

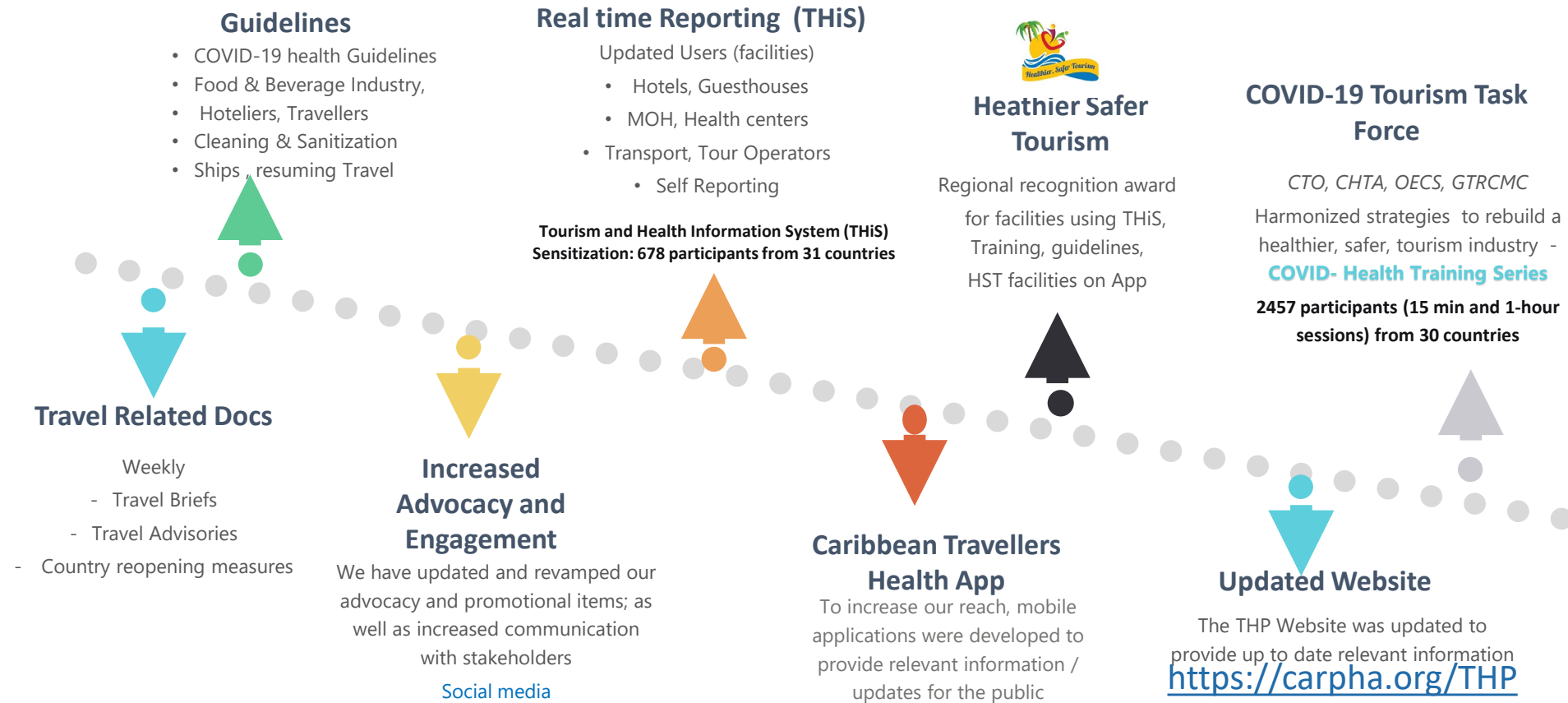


CHTA Annual General Meeting To Begin Momentarily...

Instructions to enhance your virtual meeting experience:

- Please check-in with the provided link found in the chat box once in the zoom meeting
- Please keep yourself muted and use the "Raise Your Hand" feature if you would like to make a comment
- Please use the chat box function to share any comments or questions
- We encourage you to enable your video and engage in the session

Responding to COVID-19



COVID-19 Proactive Health Measures For Reopening Tourism



Real time monitoring of illnesses via Tourism Health Information System (THIS)



COVID-19 Health Guidelines



Healthy, Clean and Green Operational checklists



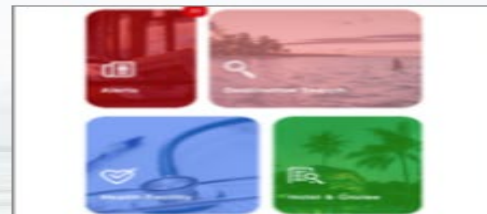
COVID-19 response in hotels and tourism accommodations



Hospitality health, safety and environment standards



Advance food safety and hygiene certification



Traveller's Health App



Caribbean Travel Health Assurance Stamp

COVID-19 Tourism Task Force



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The Caribbean's Travellers Health Assurance Stamp for "Healthier, Safer Tourism"



The COVID-19 Pandemic has disrupted tourism globally, caused economic instability and posed a regional public health threat

The Caribbean Public Health Agency (CARPHA) **Healthier Safer Tourism (HST) stamp** is a measurable and verifiable travellers health assurance and recognition award for tourism entities and destinations that implement proactive health measures for tourism. Travellers now have the added assurance and confidence in staying at facilities awarded the **CARPHA-CTO-CHTA HST stamp**



Certified training in COVID-19 Health Guidelines for Tourism



Monitoring and responding to illness via real time Tourism Health Information system



Operational Hospitality Health Safety & Environment Standards



Guidelines and Checklists for Reopening Tourism

HST awarded facilities will be listed on the **Caribbean Traveller's Health App**



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Contact for details: CARPHA-TourismandHealth@carpha.org



@tourismandhealth_carpha



@CARPHATHP



@CARPHA_THP



www.carpha.org



1-868-612-1690 ext 40278



carpha-tourismandhealth@carpha.org



Step 1

Register for THiS

For your hospitality facility to be eligible, you must be a registered user of the Tourism and Health Information System (THiS).

You can find the relevant application form by clicking the link image below.



Report

Hospitality facilities should be reporting on THiS for at least 1 month to be eligible for the stamp. Reporting also includes confirming zero cases for each week.

Hospitality facilities registered on the platform will receive weekly reminders to log their zero reports or enter any cases that may have arisen.

Step 2

Instructions: Please complete the following questions to reflect your experience on-site daily as per the guidelines to ensure the full questions to the best of your knowledge.
Your replies are optional and will be used to inform a report on questions 1, 2, 3, 4, and 5. All replies will be confidential and will be kept strictly confidential.

1. Are you a user?
Please select:

2. In which country is the facility that you were operating when you began to test about 20?
Please select:

3. Which type of facility is this?
Please select:

4. How often do you use the platform?
Please select:

5. How often do you use the platform?
Please select:

Step 3

Get Certified

Hospitality facilities must participate in the COVID-19 Health Guidelines for Reopening Tourism training.

10% of all staff, including senior management, must attend and be certified for the hospitality facilities to qualify for the HST stamp.



Receive Health Assurance Stamp

CARPHA will verify use of THiS and participation in the certified training, in order to assign the HST stamp to all qualifying hospitality facilities.

An email will be disseminated confirming that the hospitality facility has been awarded the Traveller's Health Assurance Stamp.



Note

If a hospitality facility fails to consistently report on the THiS platform, as a means of proactive monitoring, CARPHA reserves the right to remove this entity from the list of qualifying "Healthier, Safer, Tourism" awardees.

Step 4

Being Identified on the App

Once the HST stamp has been awarded, the hospitality facility will be listed on the Caribbean Traveller's Health Mobile App and the digital logo will be used in the hospitality facility's marketing.

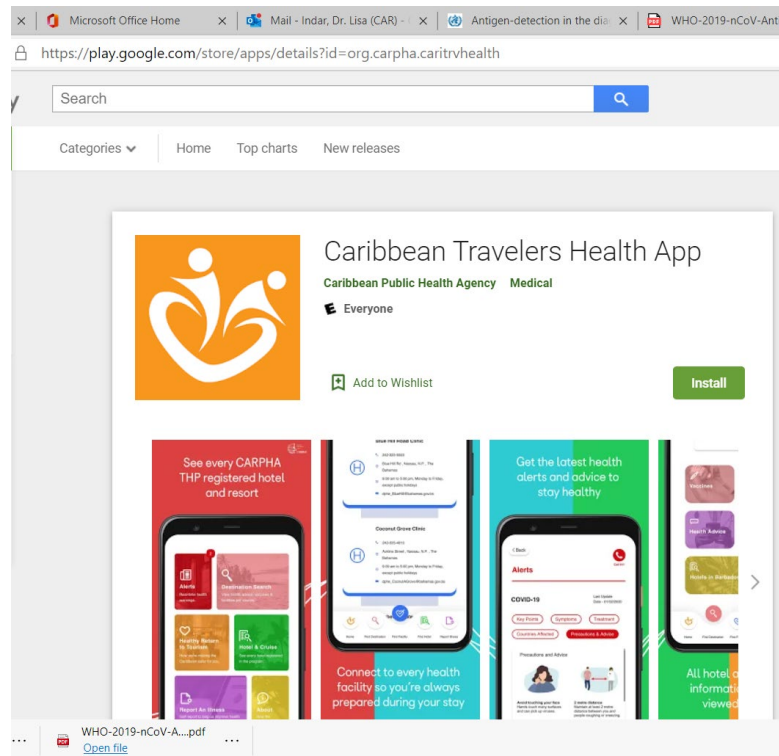
Step 5



Step 6: CHTA issues WTTC stamp

The Caribbean Travelers Health App

Stay healthy during your stay.



**Global
Launch of
App &
Stamp**

NOV 5th

Facilities with HST stamp are identified on App (free marketing)

Travellers have added assurance of healthier safer option

Apple Store <https://apple.co/3jaLbI9> and Google Play
(<https://play.google.com/store/apps/details?id=org.carpha.caritrhealth>)



Contact Us For Further Information



<https://www.carpha.org/>



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We're now on Social Media!

In light of the current COVID-19 pandemic, the THP team saw the need to find new avenues to connect with traveler's, as well as our Health and Tourism Stakeholders.



We will be uploading relevant and timely information to ensure "Healthier, Safer" travel to the Caribbean!



