

FACT SHEET

It's All About Education

Friday, October 2, 2015

Professional Development Sessions

- > The Certification in Hotel Industry Analytics Workshop (CHIA) provided by STR and The American Hotel Lodging Educational Institute
- > The Leadership for Service Excellence training provided by Florida International University's Institute for Hospitality and Tourism Education and Research (IHTER)

Saturday & Sunday, October 3-4, 2015

General Sessions

- > The future of travel: global and regional factors that should affect your decision making
- > New travel distribution and consumer buying behaviors that will change how you operate
- > US-Cuba normalization's effect on your business

Educational Tracks

OPERATIONS TRACK

- > How to recruit, hire, train and retain your staff
- > How to work with new technology
- > How to plan for profit
- > How to maximize the guest experience

SALES & MARKETING TRACK

- > How to make the most out of online reviews
- > How to use social media to drive sales
- > How to make data driven marketing decisions
- > How to reach the most profitable niche markets

GO GREEN AND IMPROVE PROFIT

- > Where and how to invest in hotel renovations
- > How to stop water and electricity losses
- > How to make the most of your green certification
- > How landscaping and on-property gardens save you

Who Should Attend?

- > Owners/Operators of Small & Independent Hotels
- > Managing Directors and General Managers
- > Directors of Marketing and Sales
- > Hotel Departmental Managers / Supervisors
- > Hotel Chain and Management Company Executives
- > Hotel Association Managers and Executives
- > Tourism Industry Professionals
- > Tourism and Hospitality Vendors / Providers

Discounts

Hotel Rates:

- US\$125 Single/ Double plus taxes and service charges
- Deadline for group rate: September 10th
- Group Code: CHIEF2
- Rates apply from three days before October 2 to three days after October 5th
- Call 1-888-579-2701 or 787-863-1000 to make a reservation

Airline Discounts:

- American Airlines - 10% discount
- interCaribbean Airways - 15% discount
- Liat - Industry partner fares
- Seabourne - 15% discount

Ground Transportation:

- Shuttle Service to El Conquistador - \$65 roundtrip per adult and \$58 roundtrip per child under 12 years old.

Luxury Leisure Activities:

- Bring your family and enjoy a mini-vacation
- Delectable dining experiences at select El Conquistador restaurants - 10% discount
 - A Challenging Round of Golf on the El Conquistador golf course - 10% discount
 - Pamper yourself at the Waldorf Astoria Spa at El Conquistador - 10% discount

Registration Fees

CHTA Small Hotels (less than 75 rooms)	
CHTA Hotel Members	
CHTA Allied Member	
CHTA Hotel Group Rate (2 delegates or more)	
Non-Member Hotel Rate (includes 1 year membership)	
Non-Member Allied Rate (includes 1 year membership)	
Tabletop Exhibits (includes 1 delegate registration)	
Professional Development Sessions	

Early Bird / Standard Fee

\$295.00 / \$345.00 per person
\$395.00 / \$445.00 per person
\$495.00 / \$545.00 per person
\$295.00 / \$345.00 per person
\$645.00 / \$695.00 per person
\$1,095.00 / \$1,145.00 per person
\$995.00 / \$1,045.00
\$300 per person*

Included in the registration fee: access to the event, all educational sessions, conference materials, two lunches, coffee breaks and two receptions.
 *Professional Development Sessions include the workshop, program materials, exam and lunch. Not included in CHIEF registration.

Act Now! Early Bird Registration Closes August 1st.