

# CHTA and BHN Form Strategic Caribbean Alliance

*Caribbean Hotel & Resort Investment Summit (CHRIS) Benefits*

COSTA MESA, CALIFORNIA, USA, August 23, 2016 /EINPresswire.com/ -- Burba Hotel Network ([BHN](#)), the leader in organizing and connecting the Caribbean's hotel and tourism investment community, and the Caribbean Hotel & Tourism Association ([CHTA](#)), the leading trade and advocacy organization for the Caribbean hotel and tourism industry, today announced a strategic alliance with regards to the Caribbean Hotel & Resort Investment Summit ([CHRIS](#)). The goal of the alliance is to utilize the respective strengths of each organization in order to stimulate investment in the Caribbean hotel and tourism market via the CHRIS conference which takes place annually in Miami.

"We are very pleased to announce the formation of a new strategic alliance with the Caribbean Hotel & Tourism Association focusing on the annual CHRIS conference," said Jim Burba, President of BHN. "CHTA has its finger on the pulse of the Caribbean hotel and tourism industry 24/7, and we look forward to working with the Association to shine an even brighter spotlight on the investment opportunities in the region. A great annual conference, just got better," Burba added.

"Investor interest in the Caribbean continues to grow, thanks in part to the focus which CHRIS has provided over the years," stated Frank J. Comito, CEO and Director General of the Caribbean Hotel and Tourism Association. "CHTA is pleased to team up with BHN. We look forward to working with the CHRIS planning group over the coming months, as we put in place new initiatives and build upon CHRIS' proven successes, all aimed at shining the light on the many and varied tourism investment opportunities throughout the Caribbean," Comito added.

CHRIS is the Caribbean's most important hotel and tourism investment conference. The 2017 CHRIS conference is being held at the JW Marriott Marquis Miami on April 26-28, 2017. The conference will



immediately follow a second important event, the Hotel Opportunities Latin America (HOLA) conference. The back-to-back nature of the two events provides a venue for the hotel investment community that is interested not only in the Caribbean, but also in Latin America, to conduct their business while in Miami. CHRIS and HOLA are hosted by BHN. For additional information about the CHRIS conference, please visit the website.

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#### About Burba Hotel Network (BHN)

BHN is the worldwide leader in developing and organizing conferences for the hotel and tourism investment community. With three decades of experience, over 130 events completed to-date, and more than 90,000 international delegates, BHN conferences have become “must attend” events for industry leaders who come together to network, conduct business, and to learn about the latest trends.

BHN events include: the Americas Lodging Investment Summit (ALIS) in Los Angeles; ALIS Law in Los Angeles; ALIS Summer Update; Alternative Ownership Conference Asia Pacific (AOCAP) in Singapore; Caribbean Hotel & Resort Investment Summit (CHRIS) in Miami; Hotel Investment Conference Asia Pacific (HICAP) in Hong Kong; HICAP UPDATE in Singapore; Hotel Investment Forum India (HIFI) in Mumbai; Hotel Opportunities Latin America (HOLA) conference in Miami; and Hotel Investment Conference Europe (Hot.E) in London.

The BHN website is the gateway for information about the conferences BHN produces, as well as a direct link to important players in the hospitality investment world.

#### About Caribbean Hotel & Tourism Association (CHTA)

The Caribbean Hotel & Tourism Association (CHTA) is a federation of 32 National Hotel Associations, with more than 600 member hotels and over 300 allied members. CHTA is the largest representative of the private sector in the Caribbean hotel and tourism industry. We are the voice of the Caribbean hospitality industry for the development of the region in the highly competitive and sophisticated environment of international tourism. Today, tourism is widely recognized as a pivotal industry in the economy of the region - and CHTA functions as the common denominator for this industry in a region of diverse nationalities, languages and styles, identifying mutual problems and marshaling the resources of the active and allied members to devise solutions. CHTA represents all facets of the hospitality industry with more than 600 member hotels and over 300 allied members.

CHTA, including the events staged by the association, is supported by Strategic Partners AskMe Inc., Clear Channel Airport Division, Interval International, JetBlue Getaways, MasterCard, OBM International, SiteMinder, Tambourine and TravelZoo. For more information, visit [www.caribbeanhotelandtourism.com](http://www.caribbeanhotelandtourism.com). Follow CHTA on Facebook [Facebook.com/CaribbeanHotelandTourismAssociation](https://www.facebook.com/CaribbeanHotelandTourismAssociation) and Twitter [Twitter.com/CHTAFeeds](https://twitter.com/CHTAFeeds).

Trisha Gregg  
BHN  
714-540-9300  
email us here

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