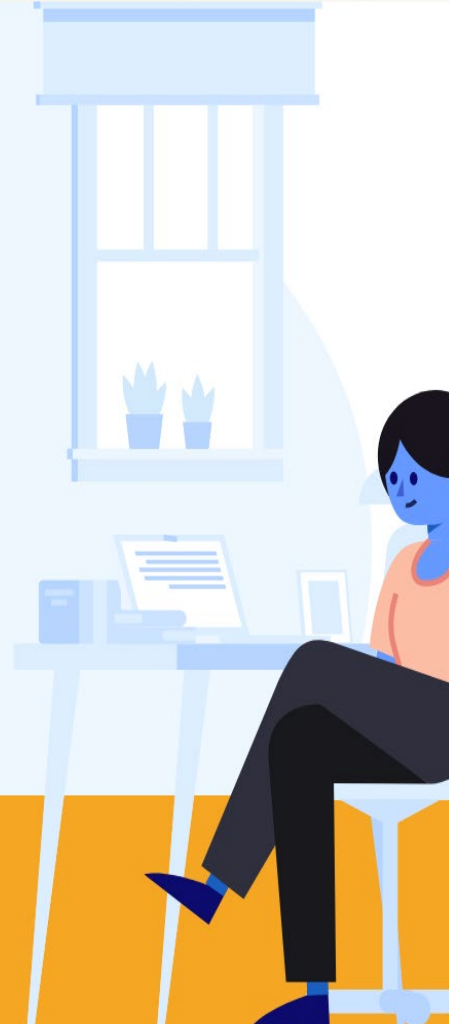
@tourismandhealth_carpha



@CARPHATHP



@CARPHA_THP





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CHTA Annual General Meeting

Friday, October 16th, 2016

CEO/Director General Report

Frank J. Comito





What We'll Cover....

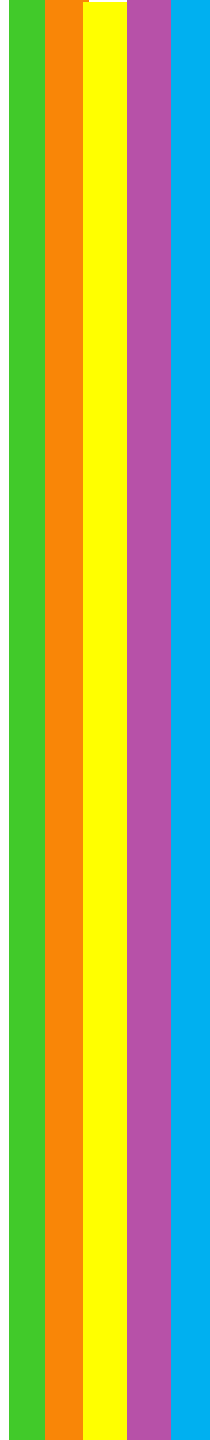
- Partner Data Snapshots
- Key Findings – CHTA Covid-19 Industry Survey, October 2020
- Highlights: 2020 Activities
- Operational and Financial Challenges and Adjustments
- Transitions
- Recognitions and Appreciation
- Update: Caribbean Public Health Agency, Dr. Lisa Indar



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Data Update: World Travel & Tourism Council



TRAVEL & TOURISM RECOVERY SCENARIOS 2020 & ECONOMIC IMPACT FROM COVID-19

CARIBBEAN DATA



Travel & Tourism jobs 2019:

2.8 MILLION



Travel & Tourism GDP 2019:

\$59 BILLION

3.4% GROWTH

BEST CASE SCENARIO

Travel & Tourism jobs:

1.2 MILLION
job losses

↓ **44% vs 2019**

Travel & Tourism GDP:

\$27 BILLION
loss

↓ **45% vs 2019**

Visitor Arrivals:

↓ **45% international**

↓ **25% domestic**

BASELINE SCENARIO

Travel & Tourism jobs:

1.6 MILLION
job losses

↓ **57% vs 2019**

Travel & Tourism GDP:

\$34 BILLION
loss

↓ **58% vs 2019**

Visitor Arrivals:

↓ **59% international**

↓ **34% domestic**

WORST CASE SCENARIO

Travel & Tourism jobs:

2.0 MILLION
job losses

↓ **73% vs 2019**

Travel & Tourism GDP:

\$44 BILLION
loss

↓ **74% vs 2019**

Visitor Arrivals:

↓ **71% international**

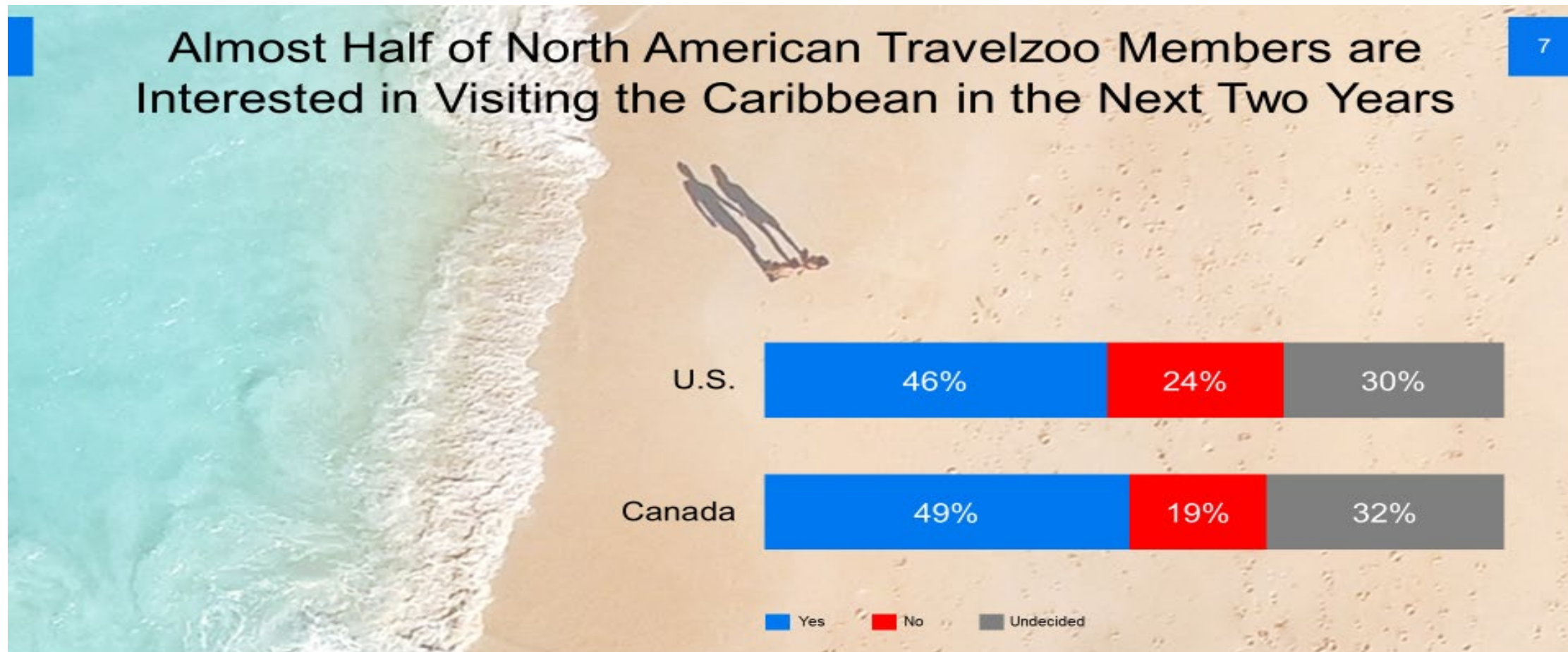
↓ **63% domestic**

Worst-case scenario can be avoided if countries follow WTTC's five-point plan for recovery:

1. Immediate removal and replacement of any quarantine measures, with 'air corridors' to countries with similar circumstances, as well as the removal of travel advisories and bans on non-essential international travel, which prevent insurance protection cover for travellers.
2. Adoption of global health and safety protocols to provide assurance to travellers that it is safe to travel again.
3. Implementation of a rapid test and trace strategy to help contain the spread of the virus.
4. Greater collaboration between the public & private sectors to ensure a standardised, global approach to the crisis.
5. Continued government support for the sector in terms of fiscal and liquidity incentives as well as measures to protect workers.



Partner Data Snapshot: Travelzoo

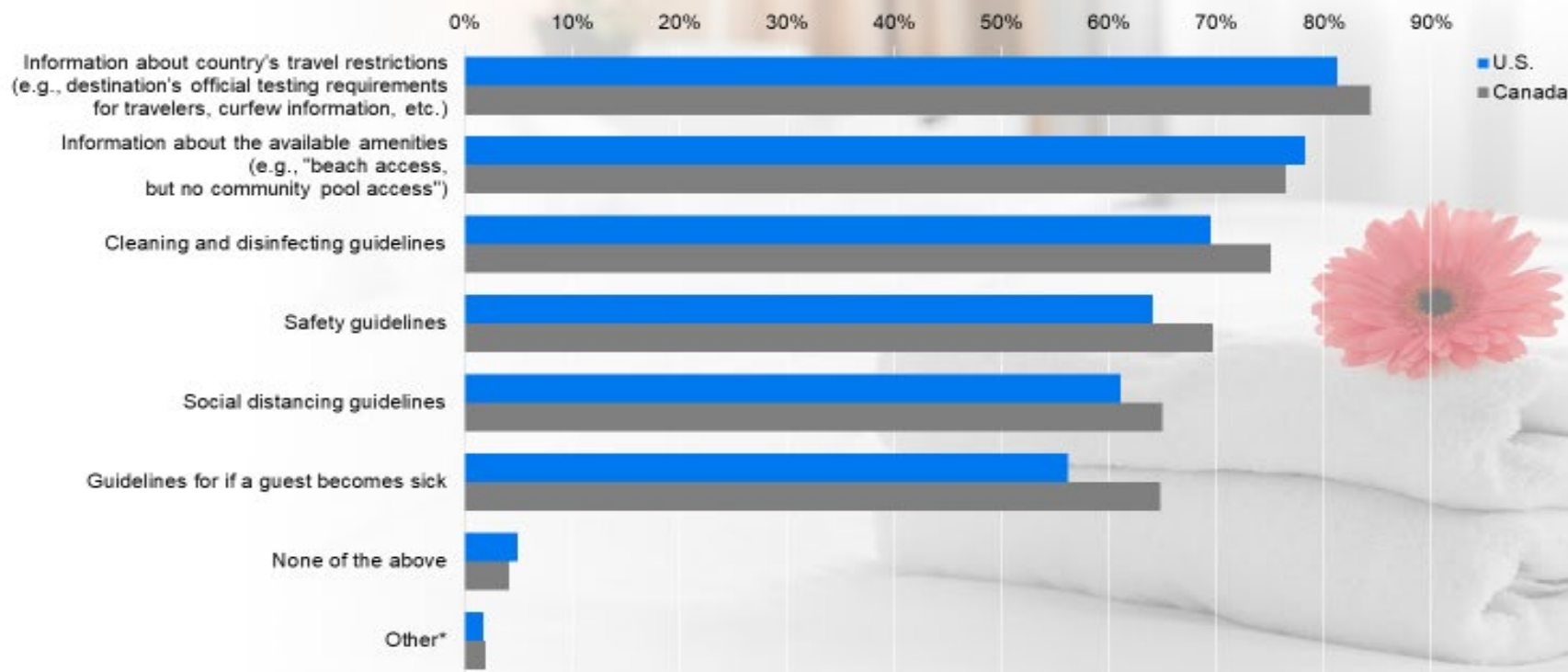




Partner Data Snapshot: Travelzoo

Travel Restriction Information & Cleaning Guidelines are Key to Bringing Travelers Back to the Caribbean

