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**CHTA INVITES MEMBERS TO ‘SHINE A SPOTLIGHT ON YOUR SUCCESS’ WITH CHIEF AWARDS NOMINATIONS**

*Awards Program Recognizes Caribbean’s Best Tourism Practices*

THE CARIBBEAN (July 5, 2016) – The Caribbean Hotel & Tourism Association (CHTA) has opened online nominations for the second annual CHIEF Awards and invites members to “shine a spotlight on your success” by nominating tried and proven best practices by Caribbean hotels and tourism-related businesses. This year, a fourth category has been added to the program and members can enter their best practices in the following four categories: Technology (new for 2016), Environmental Sustainability, Operations, and Sales & Marketing.

The application is available via <http://chtachiefgallery.weebly.com/chief-awards.html> and entries must be received by July 15, 2016. The top three finalists in each category will be recognized publicly and their best practices will be showcased within the industry and at the Caribbean Hospitality Industry Exchange Forum (CHIEF), scheduled for Sept. 30 – Oct. 2, 2016 at El Conquistador Resort, A Waldorf Astoria Resort in Puerto Rico.

“There is a tremendous amount of expertise, ingenuity and talent within our industry. The CHIEF Awards present an excellent opportunity to recognize companies and individuals for the great work that they do, while affording our members with an opportunity to learn from one another,” said Karolin Troubetzkoy, president of CHTA.

Any person or company can nominate any Caribbean-based person or company for one of the CHIEF Awards, but all nominations will be vetted with the National Hotel and Tourism Associations. Nominations can be submitted by any CHTA hotel operator, allied member, National Hotel and Tourism Associations, Ministries and Departments of Tourism, travel

industry partners (i.e. OTAs, travel intermediaries, trade press, etc.), CHTA Strategic Partners and Sponsors, and the general public.

All submissions must be entered in one of the four categories and will be judged on approach taken, results achieved and application of approach as a best practice. Applications should include visuals, videos, charts, graphs or anything that would support the nomination and demonstrate successful results.

All nominations will be reviewed by a panel of judges representing top industry professionals in their respective fields. The judging panel represents different countries and geographic regions, as well as different professional backgrounds, including the private sector, academic institutions, non-profit organizations and government, to reflect the multi-stakeholder engagement in the travel and tourism sector.

Last year's winners included **Sandals Grand St. Lucian Spa & Beach Resort, St. Lucia** in the *Business Operations* category; **The Somerset on Grace Bay, Turks and Caicos** in the *Sales & Marketing* category and **Rosalie Bay Resort, Dominica** for the *Sustainable Practices* category.

### **CHIEF**

CHIEF incorporates a variety of educational tracks lead by experts from many travel, tourism and hospitality industry segments featuring roundtable panels with one-on-one discussions in Technology, Operations, Environmental Sustainability and Sales & Marketing.

CHIEF is staged by CHTA in conjunction with host sponsors *Interval International* and *JetBlue Getaways*, platinum sponsor *TravelZoo*, and gold sponsors *AskMe Inc.*, *Clear Channel Airport Division*, *OBM International*, *SiteMinder* and *TSA Solutions*.

**For additional information about the CHIEF Awards, contact your National Hotel Association or CHTA via [events@caribbeanhotelandtourism.com](mailto:events@caribbeanhotelandtourism.com) or call 786-476-8618.**

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