



## 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](http://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,