13

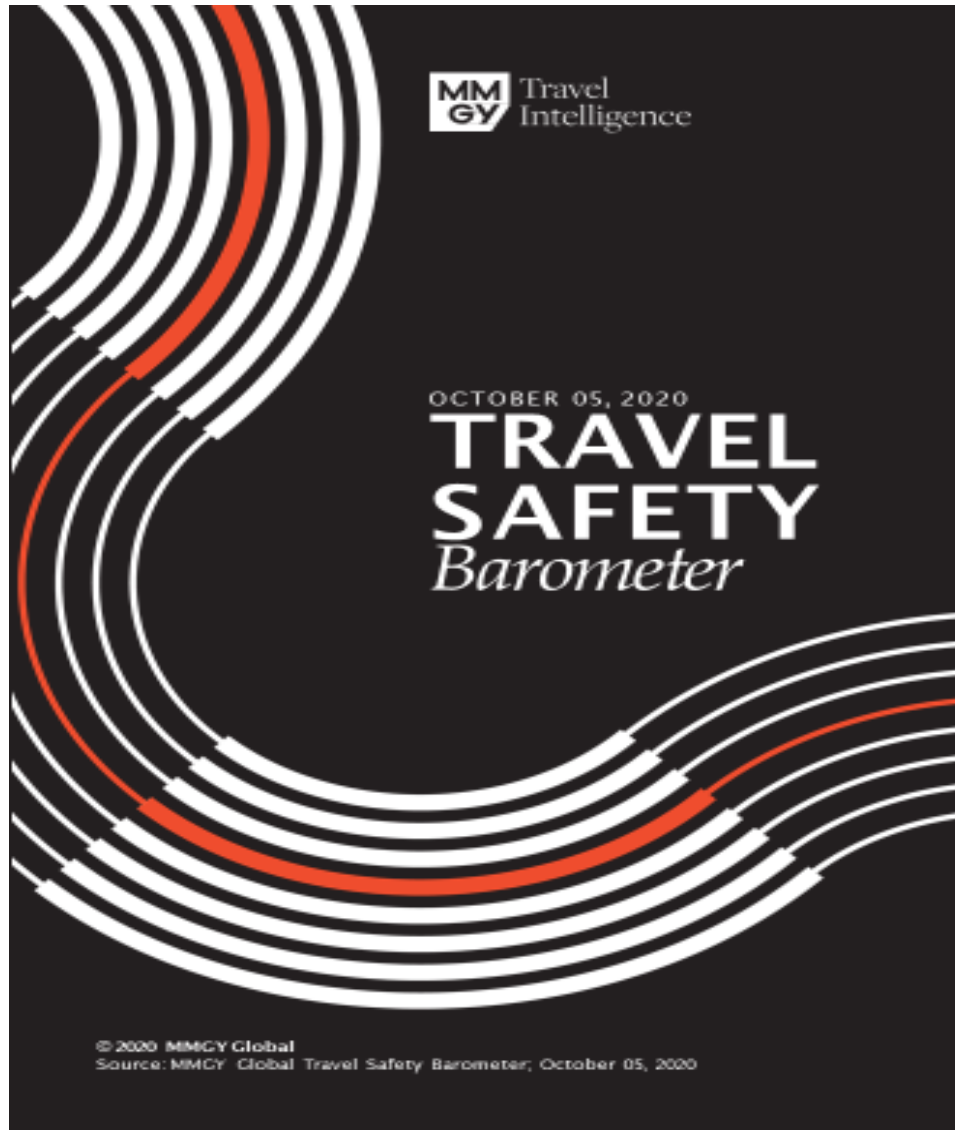


* Other responses include all of the above, cruise, wheelchair accessibility, healthcare options, mask requirements.
Source: Travelzoo U.S. Member Survey, August 7-10, 2020, n=1,721; Travelzoo Canadian Member Survey, August 12-14, n=1,593
Data Download: Caribbean Travel Outlook – August 24, 2020



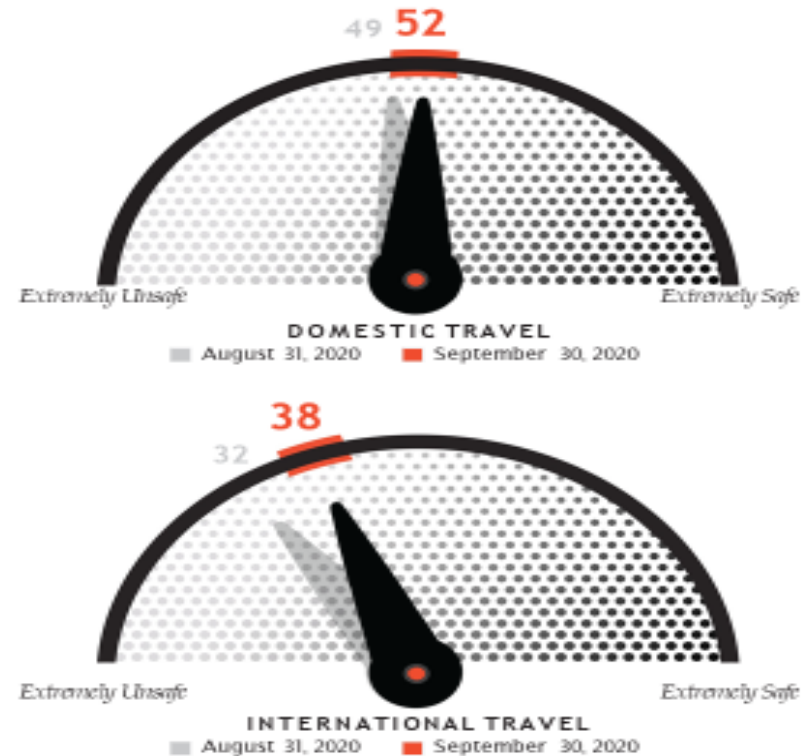


Partner Data Snapshot: MMGY



Perceptions of Travel Safety Rising Steadily in Advance of Holiday Travel Season

For the first time since the COVID-19 pandemic began, the MMGY Domestic Travel Safety Barometer score rose above 50, indicating travelers are increasingly confident about the idea of traveling. The Barometer score of 52 on a scale of 1-100 is 22 points higher than it was in April. Surprisingly, the International Travel Safety Barometer increased even more, going up 6 points from 32 in September to 38 in October.





Partner Data Snapshot: MMSGY

LODGING

Lodging Safety Increases to a New High

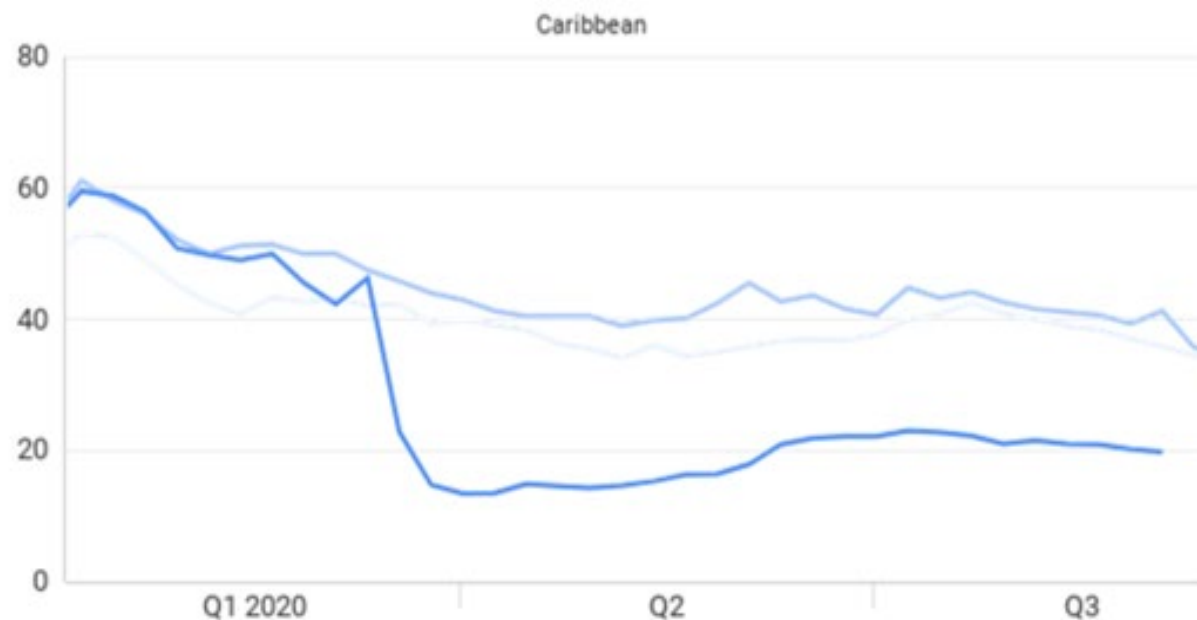
Last month, the Lodging Safety Barometer score hit 50 for the first time. However, the October score rose even higher coming in at 53 on a 0-100 scale. The safety perceptions of hotel/resort lodging and vacation rentals were identical in each of the past two months. While lodging brands should continue to highlight the cleanliness and safety initiatives, they should also focus on clearly communicating what guests can expect from a visitor experience perspective.





