

# CTO, CBU Forge Partnership to Showcase Caribbean Week in New York

NEW YORK, UNITED STATES, May 31, 2023 /EINPresswire.com/ -- The Caribbean Tourism Organization (CTO) and the Caribbean Broadcasting Union (CBU) have announced a joint partnership, which will have as its first action amplification of the coverage of the highly anticipated Caribbean Week in New York, scheduled to take place from June 5 to 8, 2023.

This strategic collaboration between the CTO and CBU aims to create a platform for showcasing the latest developments and trends in the Caribbean's vital tourism industry, reaching regional and international audiences through content sharing and distribution.

Under the agreement, the collaborative will leverage CBU's extensive media broadcast and digital network spanning 20 countries to disseminate tourism updates and interviews with key stakeholders, including ministers, commissioners, directors of tourism, and other participants during the week's activities.

"By providing insights into the initiatives led by Caribbean tourism leaders, this partnership will offer viewers within and beyond the region a comprehensive understanding of the ongoing efforts to revive and strengthen the Caribbean's tourism industry," said Neil Walters, Acting Secretary General of the CTO.



Dr. Claire Grant, President of the CBU, expressed her enthusiasm about the collaboration, stating, "This partnership allows us to showcase the rich diversity and allure of the Caribbean to our vast audiences. We are thrilled to work alongside the CTO to promote the region's tourism industry and foster engagement with the media."

Caribbean Week in New York, organized under the auspices of the CTO Foundation, will be an exceptional occasion to highlight the vibrant Caribbean culture, encourage networking within the tourism industry, and promote thought leadership. The event will feature a dynamic lineup of events and business meetings, including sessions with the CTO Executive Committee, Board of Directors, and Council of Ministers and Commissioners. These discussions will center around critical issues shaping the direction and growth of Caribbean tourism, facilitating robust and strategic dialogue.

Throughout the week, attendees can look forward to a Welcome Cocktail Reception hosted by CTO Allied Members, and a Tourism Industry Marketing Conference to explore the latest trends in destination growth.

The CTO will also host a press breakfast and the popular Media Marketplace, enabling Caribbean countries to engage with close to 50 trade, consumer, and diaspora media.

Funds raised during the week will contribute to scholarships and grants for Caribbean students in the region and the diaspora.

More than 20 CTO member countries and territories will be in attendance, demonstrating their collective commitment to rebuilding the region's largest source market.

For more information about Caribbean Week in New York, please visit [caribbeanweek.com](http://caribbeanweek.com).

#### About the Caribbean Tourism Organization

The Caribbean Tourism Organization (CTO), headquartered in Barbados, is the Caribbean's tourism development agency, comprising membership of the region's finest countries and territories, including Dutch-, English- and French-speaking, as well as a range of private sector allied members. The CTO's vision is to position the Caribbean as the most desirable, year-round, warm-weather destination, and its purpose is Leading Sustainable Tourism - One Sea, One Voice, One Caribbean.

Among the benefits to its members, the organization provides specialized support and technical assistance in sustainable tourism development, marketing, communications, advocacy, human resource development, event planning & execution, and research & information technology.

The CTO's headquarters is located at Baobab Tower, Warrens, St. Michael, Barbados BB 22026; Tel: (246) 427-5242; Fax: (246) 429-3065; E-mail: [CTObarbados@caribtourism.com](mailto:CTObarbados@caribtourism.com).

For more information about the Caribbean Tourism Organization, visit [www.OneCaribbean.org](http://www.OneCaribbean.org) and follow CTO on Facebook, Twitter, Instagram and LinkedIn to be part of the conversation.

#### About the Caribbean Broadcasting Union

The Caribbean Broadcasting Union (CBU) is a not-for-profit association of public service and commercial broadcasters in the Caribbean, reaching over 4.8 million people in the region. As a regional institution, it facilitates discussion and analysis that assist in policy formulation on major integration issues. For more information, visit [www.caribroadcastunion.org](http://www.caribroadcastunion.org).

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