



April 14, 2009

📅 Tuesday, April 14, 2009

### **New program for Caribbean Week**

NEW YORK, New York, April 14, 2009 – The Caribbean Tourism Development Company ([www.caribbeantravel.com](http://www.caribbeantravel.com)) has developed a brand new program for this year's highly anticipated Caribbean Week in New York ([www.onecaribbean.org](http://www.onecaribbean.org)), June 8-12, 2009. The event, entitled the Caribbean Meeting and Incentive Travel Showcase, will be hosted in association with Black Meetings and Tourism magazine to target the meeting, incentive, conference and exposition markets by sharing the unique experiences available for these specialized groups within the Region. The showcase will take place on Friday, June 12 from 9:00 a.m. to 12:30 p.m. at the New Yorker Hotel.

"The Caribbean Meeting and Incentive Travel Showcase is an important new addition to the Caribbean Week program as this particular niche continues to travel for their meetings despite the economy," said Hugh Riley, interim secretary general of the Caribbean Tourism Organization (CTO) and co-chief executive officer for the Caribbean Tourism Development Company (CTDC). "Their travel decisions are made based on the opportunity to experience an extraordinarily special and memorable trip that also offers value. The Caribbean is well poised to serve this market because of its proximity, the quality and diversity of product and its affordability."

Showcase participants will have the opportunity to personally interact with pre-qualified association planners to gather feedback in terms of their interests and even receive RFPs. The session is expected to attract planners from associations such as Meeting Planners International, Hospitality Sales & Marketing Association International, Society of Incentive Travel Executives, National Coalition of Black Meeting Planners, Governments, hoteliers, convention centers and more.

Organized by CTDC, Caribbean Week in New York brings together the most influential 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 including a Caribbean

Fair, Media Marketplace, Caribbean Marketing Conference and Awards Luncheon, Caribbean Treats: Food, Rum & Rhythm, Allied Awards Luncheon and the Annual Governments of the Caribbean State Ball and Awards Presentation.