

# CARIBBEAN TRAVEL MARKETPLACE

BAHAMAS  2017



JANUARY 31 – FEBRUARY 2  
ATLANTIS  
PARADISE ISLAND

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## **CARIBBEAN TRAVEL MARKETPLACE**

### **RETURNS TO THE BAHAMAS, JAN. 31 – FEB. 2, 2017**

THE BAHAMAS (April 14, 2016) – Caribbean Travel Marketplace, the region’s largest and most significant marketing forum, will return to The Bahamas for the second consecutive year when the Caribbean Hotel and Tourism Association (CHTA) stages the event from Jan. 31 – Feb. 2, 2017 at Atlantis, Paradise Island.

In addition to CHTA, Caribbean Travel Marketplace 2017 will be organized with the support of The Bahamas Ministry of Tourism, Nassau/Paradise Island Promotion Board (NPIPB), Paradise Island Tourism Development Association (PITDA) and The Bahamas Hotel & Tourism Association (BHTA).

“We are delighted to announce that next year CHTA’s Caribbean Travel Marketplace will once again be hosted here on our beloved Islands of The Bahamas. We look forward to welcoming back those delegates who joined us this year as well as inviting new travel partners to enjoy our hospitality and see firsthand the exciting new products and experiences which The Bahamas and the Caribbean offer,” said Joy Jibrilu, Director General, Bahamas Ministry of Tourism.



***Pictured (l-r) Hon. Obie Wilchcombe, Minister of Tourism, Islands of The Bahamas; Joy Jibrilu, Director General, Bahamas Ministry of Tourism; and Frank Comito, CEO and Director General, Caribbean Hotel and Tourism Association (CHTA).***

“The Bahamas Hotel and Tourism Association welcomes the opportunity to co-host Caribbean Travel Marketplace along with our partners at the Ministry of Tourism, NPIP and PITDA. Marketplace is an invaluable forum for showcasing the incredible range of hotel and tourism-related offerings available in The Bahamas and throughout the Caribbean. Atlantis is the ideal host property for this event, providing one location for the more than 1,000 attendees to meet, network, and enjoy themselves. We will be offering attendees the opportunity to discover The Bahamas through pre- and post-trips to our Family Islands, Grand Bahama and to several new properties just completed or under development in Nassau and on Paradise Island,” said BHTA President Stuart Bowe.

CHTA will be adding several new components to the event aimed at attracting even more buyers and suppliers.

“With the support of The Islands of The Bahamas, we are enhancing the scope and impact of Caribbean Travel Marketplace, attracting new delegates and building upon the successful sales and marketing professional development sessions offered earlier this year,” said Karolin Troubetzkoy, president of CHTA. “Caribbean Travel Marketplace presents the best opportunity to generate last-minute seasonal business while setting the state for long-term business and enhancing the relationship between hoteliers and buyer companies,” she added.

Caribbean Travel Marketplace affords tourism suppliers the vital opportunity to meet face-to-face with wholesalers from around the world selling Caribbean vacation packages over the course of two days of business meetings. CHTA hopes to build on its success from 2016 by expanding its outreach to wholesalers in Latin America and emerging destinations as well as tour operators specializing in niche markets. As a result of the concerted efforts made by CHTA, Caribbean Travel Marketplace 2016 attracted 19 new buyer companies, bringing the total to 109 companies. In addition to the buyers, there were 243 suppliers and over 1,000 delegates in attendance at Caribbean Travel Marketplace 2016.

CHTA will offer a full day of professional development opportunities for attendees on Jan. 31, 2017, followed by the Opening Ceremonies in the evening. The educational sessions will provide attendees with the tools for developing revenue-generating opportunities that will help them make money and cut costs.

Companies interested in learning about sponsorship opportunities should contact Matt Cooper, chief marketing officer, via [matt@caribbeanhotelandtourism.com](mailto:matt@caribbeanhotelandtourism.com) or call (305) 443-3040.

Contact CHTA by email [events@caribbeanhotelandtourism.com](mailto:events@caribbeanhotelandtourism.com) or telephone 786-476-8623 for more information.

### **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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