



THE ENVIRONMENTAL SUBSIDIARY OF
THE CARIBBEAN HOTEL ASSOCIATION

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CHA PRESIDENT-ELECT PETER ODLE NAMED TO CAST GOVERNING COUNCIL

SAN JUAN, Puerto Rico (March 23, 2006) – Mango Bay Resorts Owner and Chairman Peter Odle has been appointed to the Governing Council of the Caribbean Alliance for Sustainable Tourism (CAST), the Caribbean Hotel Association's (CHA) environmental subsidiary. He will serve as the CHA Executive Committee representative with voting privileges, appointed by CHA President, Mrs. Berthia M. Parle, MBE, . As such, Mr. Odle will bring the CHA leadership voice to the association's key subsidiary. "Peter Odle is an industry leader and role model to hotel owners, particularly of small hotels, throughout the region," said Sir Royston O. Hopkin, KCMG, CAST Chairman. "I have no doubt that his participation in the CAST Governing Council will bring refreshing new ideas to the group."

Mr. Odle has been actively involved in the CHA volunteer leadership for the past 20 years, serving as Vice-President for several years, and he will take his charge as President of the Association during the upcoming Caribbean Hotel Industry Conference (CHIC), to take place June 25-28, 2006, in Miami, Florida, for a two-year term.

He is also Deputy Chairman of the Barbados Tourism Authority and Chairman of the National Tourism Marketing Committee in Barbados.

Odle is a successful and respected tourism veteran with more than 25 years of industry experience. Owner of four properties in Barbados, he is recognized in the Caribbean tourism industry for his role in the development and sustainability of the indigenous small hotel throughout the region. In 2000, his fellow Caribbean hoteliers bestowed on him the honor of the "Caribbean Hotelier of the Year" Award, in recognition of the time and resources he has volunteered through CHA over the years to help improve and grow the Caribbean tourism product.

Originally set to pursue a law-oriented career, Peter Odle changed course in 1977 when he built 14 apartments known as Regent Apartments in the Sunset Crest area of Barbados. In the same year, he entered a lease agreement on the Island Inn Hotel and Palm Beach Hotel in Barbados.



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Keeping on par with the growing trend of catering businesses, Mr. Odle established Island Caterers in 1978, one of the biggest catering businesses on Barbados, and it is still in existence today. In 1981, Mr. Odle became Managing Director and Director of Operations for all of his businesses.

Between 1993 and 1994, he reconstructed Palm Beach Hotel into the beautiful all-inclusive Mango Bay Resort, which was recently re-opened after a a six-month, BD \$10 million (US\$5,1 million) refurbishment and expansion project that added 12 units in two new categories of deluxe rooms and penthouse suites. Completing Mr. Odle's portfolio of properties is the small 24-room property on Barbados' west coast known as "Sunswept," Holetown. He is Chairman of his group of companies.

Aside from his overwhelming success as a dedicated hotelier, by serving in the above-mentioned volunteer capacities, he has consistently ensured that governments, organizations and hospitality-related agencies are fully aware of the importance of the resort business and its impact on employment and the economic well-being of individual countries and the Caribbean region as a whole.

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About the Caribbean Alliance for Sustainable Tourism (CAST) – www.cha-cast.com

CAST, the environmental subsidiary of the Caribbean Hotel Association (CHA), was chartered in 1997 to undertake collaborative environmental efforts within the hotel industry, enhance the practices of the region's hotel and tourism operators by providing high quality education and training related to sustainable tourism; promote the industry's efforts and successes to the traveling public and other stakeholders; and serve as a vital link to all stakeholders with sustainable tourism interests in the Caribbean region. CAST has consolidated its strategic focus within the following four program areas: sustainable tourism certification and standards development, development of environmental management tools, advocacy and fundraising.

About the Caribbean Hotel Association (CHA) – www.caribbeanhotels.org

The Caribbean Hotel Association is dedicated to excellence in hospitality, leadership in marketing, and sustainable growth in tourism, to the benefit of its membership and that of the wider Caribbean community. It aims to be a regional forum that will advance the Caribbean hotel and tourism industry. The members of CHA represent the entire spectrum of hospitality industry's private sector, from 835 member hotels representing some 127,000 hotel rooms in 36 national hotel associations to allied members – airlines, tour operators, travel agents, trade and consumer press, hotel and restaurant suppliers, among many others – which account for 520 members. CHA is headquartered in San Juan, Puerto Rico, and maintains a promotion and marketing office in Miami, Florida.

