



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

**CARIBBEAN HOSPITALITY INDUSTRY EXCHANGE FORUM (CHIEF)
OPENS WITH ‘ENERGY’ FROM ATTENDEES AND ENLIGHTENMENT
FROM NATHAN LUMP, TRAVEL + LEISURE EDITOR**

SAN JUAN, Puerto Rico (Oct. 2, 2015) – Emil Lee, president of the Caribbean Hotel & Tourism Association (CHTA) welcomed attendees to the first Caribbean Hospitality Industry Exchange Forum (CHIEF) here acclaiming “the energy in this room is palpable. In this changing world those who adapt will thrive and CHTA is in the process of evolving.”

Keynote speaker Nathan Lump, editor of Travel + Leisure provided research and statistics about his publication readers’ travel inclinations and trends noting that hotels have to engage their guests and have “multiple touch points to be there if you want to tell your story about your brand.”

Lump outlined five trends beginning with the rise in “experience first, destination second” choices for travelers in which authenticity, uniqueness and discovery are primary. He noted a new paradox which says: when you buy something the value eventually goes down, but when you experience something good, you always have your memory of that experience which enhances its value.

The other trends include Passion for food, shopping and art and architecture, Value for Time as a means of determination of worth, Family and Group Travel where multigenerational travel lists beach vacations as the number one choice and The Sharing Economy which is key to the next generation of vacationers.

Lump closed by telling hoteliers that guests staying in your resort “want you to be an experience that transcends superior service. That’s how we win.”

Attendees then moved into the trade show area for a cocktail reception and meetings with a wide variety of suppliers, several which were very pleased with the attention they received from the hoteliers.