



For Immediate Release

Source: Caribbean Hotel and Tourism Association (CHTA)

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**CHIEF offers several educational sessions at the annual exchange.**

## **TECHNOLOGY TOOLS TO BE EXPLORED AT TOURISM CONFERENCE**

MIAMI (September 12, 2016) - Leveraging technology and understanding the power of Google Analytics to bolster the performance of the Caribbean's tourism sector will be key components of the Caribbean Hospitality Industry Exchange Forum (CHIEF) at El Conquistador Resort in Puerto Rico from September 30 to October 2, 2016.

The Caribbean Hotel and Tourism Association (CHTA), organizers of the meeting, disclosed that experts from technology companies such as Google and TravelClick will share trade tips with



delegates at the second annual exchange, which has been described as one of the most cost effective tourism education meetings in the Caribbean. Other leading technology companies, including Cable and Wireless, Oracle, Rainmaker, SiteMinder and Sojern will have a presence at this year's exchange.

At "The Nuts and Bolts of Google Analytics," assembled by Ben Dubrow, Export Consultant for Google, participants will learn the basics of viewing and analyzing data provided by this essential tool. The session will also cover recommendations on how to best use Google Analytics to increase sales.

Technology sessions at the three-day event include "Gadgets Gizmos and Guests - Best Practices in Hotel Technology," which will offer tech solutions and resources to revolutionize business; and "Fishing for Information in a Sea of Data" where Kerry Cannon, Managing Director of MMGY Global, will explain why capturing guest data is important to the bottom line. He will also share user-friendly, cost effective platforms to capture and interpret guest information.

"Tech Tools to Stay Ahead of the Revenue Game" will also be explored, and "Where Hi-Tech Meets High Touch" will look at using technology to enhance, not replace, the personal, human touch of hospitality.

In the general session, Ting Ting Yan, Senior Marketing Strategist at Google who advises Fortune 500 clients in travel and leisure on their digital marketing, will moderate a discussion entitled "The Caribbean thru the Looking Glass" which will address perspectives on the future of the industry.

Other sessions at this year's CHIEF conference will focus on Environmental Sustainability, Operations, and Sales and Marketing.

To encourage attendance at the annual gathering, CHTA has set moderate registration fees, and the host hotel and airlines have extended special industry rates and discounts.

Additionally, professional development sessions on hotel industry analytics, revenue management and leadership transformation are being offered exclusively at CHIEF on Friday, September 30 at deeply discounted prices.

#### About CHIEF

CHIEF incorporates a variety of educational tracks led by experts from many travel, tourism and hospitality industry segments, and features round table panels with one-on-one discussions on Environmental Sustainability, Operations, Sales and Marketing, and Technology.



CHIEF is staged by the Caribbean Hotel and Tourism Association (CHTA) in conjunction with host sponsors Interval International and JetBlue Getaways; platinum sponsors Cable and Wireless and Travelzoo; and gold sponsors Airbnb, Bonnier Corporation, CaribbeanJobs.com, Choice Hotels International, Clear Channel Airports Division, Johnson Controls, Lutron Electronics, OBM International, Oracle Hospitality, Rainmaker, SiteMinder, Sobel Westex, Sojern, STR, TravAlliance Media, TravelClick, Tropical Shipping, and TSA Solutions. For additional information about CHIEF, visit [www.chtachief.com](http://www.chtachief.com) or call [+1 305 443-3040](tel:+13054433040).

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