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Back To Today's News**Turks & Caicos Islands showcased at CHTA marketplace 2009**

Published on Tuesday, February 3, 2009 [Email To Friend](#) [Print Version](#)

The Turks & Caicos Hotel and Tourism Association (TCHTA) along with several resorts attended the annual Caribbean Hotel and Tourism Association (CHTA) Marketplace in St Lucia.

CHTA Marketplace is the most important annual sales and marketing event on the Caribbean's tourism calendar. This year's event brought together a record-breaking number of attendees, suppliers and buyers in the hospitality and tourism industry. Destinations, airlines, car rental and ground handlers had the opportunity to meet with tour operators and wholesalers to negotiate and finalize plans for the 2009-2010 season. The event, with the theme "Business on the Beach" was held January 18th and 19th.



Representatives of the TCI contingent at CHTA Marketplace

Windsong Resort.

"We were very well represented at the marketplace, not only because it is an important industry event but it also gave us an opportunity to let everyone know that the TCI is fully back in business since the passing of the storms in September 2008" said Karen Whitt, President of the TCHTA and General Manager of the Somerset Resort.

Overall the feedback from the wholesalers, tour operators and other industry partners was very positive for the TCI. Caesar Campbell was extremely pleased with the outcome of this year's marketplace. "It was a very productive event for us. We had some really positive meetings so we are optimistic about the future of our tourism industry. Air Canada and West Jet airlines have expressed an interest in adding flights to the TCI in Winter 2009/2010 from new markets, which will be a big boost for us."

Part of the association's marketing plans for 2009 includes an aggressive campaign targeting the Canadian market.

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