



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

For Immediate Release

Source: Caribbean Hotel and Tourism Association (CHTA)

Contact: Greta Andzenge, Marketplace Excellence +1 201 861-2056
greta@marketplaceexcellence.com



Karolin Troubetzkoy

HOTEL EXECUTIVE APPLAUDS GROWING ROLE OF CARIBBEAN WOMEN IN TOURISM, WANTS OBSTACLES ADDRESSED

MIAMI (March 8, 2018) - A prominent Caribbean tourism leader is calling on the region's leaders to pay more attention to the need to protect and support women working in tourism, the region's biggest money earner.

Karolin Troubetzkoy, executive director of St. Lucia's storied Jade Mountain resort and its adjoining sister property, Anse Chastanet, said "Caribbean women are some of the most powerful and accomplished women in the global tourism and hospitality sectors, but there is still a need to ensure they can shine and advance without being compromised or limited."

Speaking on the occasion of International Women's Day, Troubetzkoy, who is also President of the Caribbean Hotel and Tourism Association (CHTA), suggested opening a dialogue to review with female leaders in the Caribbean tourism industry the sort of concerns that led to the formation of the "Me Too" and "Time's Up" movements in North America, which exposed egregious forms of sexual harassment and abuse in entertainment and other industries, but also highlighted other gender- and professional development-related issues.

"Our women are often at the frontlines of our tourism and hospitality industries because of the natural welcoming natures of our Caribbean people and we want to give them a forum to highlight issues, voice concerns, advance solutions and to ultimately ensure a safe and fair working environment," she stated.

"We should be looking at how best we can accelerate gender parity to help our women advance and unleash their limitless potential, to the benefit of ourselves, our industry and our countries and territories," Troubetzkoy continued.

"In addition to being an important industry for women to earn a living, tourism is also by far the leading bread earner for the Caribbean region, so protecting our women and allowing them to shine will also positively impact our valuable investments themselves," she declared.

"Women have done a lot of thinking about these issues for years, so it's time to hear their voices and to disseminate their recommendations much more widely. It's time to #PressforProgress," she concluded, referring to this year's International Women's Day theme.

About the Caribbean Hotel and Tourism Association (CHTA)

The Caribbean Hotel and Tourism Association (CHTA) is the Caribbean's leading association representing tourism interests for national hotel and tourism associations. For more than 50 years, CHTA has been the backbone of the Caribbean hospitality industry. Working together with 1,000 hotel and allied members and 32 National Hotel Associations, CHTA is shaping the Caribbean's future and helping members to grow their businesses. Whether navigating new worlds like social media, sustainability, legislative issues, emerging technologies, data and intelligence or looking for avenues and ideas to better market and manage businesses, CHTA is helping members on matters that matter most.

For further information, visit www.caribbeanhotelandtourism.com.

ENDS