

Antigua & Barbuda Hotels and Tourism Association (ABHTA) Unveiling Hospitality Professionals Project

Project: Antigua & Barbuda Hotels and Tourism Association (ABHTA) Unveiling Hospitality Professionals Project

CHIEF Category: People Development

Overview:

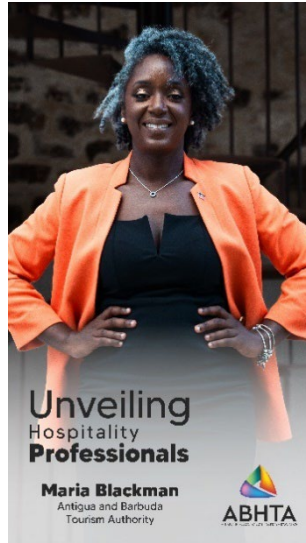
The Antigua & Barbuda Hotels and Tourism Association (ABHTA) on September 12, 2023 announced the commencement of a compelling thirteen-week project, leading up to the celebration of Tourism Week 2023 (December 3 – 9), aptly named "**Unveiling Hospitality Professionals.**"

The initiative embarked on an exciting journey deep into the heart of the dynamic hospitality industry, shedding light on its often-unsung heroes—the dedicated individuals who infuse life and vitality into the sector. Throughout this profound journey of spotlighting hospitality employees, the ABHTA immersed everyone into diverse backgrounds, personal triumphs, and unwavering pursuits of excellence. Whether their roots are traced back to humble beginnings or they have honed their craft through years of dedication, these hospitality professionals have committed themselves to the industry's growth.

Craig Marshall, Chairman of the ABHTA, emphasized the importance of sharing these stories to inspire the next generation of Antiguan and Barbudan talent aspiring to reach the highest echelons of the hospitality industry. He expressed the ABHTA's commitment to launching this project with the hope that primary and secondary students will gain insights into the diverse facets of the hospitality sector.

The project has proven itself as an inspiration, uncovering the extraordinary stories of those who have embraced hospitality as their lifelong passion.

The creatives displayed weekly:



Our professionals span varying corners of the industry from Hotel Operations to Yachting,
Cruise, Airline, Tours and Excursions,

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A & F Sails
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Commodore,
Antigua Yacht Club



**Maria
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Antigua and Barbuda
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Vendors Mall



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Carlisle Bay



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British Airways PLC



**Anreka
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Antigua and Barbuda
Tourism Authority

Vendors and Taxi Drivers

The video series can be viewed here:

<https://www.youtube.com/@antiguabarbudahotelsandtou5353/videos>

The local reach:

CHIEF AWARDS 2023 NOMINATIONS- PEOPLE (STAFF) DEVELOPMENT AND SUPPORT

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Each week there has been a phenomenal response to the Unveiling Series with videos reaching over 20,000 views. Please visit @antiguahotels for more stories:

<https://www.facebook.com/antiguahotels>

Antigua Barbuda Hotels and Tourism Association - ABHTA is feeling inspired at Mill Reef Club. Sep 12 · 🌍

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Antigua Barbuda Hotels and Tourism Association - ABHTA 4d · 🌍

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For more information, please contact Patrice Simon, Executive Director/ABHTA
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