



MINISTRY OF TOURISM, CULTURE AND CIVIL AVIATION

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For Immediate Release:

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BTB's New Board of Directors

Belize City, Belize - April 25, 2014- The Minister of Tourism, Culture and Civil Aviation, the Hon. Manuel Heredia, Jr. is pleased to announce the appointment of the new Board of Directors for the Belize Tourism Board, effective, Wednesday, April 23, 2014. At the helm of the team is Acting Chairman Mr. Einer Gomez, General Manager of Ramon's Village Resort.

"We welcome Mr. Gomez and the other Members to the BTB's Board of Directors and look forward to working with them to lead the BTB," said Hon. Manuel Heredia, Jr. Speaking of the work ahead, the Minister commented, "Committed to fostering long-term growth, this leadership is well-positioned to strengthen the institution and ensure meaningful stakeholder engagement".

Belize Tourism Board's Board of Directors 2014-2016:

- Einer Gomez, Acting Chairman
- Herbert Haylock, Belize Tourism Industry Association Representative
- Doug Thompson, Belize Hotel Association Representative
- Gaspar Guerrero, Local Airline Sector Representative
- Neil Bradley, Cayes & Outer Islands Representative
- Glen Eiley, Southern Region Representative
- Rosendo Urbina Sr., Northern Region Representative
- Gamayel Babb, Legal Expertise

- Christy Mastry, Project Management and Planning
- Tracy Panton, CEO, Ministry of Tourism, Culture and Civil Aviation

Dr. Carla Barnett's appointment as Chair Designate of the Belize Tourism Board will not take effect until later this year when she has completed her current assignment at the Caribbean Development Bank.

The BTB acknowledges all past Members of the BTB Board of Directors for their stellar service and commitment to the Belize Tourism Industry.

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About the Belize Tourism Board

The Belize Tourism Board (BTB) is a statutory body within the Belize Ministry of Tourism, Culture, and Civil Aviation. It is governed by a Board of Directors appointed by the Minister of Tourism and Culture. The BTB works in conjunction with members of the private sector - including the Belize Hotel Association, Belize Tourism Industry Association and Belize National Tour Operators Association – and is dedicated to building tourism in the most economically and environmentally sustainable manner. As a part of its responsibilities, the BTB promotes Belize as a premier tourism destination to both in-country and international consumers. Among its outreach to the international travel market, the BTB markets the country's unique attractions to travellers, members of the travel trade industry and media outlets in key markets.

The BTB is also dedicated to developing and implementing tourism programs that will help strengthen and grow the Belizean tourism industry; promote good destination stewardship; and instil high quality standards for accommodations and travel experiences. For more information on the BTB and its services, visit www.travelbelize.org.

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