



BHTA starting 2018 on a high note

Loop News Created : 29 January 2018 [Business](#)



CEO of the Barbados Hotel and Tourism Association (BHTA), Rudy Grant.

The Barbados Hotel and Tourism Association (BHTA) is starting 2018 on a high note this week, with its first promotion for the year to the international market.

From tomorrow, January 30 to February 1, a contingent of more than 22 member companies, led by Chairman Roseanne Myers and CEO Rudy Grant, will be promoting the destination at the Caribbean's largest and longest-running marketing event, Caribbean Travel Marketplace in San Juan, Puerto Rico.

Grant noted that this year's Caribbean Hotel and Tourism Association's (CHTA) event is expected to be more exciting than last year, attracting 19 new buyers from nine different countries, including Barbados' major source markets of the United States, United Kingdom and Canada.

He explained, "This platform gives our members the perfect opportunity to market their accommodations and attractions to a very wide audience and provides the prospect to attract new business.

"We are encouraged by the number of BHTA members attending because their presence at these events is vital for creating, maintaining and increasing awareness of the island. Additionally, it allows them to meet face-to-face with the people who sell Barbados in those mentioned source markets."

Grant also said it was important for the BHTA and its members to attend trade shows similar to Marketplace which provide them with a great insight of the new trends and changing expectations and demands of travellers.

He added: "It is very important for the industry to be appraised of and au fait with what our visitors are looking for from year to year, whether it is the traditional vacation or more adventurous experiences, or more diversity in attractions, health and wellness related activity or other types of activities.

"These are the questions that can be answered at these types of events and gives us the necessary information and data to utilise as we endeavour to attract more visitors."

At the Caribbean Travel Marketplace, regional tourism suppliers meet with wholesalers from around the world, who sell the Caribbean vacation travel. This year more than 200 delegates from close to 100 buyer companies, including four new Meetings Incentives, Conferences and Exhibitions (MICE) companies will be attending.