

## Leading Tourism Companies To Meet Next Week During Third Annual Caribbean Sales & Marketing Strategy Conference

2007-12-06

---

HSMIAI-CHA Conference to Convene Dec. 13-14, 2007 in Puerto Rico

Hotel owners and senior-level executives from leading Caribbean resorts, tourism bureaus and other organizations have already registered for the third annual Caribbean Sales & Marketing Strategy Conference, presented by the Hospitality Sales & Marketing Association International (HSMIAI - [www.hsmiai.org](http://www.hsmiai.org)) and the Caribbean Hotel Association (CHA). The conference will take place Dec. 13-14, 2007 at the InterContinental Resort & Casino in San Juan, Puerto Rico.

Created for hoteliers and tourism officials doing business in the Caribbean region, the program will feature prominent professional speakers and industry experts participating in a series of breakout sessions in four areas: Destination Marketing & Branding, Internet Marketing & eCommerce, Integrated Marketing Communications and Managing Your Revenue Mix. A diverse mix of Caribbean hotel and resort executives have registered to attend the conference, including: resort owners, presidents, general managers, senior vice presidents and directors of sales and marketing, advertising managers, directors of destination sales, reservation managers, group sales managers, and communication directors, among others.

Among the top Caribbean organizations that have reserved their spot for the two-day conference, include: Antigua & Barbuda Ministry of Tourism, Aruba Hotel and Tourism Association, Aruba Marriott Resort & Stellaris Casino, Atlantis Adventures, Atlantis Submarines, Inc., Barbados Tourism Authority, Barcelo Talanquera, Bolongo Bay Beach Resort, Breezes Curacao Resort Spa & Casino, Cap Juluca, Carib Travel Agency Ltd, Coco Reef Resort & Spa, Couples Resorts, Curacao Hospitality and Tourism Association, Curacao Tourist Board, De Palm Tours Aruba, Divi Carina Bay Beach Resort, Divi Resorts, Floris Suite Hotel, Four Points by Sheraton, Puerto Rico Convention Bureau, Frigate Bay Resort/Timothy Beach Resort, Gran Melia Puerto Rico, Grand Case Beach Club, Hilton Ponce Golf & Casino Resort, Hotel Development Projects, Jolly Beach Vacations, McLaughlin Anderson Luxury Villas, Nevis Tourism Authority, Puerto Rico Convention Bureau, Radisson Caribbean Resorts, Renaissance Curacao Resort & Casino, Rincon Beach Resort, San Juan Marriott Resort & Stellaris Casino, Sol Melia Hotels and Resorts, St. Kitts Tourism Authority and True Blue Bay Resort.

There is still time to register for the conference. The cost to attend the conference is \$495 for HSMIAI or CHA members and \$595 for non-members. The non-members charge includes a six-month trial membership in HSMIAI. A one-day conference pass is available for \$250. The conference agenda, registration and sponsorship details are available at [www.caribbeanstrategyconference.com](http://www.caribbeanstrategyconference.com).

Attendees will hear an exciting keynote presentation from renowned trend tracker Michael Tchong, founder of Ubercool, where he will discuss 'A New Social Dialog,' taking participants on an eye-opening tour through today's rapidly evolving trend landscape to discover why the digital lifestyle is leading to a remarkable revolution in our social dialog.

When distribution guru and managing director of The Estis Group Cindy Estis Green takes the stage, she will 'demystify distribution.' In this dynamic session, she will review the highlights of the latest special report published by the HSMIAI Foundation, including an update on statistics and trends related to distribution.

In his luncheon keynote address, CTO's director general, Vincent Vanderpool-Wallace, will discuss 'The Rich Media Revolution in Caribbean Marketing.' Many Caribbean marketers are stuck in a text-based world and have forgotten the old adage of 'a picture tells a thousand words.' From providing information on the aftermath of a hurricane to a new natural spa in Dominica, the most credible path to delivering information is via sights and sounds.

Conference partners are The Atlanta Journal-Constitution, Fareed Zapala Koepke, Getty Images, Nimblefish, PinPoint Local, Puerto Rico Convention Bureau, TIG Global, Travelscream Technologies and rezStream. For partnership information, contact Robert Gilbert, HSMIAI's CEO, at (703) 610-9024 or [bgilbert@hsmiai.org](mailto:bgilbert@hsmiai.org).

### **CHA**

The Caribbean Hotel Association (CHA) is dedicated to optimizing the full potential of the Caribbean hotel and tourism industry by serving member needs and building partnerships. The members of CHA represent the entire spectrum of the hospitality industry's private sector, from over 800 member hotels with more than 126,000 hotel rooms in 35 national hotel associations, to allied members including airline executives, tour operators, travel agents, trade and consumer press, hotel and restaurant suppliers, and others. [www.caribbeanhotelassociation.com](http://www.caribbeanhotelassociation.com).

### **HSMIAI**

HSMIAI is an organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMIAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMIAI's Affordable Meetings(R). Founded in 1927, HSMIAI is an individual membership organization comprising more than 7,000 members worldwide, with 39 chapters in the Americas Region.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article30390.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

*Distribute your news on our Network*

See what all the buzz is about at:

[http://www.hotelnewsresource.com/Info-news\\_account\\_info.html](http://www.hotelnewsresource.com/Info-news_account_info.html)