



BELIZE HOTEL ASSOCIATION

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CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

Our World Underwater
Donald E. Stephens Convention Center
Rosemont, Illinois
February 24th – 26th, 2017

OUR WORLD UNDERWATER

Our World Underwater is Chicago's premier dive show where exhibitors from not only Chicago but from around the world are there to showcase what their companies and countries has to offer. This diving show attracts a large number of enthusiasts and also organizes some attractive sporting events to make this trade fair a real success. A great many diving equipment and accessory manufacturers showcase industry related products and services in this international platform. The Belize Hotel Association sends representatives to this show and this year was represented by two directors of the BHA, Sandra van Noord and Barry Snowden.



The size of the show was a little smaller than past years, but overall we felt that it was a very beneficial show for BHA and its members.

Highlights of the show include:

- Visitors were very knowledgeable about Belize
- We had time to have more one on one visits with visitors
- Many commented that they had been to Belize on a cruise ship and some were able to get a dive in, but now wanted to go back to dive more
- Other cruise passengers were excited to come to Belize to dive as they did not while they were on the cruise from a previous trip
- Many visitors (divers) have Belize on their travel list, it is just a matter of time before they visit
- The general feeling was that many of the visitors were sincere and are planning a trip
- Some visitors were already coming, had already purchased tickets and were looking for places to stay.
- We were able to recommend our members' accommodations to those who were coming but had yet to book their hotel rooms.
- Many of the visitors were not only interested in just diving, but combing inland activities as well



...encouraging and supporting the sustainable growth of members