Amadeus/Google CHTA Webinar Insights Snapshot

Travel queries for the Caribbean have recovered slightly from -68% to - 50% YoY

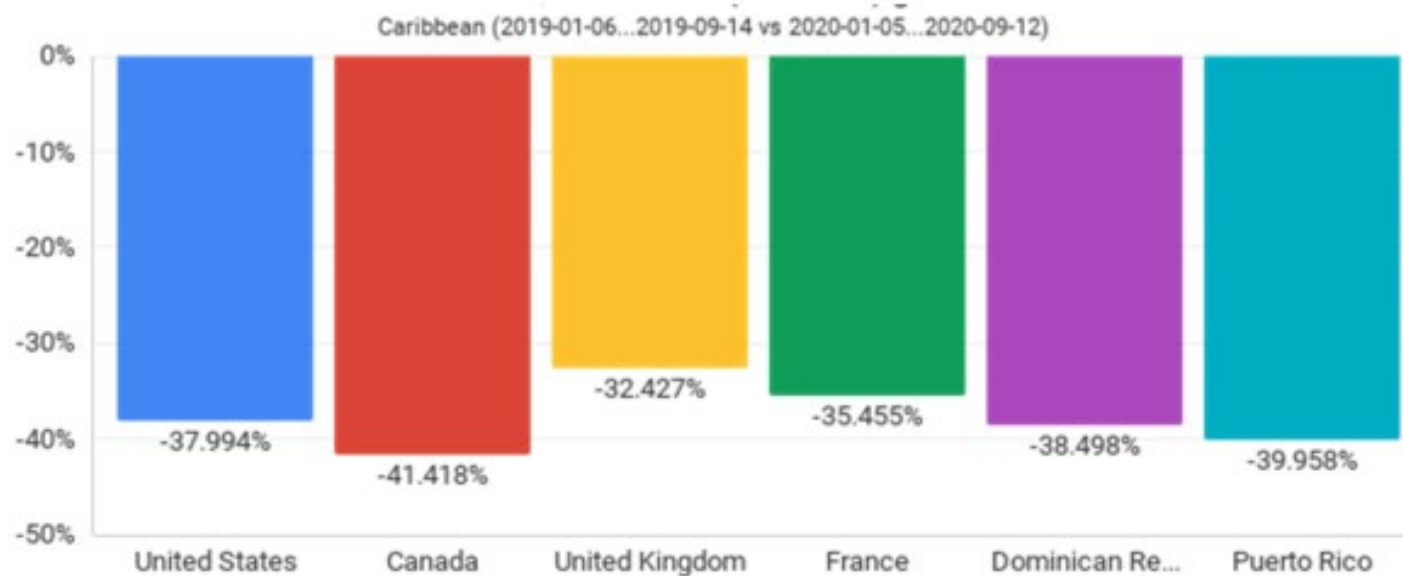


Source: Google, Sep 2020.



Amadeus/Google CHTA Webinar Insights Snapshot

Top Caribbean source markets YoY query volume in 2020





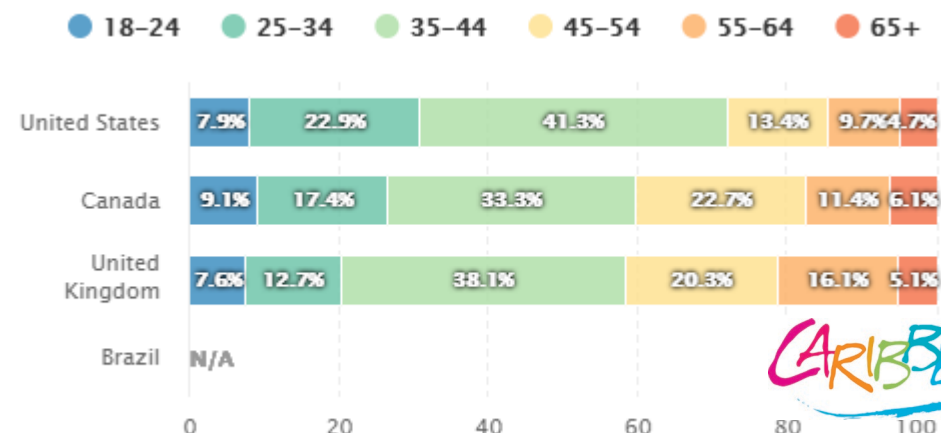
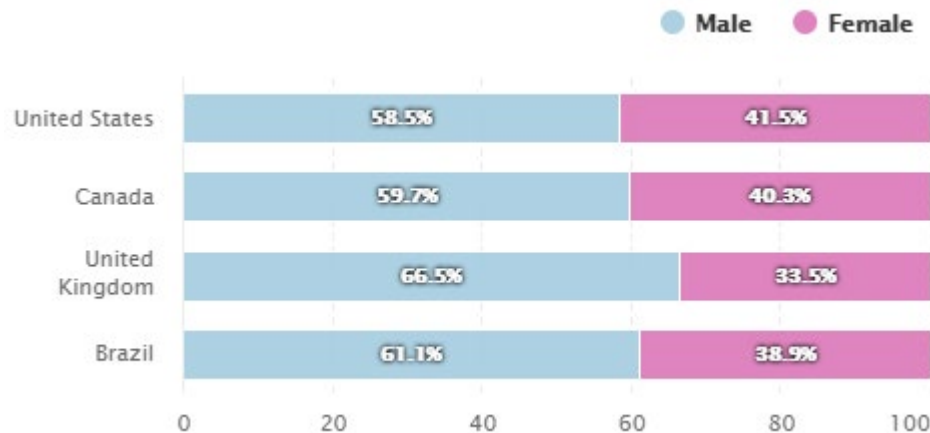
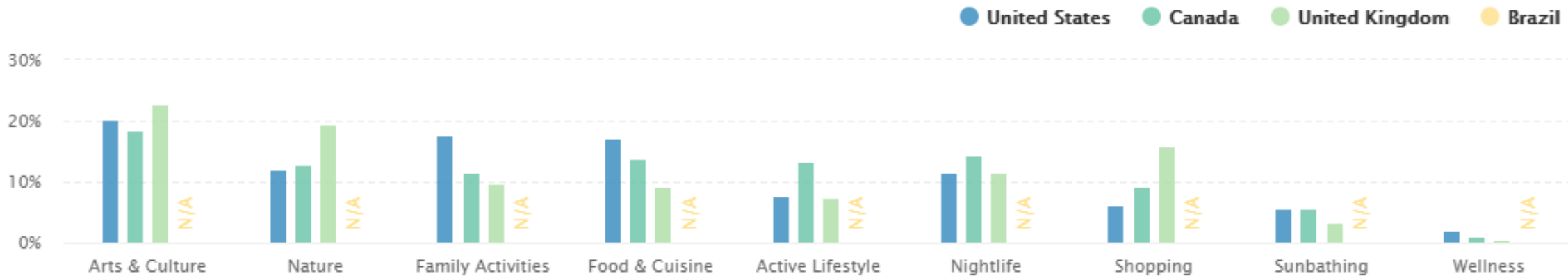
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Tourist Mentions of Products in Jamaica From Top Origins via Social Media



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Jamaica Hotel Reviews Insights

3, 4, & 5 Star Accommodations

All-Inclusives included in categories

3* HOTELS [?] ★★ ★

58 HSi



– 88 Reviews

4* HOTELS [?] ★★ ★★

75.4 HSi



– 148 Reviews

5* HOTELS [?] ★★ ★★ ★

89.2 HSi



– 142 Reviews

CARIBBEAN



Partner Update: interval INTERNATIONAL®

- Pioneer and innovator in vacation ownership market since 1976 with network of more than 3,200 resorts in over 80 nations.
- Exclusive exchange provider for major hospitality brands including Marriott, Westin, Sheraton, Hyatt and Four Seasons, and a number of quality independent properties.
- Historically, occupancy levels properties recover much faster than traditional hotels.
- Self-contained accommodations perfectly suited for longer vacation stays, social distancing.
- Occupancy levels have steadily improved each month, running in the mid 60% range in most domestic drive-to destinations, and to the high 70s in some locations/ time periods this year.
- Occupancy levels at vacation ownership resorts in several Caribbean markets such as St. Thomas and St. John even climbed to 60% by the end of June, and are now in the 70% range.
- Shared ownership accommodations sector is well-positioned to recover.

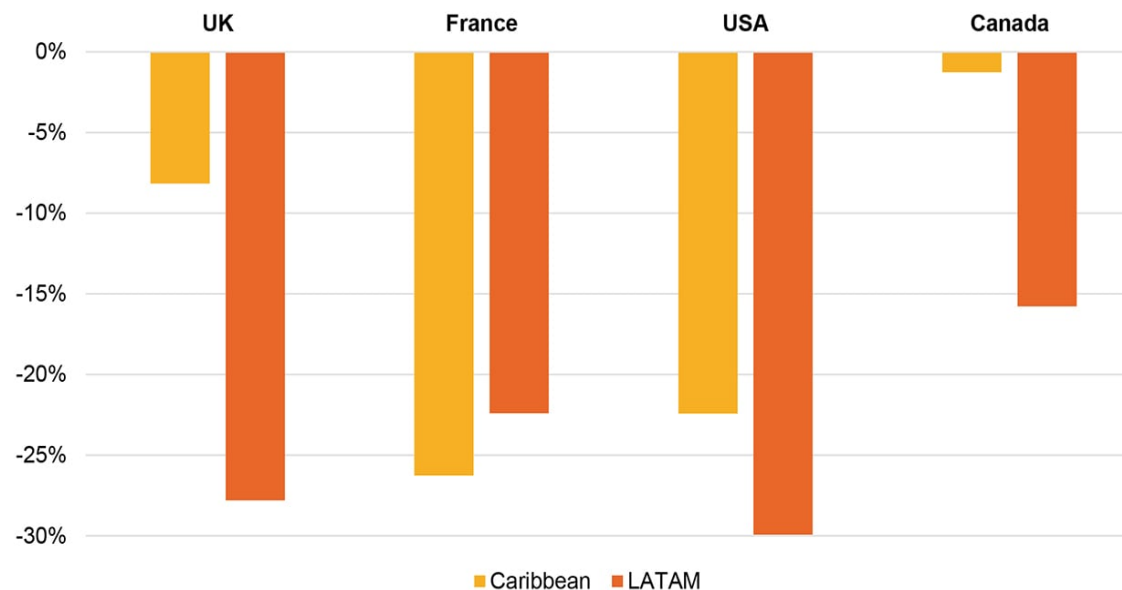


Data Partner Update: Forward Keys



Fares to Caribbean and rest of LATAM in Q4 2020, from key source markets

YoY % change



Flight searches performed in September 2020 for traveling in October–December 2020 vs same period last year.



