

## St. Lucia Wins CHTA/CHSAE Inaugural award for “Newsworthy HTA Newsletter”



Gabi Doria, Marketing & Commerce Manager, CHTA; McHale Andrew, Executive Vice President, St. Lucia Hotel and Tourism Association (SLHT); Valya Pantophlet, Junior Project Manager, St. Maarten Hospitality and Trade Association (SHTA); Richard Kahn, President, KTCpr

The St. Lucia Hotel and Tourism Association’s “Tourism Matters” Quarterly Newsletter won the Inaugural award for the production of the most worthy newsletter at the Caribbean Hotel & Tourism Investment Conference (CTIC) 2010 held at the Puerto Rico Convention Center from the 4th - 6th May.

St. Lucia won in the electronic category whilst St. Martin was selected as having best highlighted activities of the CHTA in Mr. Print. The judging of the newsletters was conducted by Lou Hammond & Associates, the largest travel Public Relations firm in North America. Mr. McHale Andrew, Executive Vice President of the Association who served Editor-in-Chief of the publication, is seen here (centre left) accepting the award on behalf of the SLHTA from two CHTA officials. He credits Ms. Andrena Simon for having produced a publication with the richest content, reliable information and user friendliness.

Entries were judged on the following criteria: presentation, design/layout; reader friendly communication to the membership; a consistent means of communication to the membership; keeping members aware of CHTAA activities and initiatives; content (good sound facts and/or research about tourism and related topics); encourages membership involvement and support either by publishing discounts or information highlighting members products or services; allows members to contribute articles, information etc and Involvement with community efforts e.g., If the equestrian association has an event as a fund raiser and it is a good cause that assists local children, and is not a member, the inclusion of this type of information is “Newsworthy.”



