



EXPERTS TO OFFER INSIGHT ON CARIBBEAN INNOVATION INVESTMENT AT FIRST ANNUAL CARIBBEAN TOURISM SUMMIT

WASHINGTON, DC, June 10, 2008 – Leading industry authorities from around the world will discuss Caribbean innovation investment opportunities during a prominent panel on June 23 at the inaugural ***Annual Caribbean Tourism Summit (ACTS)*** in Washington, DC.

The conference, organized by the Caribbean Tourism Development Company (CTDC), the marketing and business development unit owned equally by the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization (CTO), will be held from June 21 to June 24, 2008, at the **International Trade Center** in the Ronald Reagan Building.

Dr. Auliana Poon – one of the Caribbean’s most respected international tourism consultants – will moderate a panel that will focus on how the Caribbean is implementing new ideas to create business opportunities in healthcare, innovative partnerships and communication. Dr. Poon’s experience as managing director and senior partner for Tourism Intelligence International, a travel and tourism consultancy firm, provides a strong platform for a panel discussion on innovation investment.

As Managing Director for Johns Hopkins Medicine International, Timothy Dentry will begin the discussion by building a case for innovative healthcare. He’ll talk about how Johns Hopkins Medical Center’s venture at Hospital Punta Pacifica in Panama can provide a blueprint for building a medical infrastructure in the Caribbean that serves both citizens and visitors.

Google’s eastern regional director of travel, David Pavelko, will speak on sustaining an online relationship with “out-of-the-box” online ventures providing opportunities to support marketing strategies, develop new products and enhance revenues.

Dr. Joseph J. West, dean from the School of Hospitality & Tourism Management at Florida International University, together with Dr. Sherma Roberts, program coordinator for Tourism and Hospitality Management at the University of West Indies, will focus on how a comprehensive educational system that combines integrated local training with global educational opportunities is fundamental to sustained economic success.

The third technique to be examined for building success through innovative partnerships is “voluntourism,” a term for tourists volunteering to give back to a destination. Travelocity’s Chief Marketing Officer Jeffrey Glueck and the Honorable Glen Beache, minister of tourism for St. Vincent & the Grenadines, will discuss how the Caribbean region can tap into the growing trend of voluntourism to expand the tourism market and provide assistance to local communities.



In closing, the panel will discuss long-range strategies, opportunities and levels of investment needed to effectively use current communication systems and incorporate new technology to benefit citizens, businesses and travelers. Philip Lewis, Manager of IP Service Development for Cable & Wireless Barbados, J. Patrick Cozier, secretary general for Caribbean Broadcasting Union, and Ru-EI Buford, CEO for ndustrimobile media group, will speak to the trends in communication development.

For more information on the first Annual Caribbean Tourism Summit and to register for all events, visit www.ACTSdc.com or call 800/603-3545.

Sponsors

Sponsors supporting this year's Annual Caribbean Tourism Summit include American Express, Bahamas, St. Kitts Investment Promotions Agency, Jamaica, Travelocity, The Wall Street Journal, Empire State Building, National Geographic Traveler, The New York Times, The Caribbean Hotel Association, The Caribbean Tourism Organization and Boom Your Brand.

About The Caribbean Tourism Development Company

The Caribbean Tourism Development Company (CTDC) is a marketing and business development unit, owned equally by the Caribbean Hotel Association (CHA) and the Caribbean Tourism Organization (CTO). Its mission is: To own, promote, protect, advance and enhance the Caribbean brand.

The CTDC combines the resources of the Caribbean region's destinations, accommodations and service providers to create a viable, cohesive, business unit that is able to identify commercial opportunities and allow the members of CHA and CTO to benefit collectively from those opportunities in ways that individually they could not. In all its endeavors the company will engage only in activities that honor the Caribbean brand and benefit the members of CHA and CTO. The CTDC may be contacted through the offices of the CTO and CHA.

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