Only considered pax staying 1 to 21 nights at destinations.

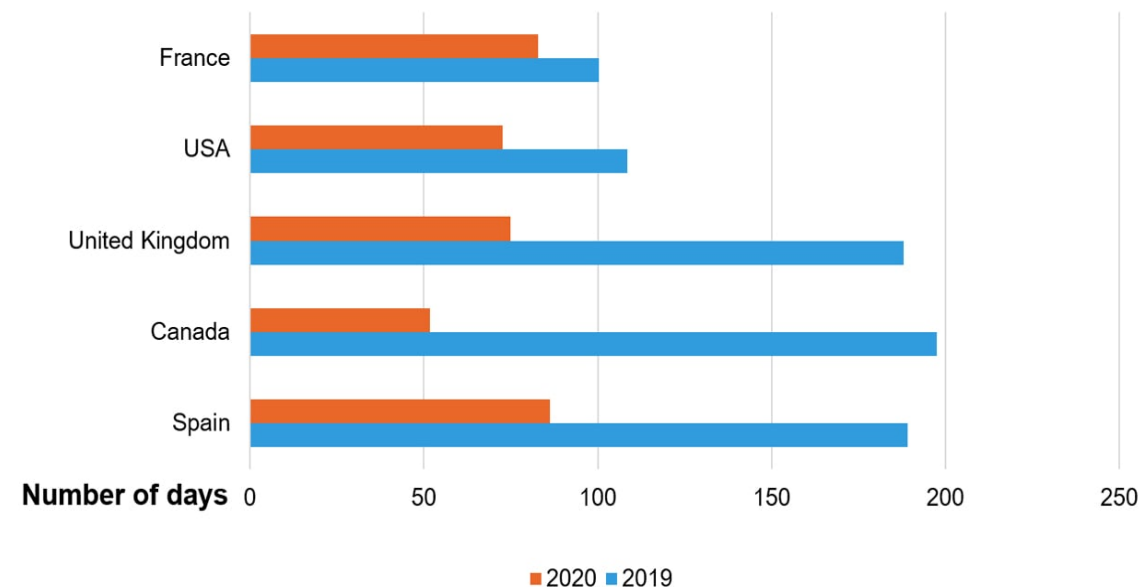


Source:  ForwardKeys Flight Search data.



Data Partner Update: Forward Keys

**Average Lead Time* for arrivals in the Caribbean from key source markets
for travel in July to September 2020 vs the same period in 2019**



* Lead Time – the number of days between booking date and travel date. That is, how far in advance travellers book their trips



Departures from the selected source markets
between 01 July and 15 September 2020.



Only considered pax staying 1 to 21 nights at destination.



Source: ForwardKeys Air Ticket Data.

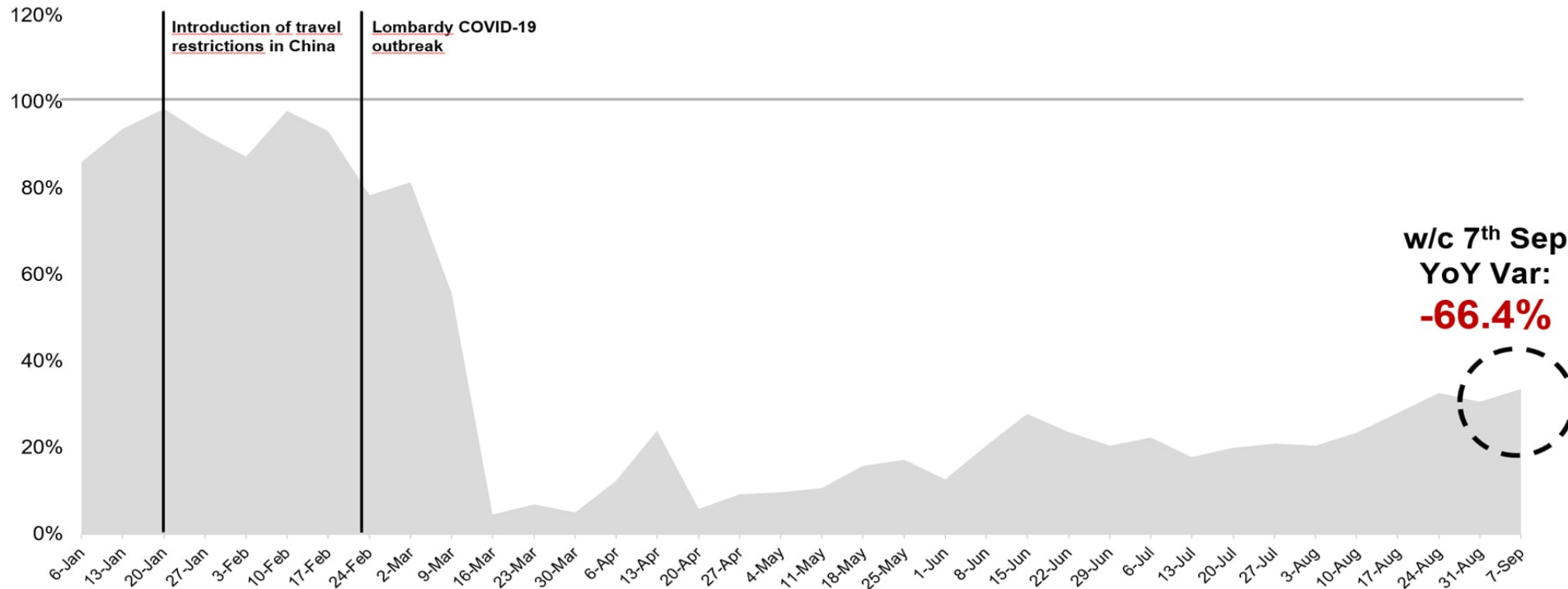


Data Partner Update: Forward Keys



Ticketing for travel to Caribbean

Tickets for international travel issued between 06 January and 13 September 2020 for any future travel
2020 vs 2019 booking volumes



Tickets issued from 06 January to 13 September 2020 vs same period in 2019 for future travel at any time.



Only considered pax staying 1 to 21 nights at destinations.



Source: ForwardKeys Air Ticket data.



Data Partner Update: Forward Keys



Top Searched Destinations in Caribbean per Source Market for travel in Q1 2021

USA



1	Puerto Rico
2	Dominican Rep
3	Bahamas
4	Jamaica
5	Cuba

Canada



1	Cuba
2	Dominican Rep
3	Guadeloupe
4	Puerto Rico
5	Martinique

UK



1	Barbados
2	Cuba
3	Jamaica
4	Dominican Rep
5	Antigua & Barbuda

France



1	Guadeloupe
2	Martinique
3	Cuba
4	Dominican Rep
5	Saint Maarten

Spain



1	Cuba
2	Dominican Rep
3	Puerto Rico
4	Bahamas
5	Jamaica



Flight searches from 1 Jan to 31
Aug 2020, for travel in Q1 2021



Only considered pax staying at least 1 night at destination.



Source: ForwardKeys Flight Search data.



Skyscanner



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CHTA Annual General Meeting CEO/DG Report

Friday, October 16th, 2016

Key Findings – CHTA Covid-19 Industry Survey

October 2020





Key Findings – CHTA Covid-19 Industry Survey

Businesses Presently Open and Conducting Business:

- 71% Open
- 29% Closed

Presently Seeing an Increase in Sales/Bookings:

- 24% Yes
- 76% No

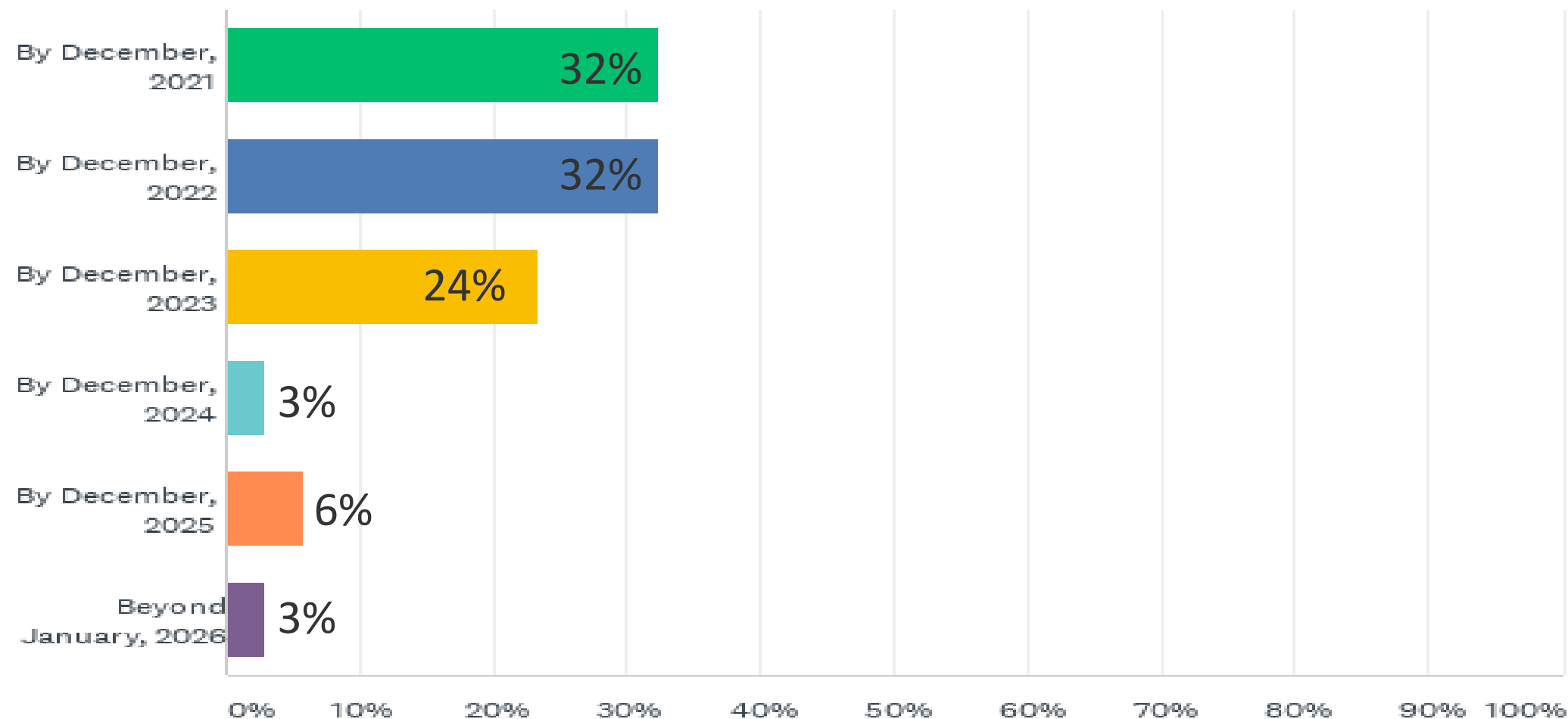
Anticipated Estimated Total 2020 Revenue Loss Against Budget Forecasts Prior to the Pandemic:

