



CARIBBEAN
HOTEL
ASSOCIATION

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CARIBBEAN SMALL HOTELS RENDEZVOUS IN BARBADOS

Owners and operators gather in retreat to address drawbacks and opportunities specific to the smaller hotel operation

SAN JUAN, Puerto Rico (August 22, 2007) – Small hotels are often referred to as the very essence of Caribbean hospitality. They are also a big business in the Caribbean, with approximately 65% of the region's hotel offerings composed of small hotels with 75 rooms or less. In the spirit of fostering valuable interaction between small hotel owners and operators in the region, the Caribbean Hotel Association (CHA), in conjunction with the Barbados Hotel and Tourism Association (BHTA), will hold a Caribbean Small Hotels Retreat, September 26-28, 2007, at the Barbados Hilton in Bridgetown, Barbados. The two-day meeting, sponsored by the Barbados Tourism Authority and Caribbean Airways, has a different approach from traditional hospitality conferences by emphasizing small group discussions of eight to ten people and a departure from the formality of large conventions.

"It's a retreat in a true sense, inasmuch as for two days small hoteliers will withdraw to focus on practical considerations and insight based on experience of the day-to-day operating issues particular to inn keeping," said Barbadian small hotelier and President of the Caribbean Hotel Association Peter J. Odle. He added that the informal tone should not be confused with a casual or indifferent disposition to serious issues, but rather a strategy to stimulate an uninhibited professional exchange among peers.

The agenda for the Retreat was developed by small hoteliers for small hoteliers, so subject areas are tabled as they apply specifically to a small hotel operation in the Caribbean. Discussion topics include: public relations strategies; budget redecorating; niche marketing for small hotels; hidden potential revenue streams; the advantages of 'green' practices specific to small hotel operations; management issues; food and beverage considerations; insurance; and the all important technology trends, among others. In addition, each day will culminate with a series of 'bull sessions' – open forums where the discussion is driven exclusively by the issues tabled impromptu by delegates.

For more information and registration, contact the CHA Conferences and Events Department, at telephone 787.725.9139, or email: mmarrero@caribbeanhotelassociation.com, or visit

www.caribbeanhotelassociation.com/SmallHotelsRetreat.htm. # # #

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