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Marketing conference part of Caribbean Week

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The Caribbean Tourism Development Co. will host the 15th annual Caribbean Marketing Conference as part of the events of Caribbean Week in New York, June 8 to 12.

Keynote speaker Philip Wolf, CEO of PhoCusWright, will address current and future trends impacting the travel, tourism and hospitality sectors in the Caribbean.

A panel discussion will follow Wolf's address, with a focus on maximizing travel opportunities in a down economy.

Panelists will be Scott Lawrence, JetBlue's vice president of network planning; Paul Gilberto, chief brand development officer of Fitzgerald & Co., an Atlanta ad agency; and Lourdes Hainlin, Starwood's director of leisure sales for the Caribbean.

"The conference is an essential part of Caribbean Week and is especially vital this year as we chart a course for the Caribbean tourism industry in this time of global economic change," said Hugh Riley, interim secretary general of the Caribbean Tourism Organization.

In addition to the marketing conference, Caribbean Week events will include a Caribbean fair; the Food, Rum & Rhythm festival; travel agent workshops; Caribbean diaspora seminars; a meetings and incentive showcase; and the Caribbean ball.

For a schedule of events, visit www.onecaribbean.org.