- Down 67%

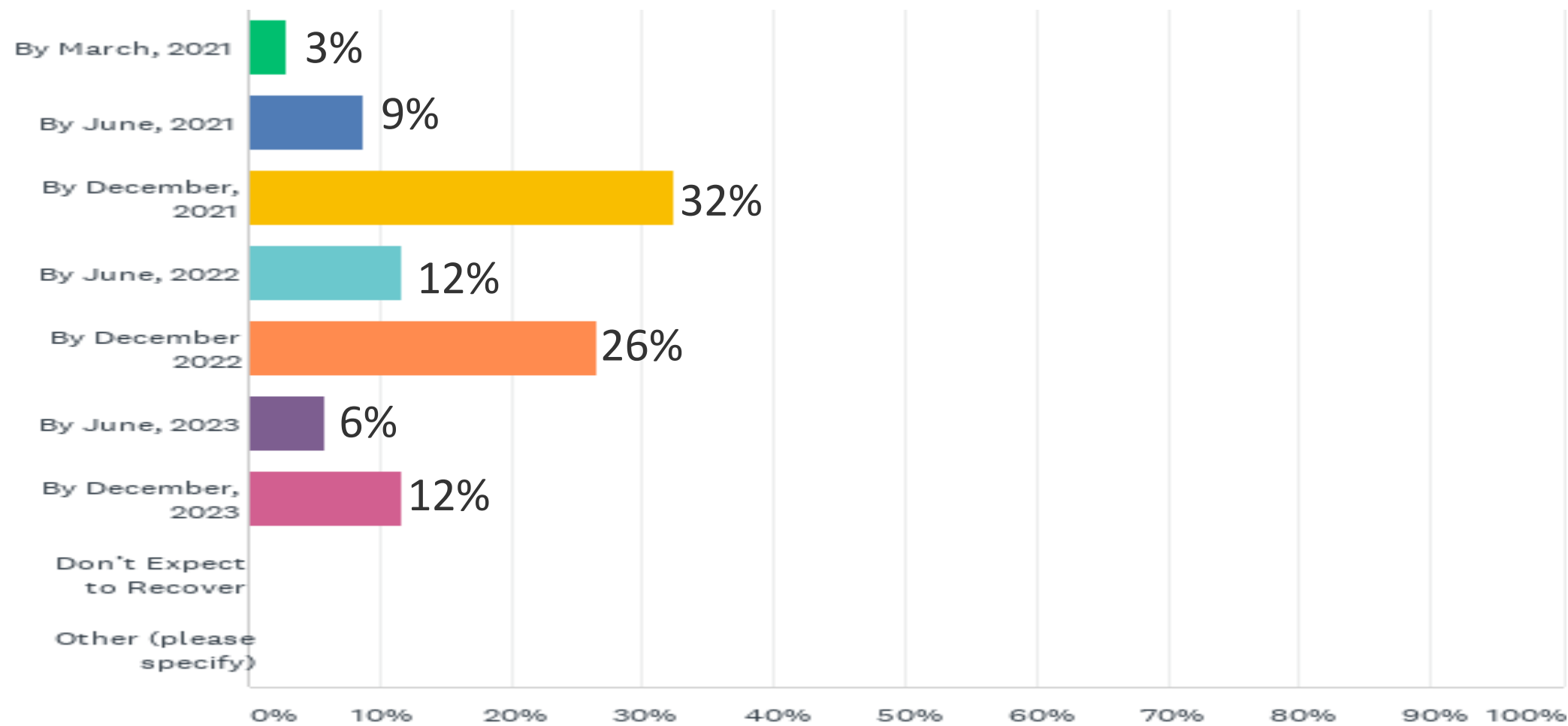
Estimated Percentage of Revenue Anticipated in 2021 versus 2019 Revenue:

- 45%

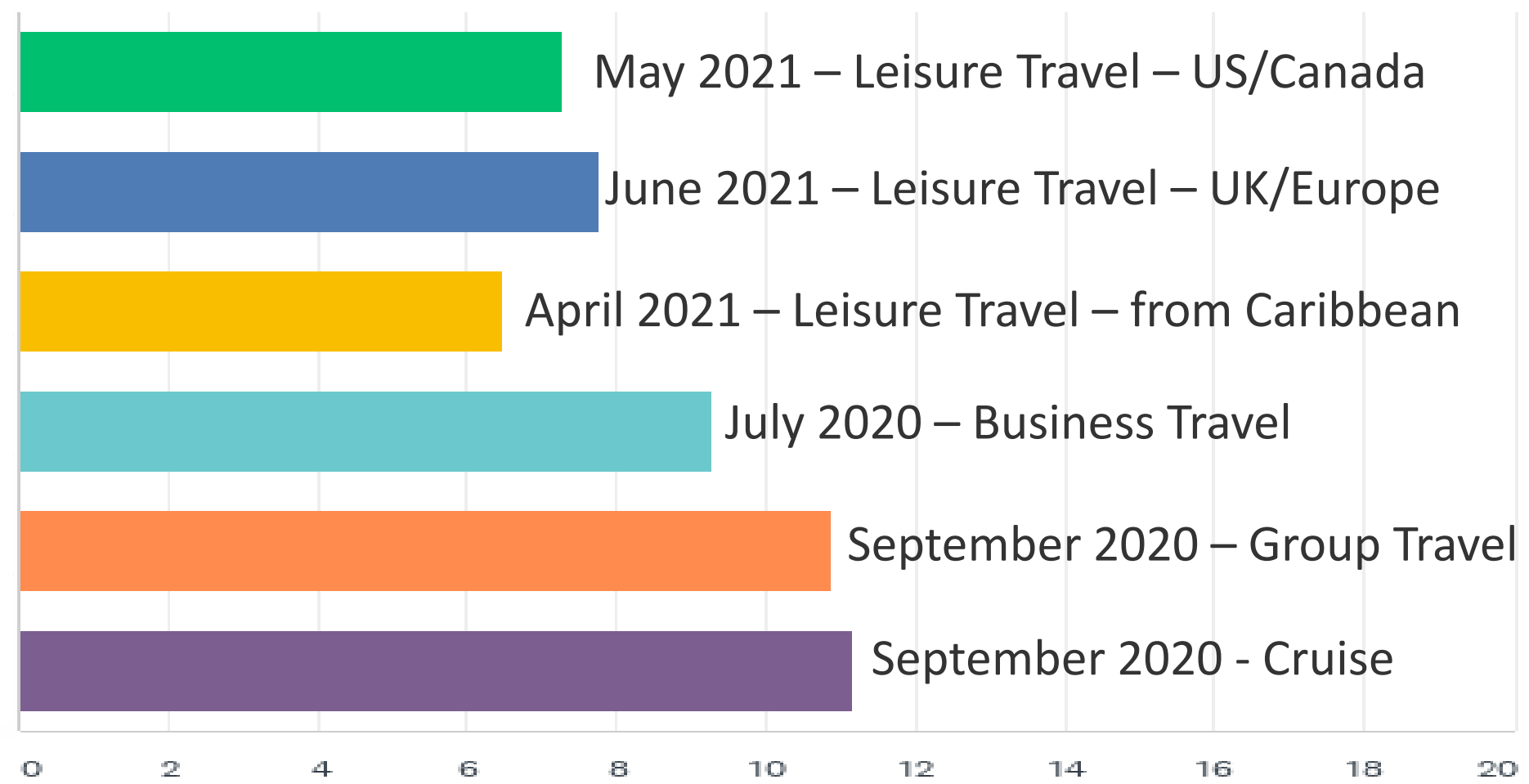
When do you expect the Caribbean tourism industry to fully recover and return to pre-pandemic performance levels?



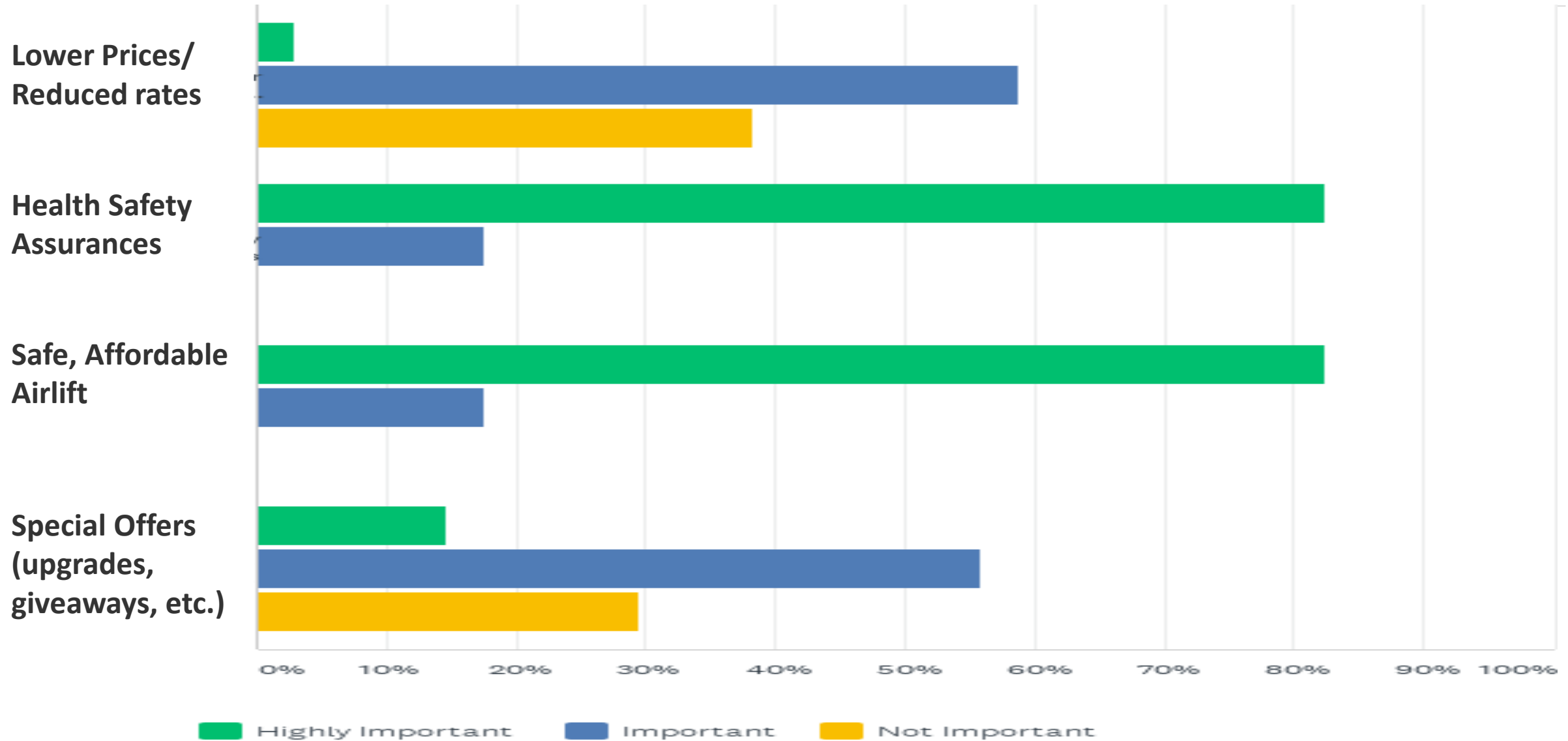
When do you expect your businesses to recover from the impact of the pandemic so you are able to sustain operations?



