

# JAMAICA

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**CARIBBEAN HOTEL ASSOCIATION EXECUTIVE APPLAUDS JAMAICA'S  
TOURISM VISION**  
*Minister Edmund Bartlett forges strong connections  
at Caribbean Marketplace*

**PARADISE ISLAND, Bahamas – January 18, 2008** – Director-General of the Caribbean Hotel Association (CHA) Alec Sanguinetti is encouraged by the new Jamaican government's vision to embrace tourism as an export industry.

Speaking to reporters at this week's Caribbean Marketplace in the Bahamas, Sanguinetti said designating tourism as an export industry (where incentives are given for its expansion and the focus is on taxing outputs rather than inputs) makes the tourism industry more competitive.

"We have had several meetings with the new minister (Mr. Edmund Bartlett) and we are very encouraged by what he is doing," said Sanguinetti, who described Minister Bartlett as a man of "tremendous vision and energy."

During Caribbean Marketplace, produced by the Caribbean Hotel Association, Minister Bartlett and the Jamaican tourism delegation were busy meeting with several international experts, finding solutions and opportunities for Jamaica.

These included an initial meeting with a premium class airline about providing service to Jamaica from London and attracting a new caliber of luxury visitor to the island; meetings with Bahamian experts in the gaming industry to gain insight and knowledge of policies and procedures that have contributed to the fiscal health of the sector; seeking insight into developing a pension plan for tourism industry workers; and meetings with international hotel investors and developers interested in operating in Jamaica.

The tourism minister also had a series of meetings with various international hotel brands, including Choice Hotels, to find branding solutions for Jamaica's small, boutique hotels.

"We need to find solutions to some of the branding and marketing challenges facing the small hotel sector," said Minister Bartlett, who also had interventions with information technology experts to help the small hotel community take advantage of cutting edge e-commerce solutions.

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