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Belize Tourism Board
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Tourism Industry Conference

Belize City, Belize – July 30, 2015 – The Belize Tourism Board will be hosting its annual Tourism Industry Conference on August 1st, 2015. The venue is set in San Pedro, Ambergris Caye, at Fido's Courtyard.

The purpose of the event is to update industry partners about the tourism accomplishments over the past year in the “Year in Review”, and inform on strategies implemented for the ‘Year Forward’. This year’s event will have a slight twist from the usual setting, as there will be two informative sessions administered by local and international panelists. The topics and panelists are listed below:

- a) **Service Excellence: A Silent Seller** – focused on hospitality and customer service
 - ❖ Importance in the Caribbean- Dr. Emil Lee- President of Caribbean Hotel and Tourism Association
 - ❖ Importance of Service Excellence in Wedding Destination- Mrs. Jacqueline Johnson- President of Global Bridal Group
 - ❖ Importance of Training in Service Excellence – Carlos Cuellar Chair of Tourism & Business Studies, Stann Creek Ecumenical College

Moderator- Javier Gutierrez- Manager of Banyan Bay and Hospitality trainer
- b) **Digital Marketing**- focused on branding, social media, and online mediums of marketing
 - ❖ How to bridge offline and online media: QR Codes- Ms. Tanya Mc Nab from Mc Nab Designs
 - ❖ Digital Domination: A precursor on working the cursor for your brand- Mr. David Fiedler- Olson International
 - ❖ Importance of Digital Marketing to Cruise Passengers- Allison Smith Media and Marketing Manager for Norwegian Cruise Line

Moderator- Roberto Harrison Marketing Manager Chaa Creek



You are cordially invited to

Tourism Industry Conference

2015

DATE: Saturday, August 1st, 2015
TIME: 9:30 a.m – 3:00 p.m
VENUE: Fido's Courtyard San Pedro, Ambergris Caye

Boat leaves Belize City from San Pedro Belize Express Water Taxi Terminal at 7:00 a.m , and leaves San Pedro for Belize City at 3:30 p.m. (Stops in Caye Caulker both ways)

Attire: Business Casual
RSVP: 227-2420; ngarcia@travelbelize.org

The event is scheduled for 9:30 a.m.-3:00 p.m. A boat will be leaving Belize City from San Pedro Belize Express Water Taxi terminal at 7:00 a.m. and leaves San Pedro to return at 3:30 p.m. on August 1st, 2015. The boat will stop in Caye Caulker both ways. Attire is business casual and you are asked to RSVP with Neuton Garcia at 227-4240 or ngarcia@travelbelize.org.

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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, and it is governed by a Board of Directors appointed by the Minister of Tourism, Culture and Civil Aviation. 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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