

Winds Of Change Hit The Caribbean

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Caribbean Hotel Association updates its image for the first time in over 40 years

The Caribbean Hotel Association (CHA) launched its new logo and corporate identity, following the approval of the Board of Directors during the organization's annual industry conference (CHIC 2006) in Miami, Florida. The new brand image of CHA responds to the organization's need to update its identity to go with the times and changes of the Caribbean tourism industry.

'An organization's logo is its face to the world. After 46 years without making any change of substance to our image, we decided it was time to have a significant makeover, mainly to better reflect today's Caribbean hotel and tourism sector,' said Alec Sanguinetti, director general and CEO of CHA. Sanguinetti explained that the new image was developed from the concept of a star fish, which represents everything that is positive and promising in nature. The colors and design evoke five Caribbean signatures: undulating palm trees, crystalline waters, abundant marine life, beautiful beaches, and warm weather. Further, the diversity of cultures and languages (Spanish, French, Dutch, English, and then native tongues), as well as the diversity of today's Caribbean hospitality product, were represented through a wide range of colors, with color gradations.

With CHA's change of image came a new online presence, at www.caribbeanhotelassociation.com, which was designed to provide information about the membership and the organization with a more intuitive navigation. In addition, the directories of CHA member hotels and supplier companies will move to an enhanced database management system that allows more refined search options based on different criteria. On the other hand, the new website will maintain members' only sections and links to Caribbean national hotel associations and partner organizations. The production of the new website was sponsored by CHA Strategic Partner American Express, as part of its commitment to support efforts for the benefit of CHA members.

Likewise, CHA's communications strategies experienced an overhaul whereby the three existing monthly bulletins - 'Keeping Score', 'CHAdvance' and 'Members' Corner' - were replaced by CHA Weekly News, a timely brief of industry, Association, and member news that is more in tune with the busy agenda of today's executives.

All the new components of CHA's new brand identity will display the 'Caribbean' logo launched in October 2005 as part of the joint CHA/CTO marketing program. The Caribbean logo seeks to strengthen the Caribbean brand internationally, with its inclusion in the promotional and organizational materials of CHA and CTO member and partner organizations.

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