



**MEDIA CONTACTS:**

Cherise Stevens / Jennifer Johnson  
Cheryl Andrews Marketing Communications  
305.444.4033  
[Cherise@cam-pr.com](mailto:Cherise@cam-pr.com) / [Jennifer@cam-pr.com](mailto:Jennifer@cam-pr.com)

**2017 HOTELIER OUTLOOK WITH HYATT REGENCY TRINIDAD'S RUSSELL GEORGE**

*The Caribbean's premier business hotel's General Manager shares his outlook on travel for 2017*

**PORT OF SPAIN, Trinidad – February 27, 2017** – 2017 promises to bring change to the global hotel industry, predicts [Hyatt Regency Trinidad's](#) General Manager, Russell George. The recent shake-up in government and politics in major markets directly affects the global hospitality industry, thus shaping travel trends. Of course there are other factors that affect travel trends as well, including the state of the economy. Technology, social media/digital marketing and business/leisure travel are ever-changing in the hospitality industry and Mr. George understands that, vying to continuously stay on top of the trends.

Below, Mr. George explains how he plans to leverage changes in trends to better suit guests while looking to be a leader in shaping and growing the Caribbean hotel industry in 2017 and beyond:

**Q: How does Hyatt Regency Trinidad balance business and leisure when guests are looking to incorporate leisure activities into their business travel either during or after their meetings?**

A: We have partnered with a local tour operator to provide our guests with curated experiences that align with what each guest is looking for. These excursions can be arranged as group trips that can take place during meetings, offering a change of pace and setting, or can be arranged for groups as small as two people as a leisure activity. Examples of excursions we offer include day trips to Tobago, discounted rounds of golf, and visits to unique landmarks including Maracas Beach, Caroni Swamp or Pitch Lake. Our concierge is equipped to work with the meeting planner or guest to arrange these activities.

**Q: With so many digital platforms available to hotel marketers, how is the hotel using digital marketing and social media to drive global traffic to the hotel?**

A: Social media is a great tool if you use it correctly. Our marketing team is active on our social media platforms throughout the day to ensure we engage with guests, field requests and respond to inquiries in a timely manner. We also monitor when a guest mentions our hotel online; whether it is a compliment or a concern, we always thank those who take their time to give us feedback and focus on addressing responding to all guest inquiries. We want to provide our guests with the best experience possible, so it is important that we keep a constant and effective line of communication with them. We understand that it is important to stay up-to-date with marketing, social media and technology trends, which is why our Marketing team takes part in social media and digital marketing training sessions throughout the year.

**Q: According to Caribbean Tourism Organization, despite political, security and economic uncertainties and challenges in main source markets, tourist arrivals to the Caribbean increased by 4.2 percent in 2016. How does Hyatt Regency Trinidad plan to leverage this performance in 2017?**

A: The Caribbean is a popular destination amongst travelers because of the beautiful weather and beaches in conjunction with a diverse culture. Trinidad is especially popular because of Carnival, which attracts revelers from across the globe each year. As one of the Caribbean's leading business hotels, but also being the host of one of the largest and most-anticipated fetes during Carnival season, LIME, we have a diverse audience from the revelers and vacationers to business travelers. The key is creating the ideal balance that will appeal to all types of travelers and make them feel as if everything we do is specifically for them, from the rooms to the amenities to the F&B. Guest satisfaction is our number one priority.

For more information on Hyatt Regency Trinidad, visit [www.trinidad.regency.hyatt.com](http://www.trinidad.regency.hyatt.com) or call +1 868 623-2222.

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### **About Hyatt Regency Trinidad**

Designed as a premier meeting, convention, business, event and leisure travel property, the 428-room Hyatt Regency Trinidad is situated in the Port of Spain International Waterfront Development. The Hyatt's versatile event space showcases a 16,000 square-foot grand ballroom, and a 10,000 square-foot ballroom with translation facilities. Other guest facilities include one full-service restaurant; a lobby bar and lounge; a fitness center, and the 9,000 square-foot Spa Esencia. For more information and reservations, please visit [trinidad.hyatt.com](http://trinidad.hyatt.com) or call 1-800-233-1234. High-resolution images may be downloaded from [newsroom.hyatt.com](http://newsroom.hyatt.com).

### **About Hyatt Regency**

Hyatt Regency encompasses the full spectrum of hotel types, which are conveniently located in urban, suburban, airport, convention and resort destinations around the world. Properties range in size from 200 to more than 2,000 rooms, feature intimate and large meeting spaces, and offer a full range of services and dining options tailored to serve the needs of conventions, business travelers or resort vacationers. Hyatt Regency enables all guests – whether they are traveling to work, unwind or gather in celebration – to feel productive and revitalized. For more information and reservations, visit [www.hyatt.com](http://www.hyatt.com).