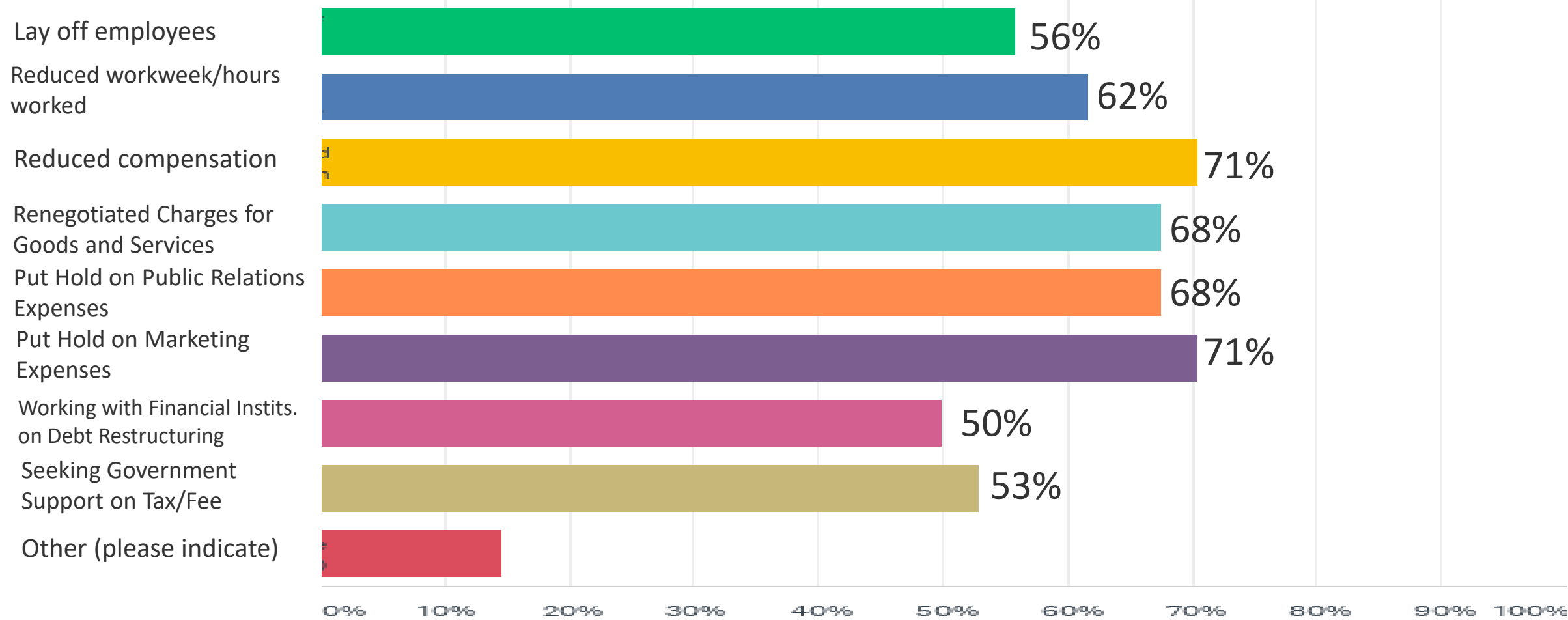
How many months from now do you anticipate it will take before consumers are again willing to travel to the Caribbean?



How important are the following in generating new business in a pandemic and post-pandemic environment:

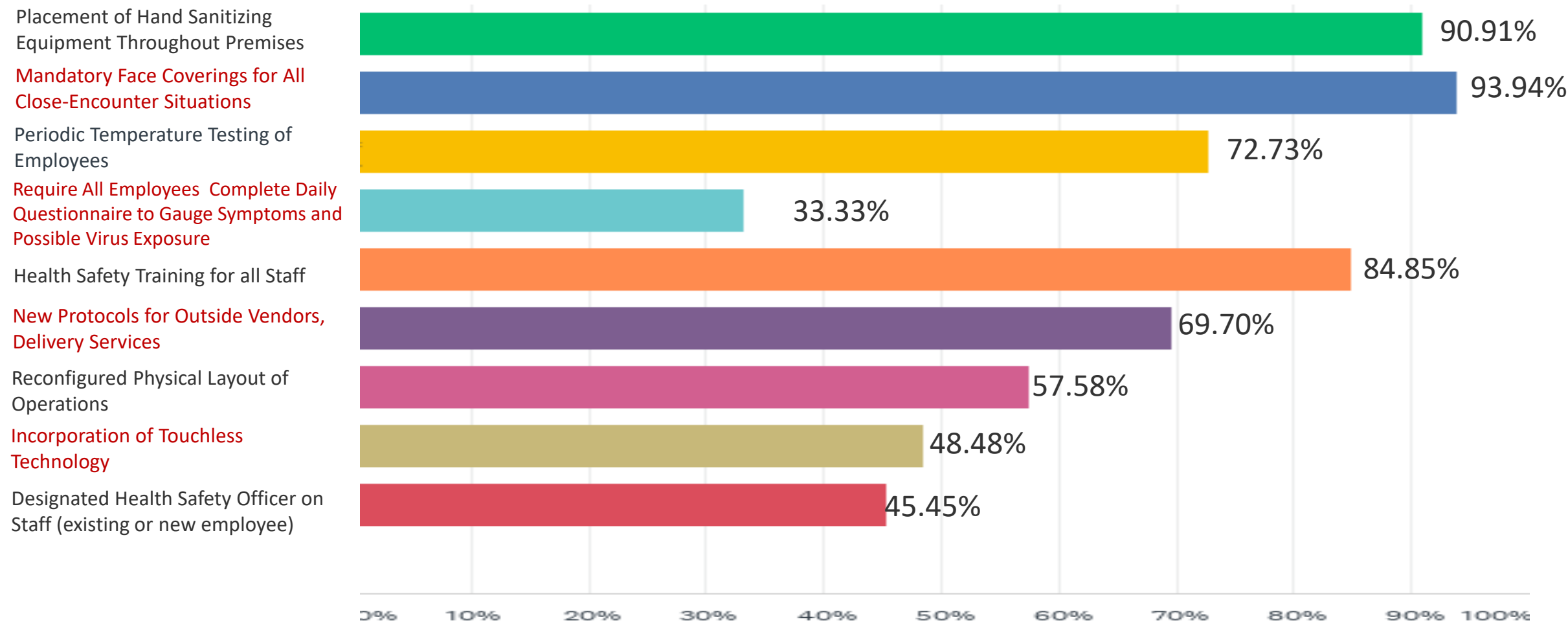


What measures have you put in place to address your 2020 revenue shortfall?



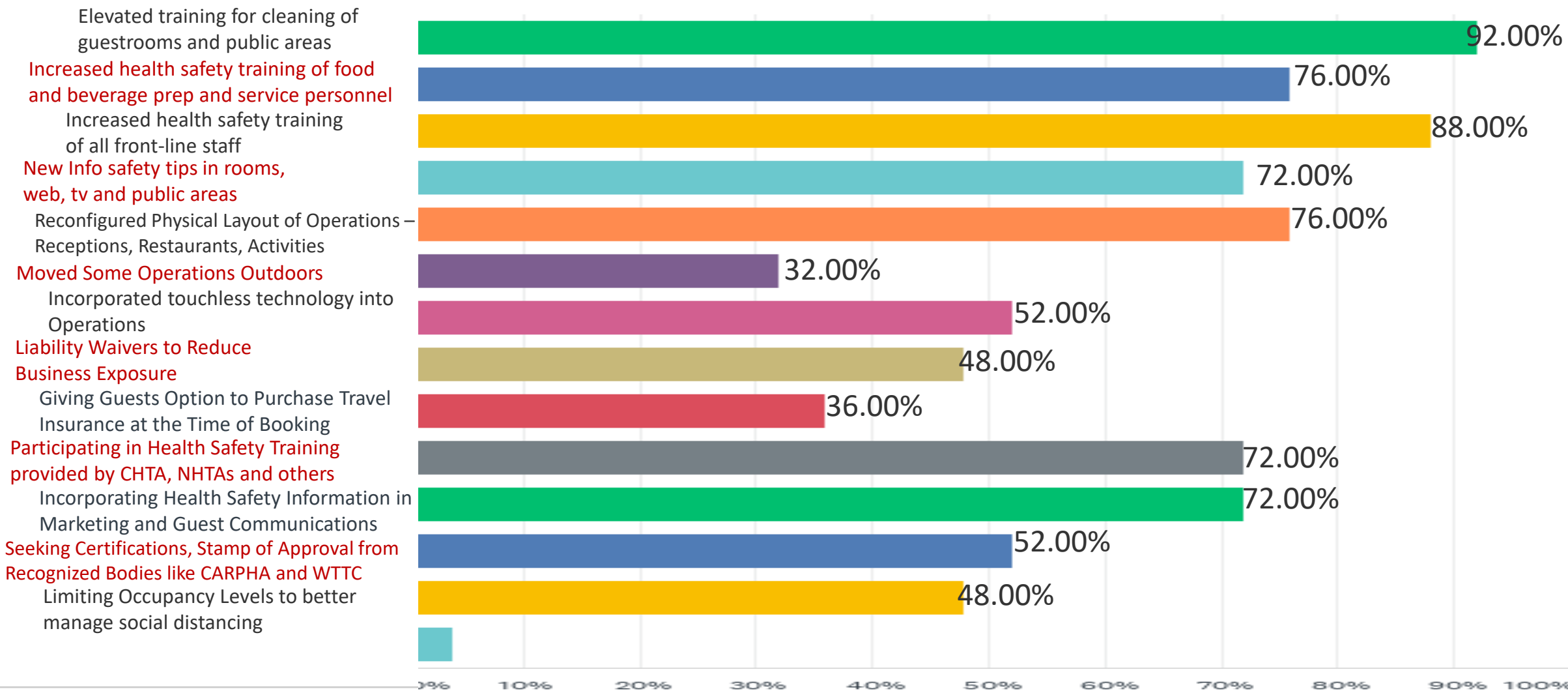
Changes Put in Place to Address Health Safety Concerns by Guests and Employees:

