



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

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**CHTA ROLLS OUT www.caribbeanhotelandtourism.com WEBSITE;
INCREASES ACCESSIBILITY OF CHTA PROGRAMS**

- Enhances Member Benefits with Online Membership Directory, Event Registration, More -

CORAL GABLES, FL (Oct. 28, 2008) – The Caribbean Hotel & Tourism Association (CHTA) has unveiled its new website – www.caribbeanhotelandtourism.com – designed to streamline pertinent information to the organization’s hotel and affiliate members, while allowing for new capabilities such as an online membership directory, access to CHTA publications, and the ability to register online for conferences and events.

Through the website, members can access their profile in the CHTA membership directory at any time to update company profiles and records as well as employee contact information. CHTA manuals, publications, committee minutes and presentations, are also now at members’ fingertips via www.caribbeanhotelandtourism.com.

The new website will provide a wealth of information on conferences and events, as well as the ability to register online. Registrations processed online will receive immediate confirmation.

A new feature CHTA expects to have in place shortly is the ability for members to renew their membership dues online. Online purchases such as membership dues and conference registration will require credit card payment through PayPal, a secured credit card transaction company.

“The new website is the latest step in a series of enhancements designed to ensure that vital information reaches our members and encourage more active participation in CHTA programs,” noted Enrique De Marchena Kaluche, President of CHTA.

“Of course, we gave the website a facelift as well, incorporating the look and feel of the Caribbean into one of the most valuable resources at our members’ disposal,” added De Marchena Kaluche.

Alec Sanguinetti, CHTA Director General and CEO, echoed De Marchena Kaluche's comments, urging members to "take a few seconds to visit the new site and check out the capabilities in order to begin taking full advantage of CHTA member benefits today."

CHTA members were sent an e-mail notification with a user name and password last week. Those who did not receive their log-in information can contact Gorette Anthony at gorette@caribbeanhotelandtourism.com.

For more information on the new website, please contact the CHTA marketing department at marketing@caribbeanhotelandtourism.com.

Caribbean Hotel & Tourism Association

The Caribbean Hotel & Tourism Association (CHTA) aims to optimize the full potential of the Caribbean hotel and tourism industry by serving member needs and building partnerships. CHTA was founded in 1962; it is 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 marshalling the resources of the active and allied members to devise solutions. CHTA represents all facets of the hospitality industry with more than 800 member hotels and 750 allied members.

For more information, visit <http://www.caribbeanhotelandtourism.com/>.

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