



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

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**KAROLIN TROUBETZKOY, ST. LUCIA, ELECTED
CHTA PRESIDENT FOR TERM THROUGH JUNE 2018**

PARADISE ISLAND, BAHAMAS (Jan. 21, 2016) –The Board of Directors of the Caribbean Hotel & Tourism Association (CHTA) officially ratified Karolin Troubetzkoy to take office immediately as President of the Association in advance of her term which would have begun in June 2016. She will serve as CHTA President through June 2018.

Troubetzkoy was previously voted President-Elect in June 2015 but assumed the role of Acting CHTA President in November 2015 when Emil Lee, Immediate Past President of CHTA, stepped down to accept the position of Minister of Labor, Health and Social Affairs for the country of St. Maarten. Past President Richard Doumeng, the current Chairman of CHTA, will continue in this position through June 2016.

"In my role as President, I look forward to further expanding on our marketing, advocacy, sustainability, educational and culinary efforts. Going forward, we will seek even closer collaboration with all public sector stakeholders. Our mutual aim must be to further elevate the quality and appeal of the Caribbean as the world's most desired tourism destination. There is much to be done and I am thrilled to have the support of past presidents, national hotel and tourism association executives, dedicated members and partners and especially the CHTA team under the great leadership of CEO Frank Comito," said Troubetzkoy.

Troubetzkoy has served as President of the Saint Lucia Hotel and Tourism Association (SLHTA) since 2010 where she been instrumental in the successful implementation of a hotel booking engine for the association as well as the launch of a Saint Lucia Tourism Enhancement Fund. She oversaw the development of a broad social media platform for the SLHTA as well as the launch of several websites for the association.

She has served as a Director of the Saint Lucia Tourist Board for several years and has been an active member of the Destination Marketing Committee for the past 20 years.

Troubetzkoy is the Chairperson of CHTA's Caribbean Alliance for Sustainable Tourism (CAST) and previously served as Chairperson of the CHTA Advocacy Committee from 2012-14. She is also a Board member of the Caribbean Tourism Development Company (CTDC).

Troubetzkoy has been spearheading the marketing and day-to-day operations of the award-winning Anse Chastanet and Jade Mountain resorts for more than 30 years.

Troubetzkoy is a past recipient of CHTA's Caribbean Hotelier of the Year Award (2012), St. Lucia Hotelier of the Year Award (2006) and Crystal Award for services to the hotel industry from the St. Lucia Hotel and Tourism Association.

She holds a degree in business administration with majors in both tourism marketing and hotel and restaurant management from the University of Applied Sciences in Munich, Germany.

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., Cable & Wireless, HVS, Interval International, 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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