



AT A GLANCE

WHO: Belize Tourism Industry Association

WHAT: Non-profit organization representing the Belize tourism industry

WHERE: National Office in Belize City, Belize

WEBSITE: www.btia.org

ation, Membership Outreach and Development, Communication and Marketing, Lobbying, and Advocacy. Burgos knows the Association inside-out, and gives some interesting insight on the back story:

“In the ‘80s, there was no Ministry of Tourism, no Belize Tourism Board. The main industries at the time were sugar cane, citrus, and banana exports. Tourism was nowhere on the government roster, so a group of individuals established the Belize Tourism Industry Association to be a much-needed voice for hotel owners,

Belize Tourism Industry Association

The voice for private sector tourism in paradise

Beautiful Belize. A destination akin to paradise. And a hands-down favorite getaway location for business travelers and pleasure seekers, alike. Three decades ago, when the Belize Tourism Industry Association was created, the tourist industry was in its infancy on the island. Today, with the burgeoning growth and success of all manner of tourism-related enterprises in the region, never-before seen challenges are arising... and the BTIA is one busy and dedicated entity.

In the early 1980s, a group of forward-thinking indi-

viduals saw the huge potential of the tourism industry, and realized the need for a united voice for the private sector. Led by Mrs. Jean Shaw, the group formed the Belize Tourism Industry Association, which was incorporated under the laws of Belize in 1989, and is now one of the country’s largest non-profit organizations.

Executive Director, John Burgos, is responsible for the overall supervision of the BTIA National Secretariat by coordinating and implementing policies and procedures in Governance, Administration, Revenue Gener-

