, participants may also set up additional appointments. The event will be closed off with an impressive and memorable Farewell Party on Thursday May 15th 2014.

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