



MEDIA CONTACTS:

KTCpr

Theresa M. Oakes / T.Oakes@KTCpr.com

Richard Kahn / R.Kahn@KTCpr.com

Telephone: 516-594-4100

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**INCREASING HOTEL SALES, REDUCING OPERATIONAL COSTS,
INNOVATION AND SUSTAINABILITY KEY THEMES AT THIS YEAR'S
CARIBBEAN HOSPITALITY INDUSTRY EXCHANGE FORUM (CHIEF)**

THE CARIBBEAN (June 27, 2016) – Caribbean hotel owners and managers, along with leading providers of goods and services to the hotel industry, will gather early this fall for the highly successful Caribbean Hospitality Industry Exchange Forum, being conducted by the Caribbean Hotel & Tourism Association (CHTA). Owners and seniors managers from the region's hotels will have the opportunity to network and share best practices through a series of roundtables, workshops, professional development sessions, and social networking opportunities throughout the regional gathering.

CHIEF is scheduled for Sept. 30 – Oct. 2, 2016 at El Conquistador Resort, A Waldorf Astoria Resort in Puerto Rico.

“CHIEF is all about learning from one another and improving our bottom lines. In a competitive global tourism landscape, we need to leverage our resources and our thinking. We want to build upon the incredibly positive feedback we received from last year's event and bring even greater value through CHIEF to the region's hotels as well as those allied members who provide hotels with goods and services.” says Karolin Troubetzkoy, president of CHTA.

CHTA canvassed last year's attendees and its members to identify those session topics which are of greatest interest to its members. Among the general sessions being offered are:

- **You are Here: Your Map to Navigate the Tourism Landscape**
- **The Caribbean Through the Looking Glass**

- **Mine + Yours = Ours: Making Everyone a Winner in the Sharing Economy**

In addition to the general sessions, CHIEF offers educational tracks in Sales & Marketing, Environmental Sustainability, Operations, and Technology, which provide attendees with practical business solutions.

The **Sales & Marketing Track** will feature breakout sessions about the following topics:

- **The Sales Plan as a Driver to Success**
- **Keeping up with the Platforms - Where Should Your Social Focus Go?**
- **Once Upon A Time - Making Sales Through Tales**
- **Word of Mouth Sells!: Working with the New PR Protagonists in the Digital Age**
- **Get in the Driver's Seat: Multi Tasking with Multi-channels**

The **Environmental Sustainability Track** will discuss the following topics:

- **Mosquitoes, Monsoons and Media: The Perfect Storm**
- **Saving More Than Money**
- **Tooting the Green Horn**
- **Keep Calm and Salvage On - Turning Trash to Cash**
- **From The Ground Up! A Tour Through 'Green' Colored Lenses**

The **Operations Track** provides insight regarding hotel procedures:

- **Keepin' It Real: Integrating Culture and Experience**
- **Nonstop Flight to Five-Star Service: Empower a Can-Do Culture**
- **Experience the Intimacy: Tips for Delivering a Boutique Experience to the Caribbean Traveler**
- **Better Planning, Bigger Profits**
- **Tuning The Hospitality Engine - Training To Win**

The **Technology Track** will highlight key tech tools and best practices hotels should be utilizing. Sessions include:

- **Gadgets Gizmos and Guests: Best Practices in Hotel Technology**
- **Tech Tools to Stay Ahead of the Revenue Game**
- **Fishing for Data in a Sea of Information**
- **Where Hi-Tech Meets High Touch**
- **The Nuts and Bolts of Google Analytics**

Registration for CHIEF is open. Visit www.chtachief.com to learn full details about the sessions and take advantage of early registration and discounted hotel rates. Companies which

conduct business with hoteliers can also exhibit at the event with complete details available on the website.

CHIEF is staged by CHTA in conjunction with host sponsors *Interval International* and *JetBlue Getaways*, platinum sponsor *TravelZoo*, and gold sponsors *AskMe Inc.*, *Clear Channel Airport Division*, *OBM International*, *SiteMinder* and *TSA Solutions*.

Contact CHTA by email at events@caribbeanhotelandtourism.com or via telephone at 786-476-8623 for more information.

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