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Caribbean Week to Return to New York City

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Caribbean Week will return to New York City from June 8 to 12 following a one-year hiatus. Organized by the Caribbean Tourism Development Company (CTDC), Caribbean Week in

New York brings together policy makers, marketing professionals and tourism industry officials to interact and discuss both tourism and investment opportunities in the region. It also serves to provide a taste of the Caribbean to inspire travel and showcase the Region's diversity to more than 10,000 attendees who participate in a number of targeted events hosted throughout the week.

Hugh Riley, interim secretary general of the Caribbean Tourism Organization (CTO) and co-chief operating officer for the Caribbean Tourism Development Company (CTDC), said, "This year's program promises to engage consumers, the Diaspora community, trade professionals, meeting planners and media by providing valuable destination information in the form of seminars, a media marketplace, an incentive showcase, gala celebrations and interactive cultural events, many of which are open to the public."

Caribbean Week in New York will follow the Second Annual Caribbean Tourism Summit (ACTS) in Washington, D.C., on June 9 to 10. Taking the lead from last year's event, this year's business-focused summit will include meetings on Capitol Hill as well as internal meetings between CTO and CHTA officials attended by delegates from the Caribbean region.

ACTS provides a forum in which to focus on the economic future of the Caribbean by engaging political leaders, financial decision-makers and investors. One of its primary objectives is to bring the services industry in the region, of which tourism is a part, to the forefront of development discussions. Following ACTS, the Caribbean will descend upon New York City with a celebration of the Caribbean. A series of celebrity chef demonstrations will take place at retail locations such as Macy's and Bloomingdale's where renowned chefs from the region's resorts will spice up the city with Caribbean flavor. The celebrity chef program is one of the most highly-anticipated of Caribbean Week in New York as consumers will be able to sample their distinctive cuisine all week long.

Other highlights of Caribbean Week 2009 include Caribbean Fair at Manhattan's Bowling Green Park on June 10 from 11 a.m. to 7 p.m. with destination exhibits, performers, artisans and chef demonstrations with tastings at this free event, open to the public. A Caribbean Vacation Mart will offer vacations at specially reduced prices available for purchase exclusively at the Caribbean Fair, which will also host a Caribbean Wedding sponsored by MarryCaribbean.com and the Caribbean Bridal Expo. In addition, senior government tourism officials will join New York City officials to commemorate the kick-off to Caribbean Week during a special opening ceremony. For more information, call 212-635-9530 or visit www.onecaribbean.org.