

The Travel Agents' Path to Profits

April 2009

Circulation: 21,831

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Caribbean Week Circles the Wagons in 2009

"We're excited to bring Caribbean Week back to New York City after our 2008 hiatus," said

Hugh Riley, interim secretary general of the Caribbean Tourism Organization (CTO) and co-chief operating officer for the Caribbean Tourism Development Company (CTDC).

"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 9-10, 2009.

Without sounding grave, Riley addressed the media at a press conference last month regarding plans to create strategic marketing alliances and the economics of tourism to provide steps the region ought to take to protect the industry from the inevitable dips in arrivals expected in 2009.

Hotels, he said are responding quickly with aggressive deals. Riley said a \$60 million fund, representing direct contributions from governments combined with taxes, would be tapped to further bolster the effort.

For now, agents and consumers will have a plethora of Super Deals, some of which will only be available during Caribbean Week. A new Incentive Travel Showcase will be added to the Week's events.

Some events are free, but others require registration.

To register call 212-635-9530; or visit www.onecaribbean.org

- 18** CYPROS The Island of Faith
- 20** BELGIUM For Culture and Fun
- 24** EGYPT Comic Camel Relief
- 29** ISRAEL Tel Aviv's Revelations
- 32** CHILE The Land of Extremes
- 34** PERU Festive
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