

Tourist Board and TCHTA Partner to Promote TCI Tourism Product

Representatives of the Turks & Caicos Hotel Association (TCHTA) along with members of the Turks & Caicos Tourist Board attended the 28th Caribbean Marketplace, the largest marketing event of its kind in the region. This year's gathering, held from January 14 to 16 in Aruba, boasted a record number of participants.

Caribbean Marketplace brings together Caribbean tourism suppliers from 35 Caribbean destinations to meet with qualified international buyers,

wholesalers, incentive and group buyers, meeting planners and dive shop owners from around the world.

"Turks & Caicos was well-represented at this marquee event," said Mr. Butch Clare, chairman of the TCHTA. "We partnered with the Turks & Caicos Tourist Board to market and promote our destination and had an extremely positive reception. Before even arriving in Aruba, we had more than 40 meetings scheduled with tour operators and trade

publications from all parts of the world."

In addition to members from the TCHTA and the Tourist Board, Turks & Caicos had six leading properties - including The Royal West Indies, The Grace Bay Club, The Meridian Club, The Palms, The Sands and The Somerset - on display each promoting their offerings in individual booths.

"Caribbean Marketplace sets the tone for travel packaging in the Caribbean," said Mr.

Caesar Campbell, CEO of the TCHTA, who attended the event with Clare and representatives of the Turks & Caicos Tourist Board, Mr. Don Gardiner and Mr. Lindsey Musgrove. "With professional buyers from all over the world, this venue presents an unparalleled networking opportunity while also underscoring the importance of tourism to the region. In conjunction with the Tourist Board, we provided marketing and advertising support to promote Turks & Caicos to tour operators from around

the globe."

International buyers are invited to attend Caribbean Marketplace based on their proven capability to sell the Caribbean as a destination. The Caribbean Marketplace International Buyer Screening Committees, overseen by the Caribbean Hotel Association, qualify and approve the buyers. This year, more than 1,450 delegates, 13 new buyer companies and a plethora of dignitaries from across the Caribbean attended the event.