



MEDIA CONTACTS:

KTCpr / Tel: (516) 594-4100

Julie Parrotta / J.Parrotta@KTCpr.com

Leigh-Mary Hoffmann / LM.Hoffmann@KTCpr.com

CTO / Tel: (246) 427-5242

Johnson JohnRose / jjohnrose@caribtourism.com

**INDUSTRY LEADERS TO BE HONORED DURING
CARIBBEAN TOURISM INDUSTRY AWARDS LUNCHEON;
JOURNALISTIC EXCELLENCE RECOGNIZED**

NEW YORK, NY (May 30, 2017) - During Caribbean Week 2017, the Caribbean Tourism Organization (CTO) will bestow special honors on four individuals, in addition to the presentation of media awards, during its annual Caribbean Tourism Industry Awards Luncheon. The Caribbean Tourism Industry Awards Luncheon will take place Thursday, June 8, from noon - 2:00 p.m. at the Wyndham New Yorker (481 Eighth Avenue).

Hon. Ralph Higgs, Minister of Tourism for Turks & Caicos Islands, will be presented with the Allied Award; Cyndi Miller Aird from Miller Aird Destination Marketing will receive this year's Special Recognition Award; and for the first time, two people will be presented with the Jerry Award: Adam Stewart, Deputy Chairman and CEO of Sandals Resorts International, and Alex Zozaya, CEO of Apple Leisure Group.



"It is both an honor and a privilege to recognize these four industry icons for their stellar contributions to the Caribbean tourism product and sustainability practices," said Sylma Brown, Director, CTO-USA.

In addition to the Allied Award, Jerry Award and Special Recognition Award, CTO will recognize journalists and photographers who have published stories about the region with the Caribbean Media Awards. The luncheon is included in the registration cost for the Caribbean Tourism Marketing Conference, but may also be attended independently (\$150 per person). To reserve your seat at the luncheon, click [HERE](#).

About the Awards

- Established in 2005, the **Allied Award** is presented to an individual among the CTO family - Government Member, Carrier Member/Airlines and Cruise Lines, Allied Member (which includes hotels, tour operator, marketing company, newspaper, magazine or television), Affiliate Members and CTO staff - who has done an extraordinary job of contributing, in a tangible way, to the sustainable development of the region.
- The **Special Recognition Award** honors a high-performance professional whose contribution, particularly in the last year, has truly made a difference among the Region or Caribbean community and/or industry. It is not limited to service directly in the travel arena, but for service in any ancillary industry that supports tourism and brings continuous positive recognition to the Region.
- Conceived in 1997 in memory of the late Jerry Magit who represented the Allied members on the CTO Board of Directors, the **Jerry Award** recognizes an individual who has demonstrated a passion for the development of the region and has dedicated time, energy, financial, and other personal and professional resources to its development.

"While it is always important to show appreciation to industry professionals for their contribution to the development of our tourism product, Caribbean Week takes on special meaning when the awards are presented in New York, a major media and Caribbean tourism market, in the presence of peers and top Caribbean tourism officials and executives," noted Brown.

Caribbean Week (www.CaribbeanWeek.com) New York (#CWNY17) will come alive in the Big Apple when tourism officials, industry executives, media, Caribbean Diaspora, travel agents, consumers and students come together to participate in a calendar of activities that showcase the best of Caribbean tourism. Taking place June 4-10, 2017 as a celebration of the sights, sounds, color and culture of the Caribbean, the week combines business sessions and consumer-oriented events with Caribbean-inspired food, lively entertainment and networking opportunities.

Caribbean Week New York is supported by: Academy Engraving, Anguilla, Antigua & Barbuda, Anse Chastanet & Jade Mountain Saint Lucia, Arrivalist, The Atrebor Group, Islands of The Bahamas, Barbados, Caribbean Airlines, Castles in Paradise Villa Resort - Saint Lucia, Cayman Islands, Cholula Food Company, Cititech Solutions, Delta Air Lines, Dominica, FlightCentre, Grenada, Grace Foods, Guyana, Jamaica, Laura Davidson Public Relations, Martinique, Montserrat, Nassau Paradise Island Promotion Board, Nevis, Pleasant Holidays, Questex, Saint Lucia, St. Martin, St. Vincent & the Grenadines, Spice Island Beach Resort, Sugar Beach-A Viceroy Resort, TripAdvisor, Island of Tobago, Tower Isle Patties, Travel Impressions, Travel + Leisure, Trinidad, and Turks & Caicos Islands.

###

About the Caribbean Tourism Organization

The Caribbean Tourism Organization (CTO), with headquarters in Barbados and offices in New York and London, is the Caribbean's tourism development agency comprising membership of the region's finest countries and territories including Dutch, English, French and Spanish, as well as a myriad 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. In addition the CTO, in partnership with the Caribbean Hotel & Tourism Association, jointly and

equally owns the Caribbean Tourism Development Company, a marketing and business development entity dedicated to promoting the Caribbean brand worldwide.

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;

The CTO's New York office is located at 80 Broad St., Suite 3302, New York, NY 10004, USA: Tel:

(212) 635-9530; Fax: (212) 635-9511; E-mail: CTOny@caribtourism.com;

The CTO's London office is located at The Quadrant, Richmond, Surrey TW9 1BP, England. Tel: 011

44 208 948 0057; Fax: 011 44 208 948 0067; E-mail: CTOlondon@caribtourism.com.

For more information on the Caribbean Tourism Organization, please visit www.OneCaribbean.org.

Get the latest updates and connect with CTO via [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).