



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

CARIBBEAN HOSPITALITY FORUM OFFERS CRITICAL CHANCE TO LEARN

CHIEF conference to cover communications, operations, sales and marketing and Caribbean tourism sustainability



Frank J. Comito

MIAMI (May 9, 2018) - Caribbean hoteliers and industry stakeholders will immerse themselves in three days of intensive education and networking in Miami next month, at the fourth Caribbean Hospitality Industry Exchange Forum (CHIEF), happening at the Hyatt Regency Miami from June 22 to 24.

Produced by the Caribbean Hotel and Tourism Association (CHTA), CHIEF is a high-level forum for hospitality education with interactive workshops, panel discussions and the sharing of best practices.

"CHIEF has established itself as the preeminent forum for the region's hospitality professionals to share ideas and learn from each other, and we look forward to another weekend of stimulating presentations and discussions to help our industry," said Karolin Troubetzkoy, CHTA's President.

General sessions this year will consider the importance of having a proactive communications strategy during crises; promoting a culture of inclusion, focusing on women in leadership positions; and how the traditional hotel sector can best cope with the transformative nature of the accommodations industry.

The breakout sessions deal with operations, sales and marketing and other aspects of industry sustainability. Delegates will explore timely and vital topics such as insurance coverage, crisis communications, human resource development, customer satisfaction, guest reviews, storytelling, energy efficiency, digital marketing and virtual reality technology.

"CHIEF delegates - from frontline staff to senior management leaders - will gain valuable knowledge and insight to prepare them for the wide variety of challenges facing today's hospitality industry professionals," said Frank Comito, CHTA's CEO and Director General.

Professional development and a vibrant speed networking session will feature again this year at CHIEF, which will also host Taste of the Caribbean, where the region's best chefs and their teams will compete. Taste of the Caribbean also offers insight and experience for food and beverage participants, who can learn the latest trends and techniques emerging from Caribbean kitchens.

Also returning to Miami this year will be CHTA's Caribbean305 event, where flavors from more than a dozen Caribbean nations will be simmering at the culinary and cultural celebration taking place on Miami's Jungle Island on Saturday, June 23, 2018 at 8 p.m.

For further information, visit www.chtachief.com.

About CHIEF

Produced by the Caribbean Hotel and Tourism Association (CHTA), the Caribbean Hospitality Industry Exchange Forum (CHIEF) is the premier educational forum for Caribbean hospitality and tourism professionals. CHIEF is where hospitality industry leaders assemble to connect, learn best practices, share ideas, brainstorm creative solutions to current challenges and build relationships. With three educational tracks covering a multitude of relevant topics, from the sharing economy to sustainability, and interactive roundtable and speed networking sessions, this event addresses issues affecting all businesses. The forum attracts hoteliers, vendors, government officials and industry experts focused on a stronger, profitable and more sustainable industry. CHIEF is supported by host sponsors Interval International and JetBlue Getaways; platinum sponsors Adara, CaribbeanWE, Expedia, Figment Design, Mastercard, Marketplace Excellence, OBMI, STR and TravelZoo; and gold sponsors Caribbean Wedding Industry Awards, Flip.to, La Bottega, Oracle Hospitality, SportsArt Fitness, Travalliance Media/Vacation Agent, Travel Channel, Travel Relations, TravelClick, TravPro Mobile and TripMate. For additional information about CHIEF, visit www.chtachief.com or call +1 305 443-3040.

About the Caribbean Hotel and Tourism Association (CHTA)

The Caribbean Hotel and Tourism Association (CHTA) is the Caribbean's leading association representing the interests of national hotel and tourism associations. For more than 50 years, CHTA has been the backbone of the Caribbean hospitality industry. Working with some 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, climate change, data and intelligence or, looking for avenues and ideas to better market and manage businesses, CHTA is helping members on issues which matter most. For further information, visit www.caribbeanhotelandtourism.com.

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