



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

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**CARIBBEAN HOTEL AND TOURISM ASSOCIATION**

**APPOINTS NEW DIRECTOR OF MEMBERSHIP DEVELOPMENT**

MIAMI, FL (April 12, 2016) – The Caribbean Hotel and Tourism Association (CHTA) has appointed Martha Valdivia as Director of Membership Development. Valdivia comes to CHTA with a wealth of knowledge, having worked more than 10 years with diverse stakeholders in the region in the fields of online marketing and distribution.

“We are very happy to have Martha Valdivia join our team and look forward to her applying knowledge and previous experience to assist CHTA as we continue to evolve for the region, offering new opportunities for engagement, relevant benefits for all members and a joint voice for all stakeholders in the Caribbean,” said Frank Comito, CEO and Director General of CHTA.

CHTA is committed to engaging current members and tourism industry stakeholders as it further enhances the benefits offered through the association. The organization also seeks to add to its membership base in all destinations throughout the Caribbean, as more businesses become aware of its value and importance to the industry.

Valdivia has an in-depth knowledge of online sales and marketing, and her experience includes cultivating and maintaining partnerships in the Caribbean. In her most recent role as Director of Business Development at Ariadna, LLC, she identified new growth opportunities in the Caribbean, with a focus on the travel industry for the digital communications agency. She also formed part of the



team that won the website re-design project for Palace Resorts. As Director for Mexico, Latin America and the Caribbean at Regatta Travel Solutions, a company specializing in booking engine technology, revenue management and responsive website design, Valdivia was responsible for lead generation and sales efforts in the three regions and strengthened relationships with hotel partners and destination clients.



***Pictured (l-r) are CHTA executives Bill Clegg, Fifth Vice President and Chairman of the Membership Committee; Karolin Troubetzkoy, President; Martha Valdivia, Director of Membership; Frank Comito, CEO and Director General; Vanessa Ledesma, COO; and Matt Cooper, CMO.***

In 2010, Valdivia joined Splendia, LLC as Director of Hotel Business – Americas, where she contracted hotel partners in key markets, prepared growth strategies for the Caribbean market and increased the number of luxury hotels for the luxury OTA’s portfolio. Valdivia was a founding member of About Travel, LLC, where she helped grow the hotel client base for the OTA startup to more than 15,000 hotel partners in two years of operation.

Valdivia started her career in the hotel industry at Meliá Hotels International, working with the e-commerce and online distribution team and where she was quickly promoted to Director of Online Marketing-North America. She managed online media for corporate campaigns and property campaigns for Meliá hotels throughout Mexico and the Caribbean.

Valdivia holds a Bachelor of Science degree in Hotel Administration from Cornell University and earned her MBA through Cornell's IMHI-ESSEC joint degree program in Paris, France.

### **Caribbean Hotel & Tourism Association**

The Caribbean Hotel & Tourism Association (CHTA) is a federation of 32 National Hotel Associations, with more than 600 member hotels and over 300 allied members. CHTA is the largest representative of the private sector in the Caribbean hotel and tourism industry. We are 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 marshaling the resources of the active and allied members to devise solutions. CHTA represents all facets of the hospitality industry with more than 600 member hotels and over 300 allied members.

CHTA, including the events staged by the association, is supported by Strategic Partners AskMe Inc., Clear Channel Airport Division, Interval International, JetBlue Getaways, MasterCard, OBM International, Tambourine and TravelZoo.

**For more information, visit <http://www.caribbeanhotelandtourism.com>. Follow CHTA on Facebook [Facebook.com/CaribbeanHotelandTourismAssociation](https://www.facebook.com/CaribbeanHotelandTourismAssociation) and Twitter [Twitter.com/CHTAFeeds](https://twitter.com/CHTAFeeds).**

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