Responses from All Types of Businesses



Changes Put in Place to Address Health Safety Concerns by Guests and Employees:

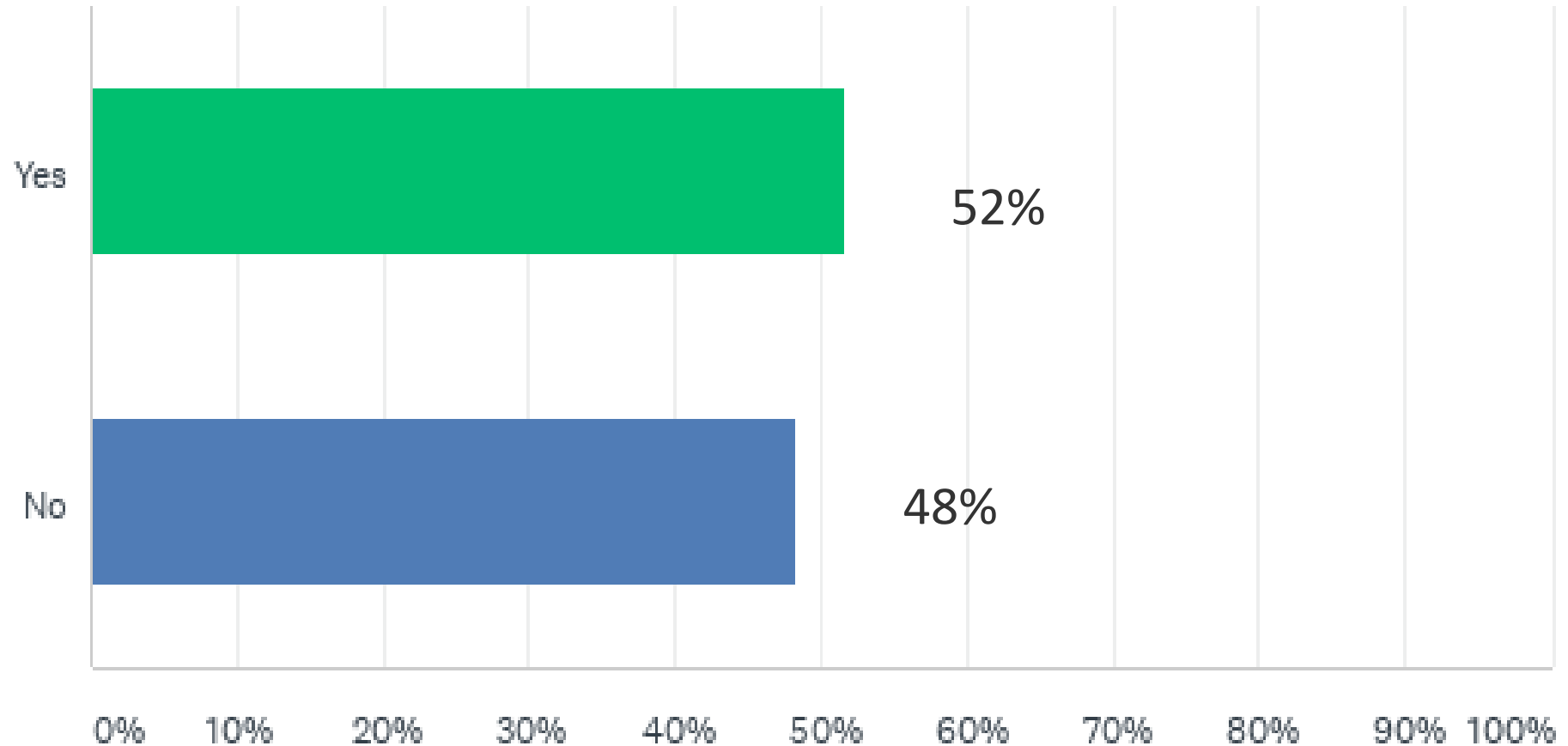
Responses Specifically from Hotels and Accommodation Providers



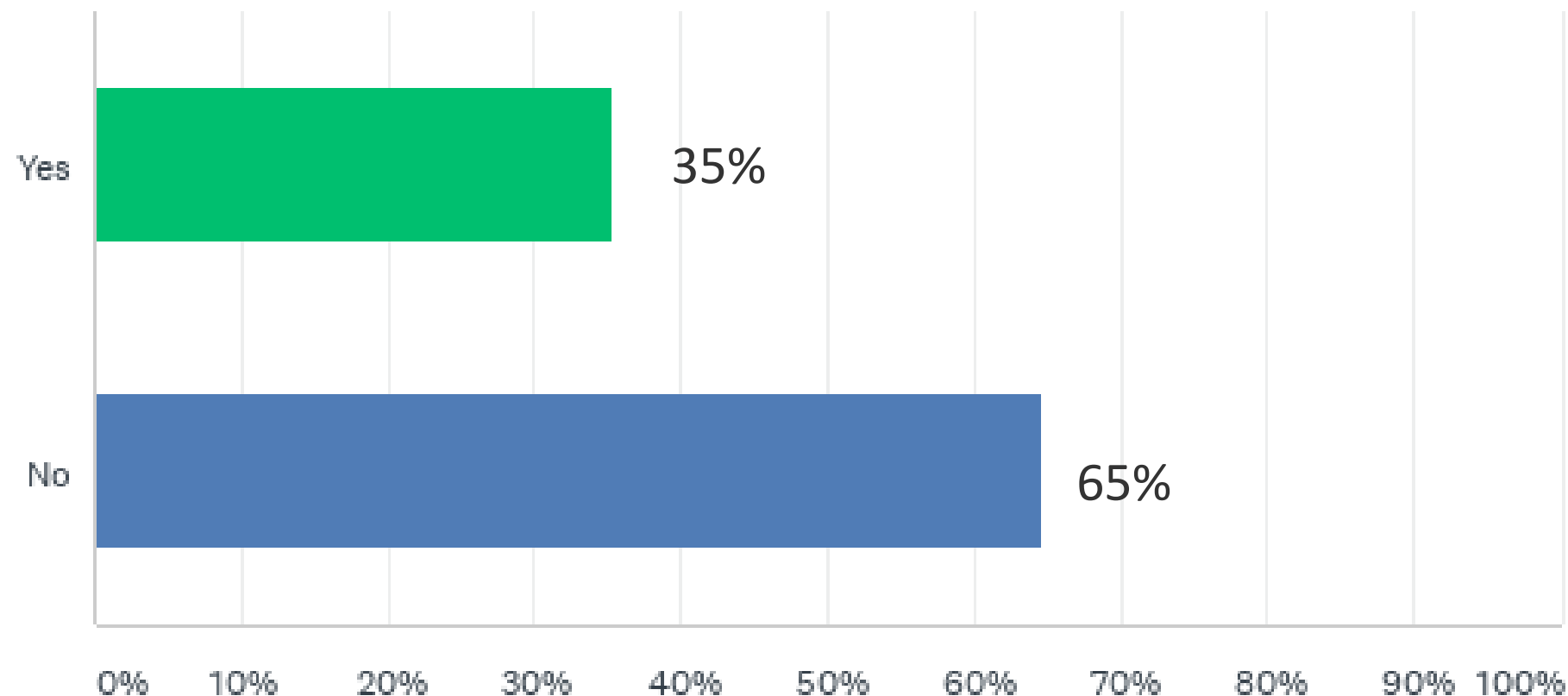
Value Level Placed on Following Subject Matter Areas for Training and Information Sharing to Support Company's Ongoing Recovery Efforts:

	HIGH	MEDIUM	LOW
Bank Lending, Refinancing and Debt Restructuring	57.58%	21.21%	21.21%
Labor Management Thru the Crisis	54.55%	42.42%	3.03%
Best Public-Private Sector Practices to Support Tourism's Recovery	67.65%	32.35%	0.00%
Health Safety Training for Front Line Workers	70.59%	23.53%	5.88%
Reducing Employer Risk/Liability Due to Potential Virus Exposure	61.76%	32.35%	5.88%
Stress Management Training for Employees	27.27%	60.61%	12.12%
Effective Customer Service - Social Distancing in a Social Business	55.88%	29.41%	14.71%
Communications and Public Relations Strategies Now and Thru Recovery	54.55%	36.36%	9.09%
Maintaining Rate Integrity Thru a Crisis and Beyond	59.38%	31.25%	9.38%
Marketing Strategies in a COVID-19 Environment	56.25%	31.25%	12.50%
Market Differentiation Out of a Crisis	51.52%	27.27%	21.21%
Renegotiating Tour Operator Contracts Post Recovery	39.39%	33.33%	27.27%
Leveraging Resources to Conduct Destination Marketing	55.88%	23.53%	20.59%
Strategies for a Caribbean Brand Marketing Approach	51.52%	33.33%	15.15%
Supervisory and Management Leadership to Guide Recovery and Beyond	51.52%	42.42%	6.06%

Did you experience a delay in reimbursement money from some tour operators for services rendered prior to the pandemic?



If Yes, Has the Outstanding Money Been Paid?





Key Findings – CHTA Covid-19 Industry Survey

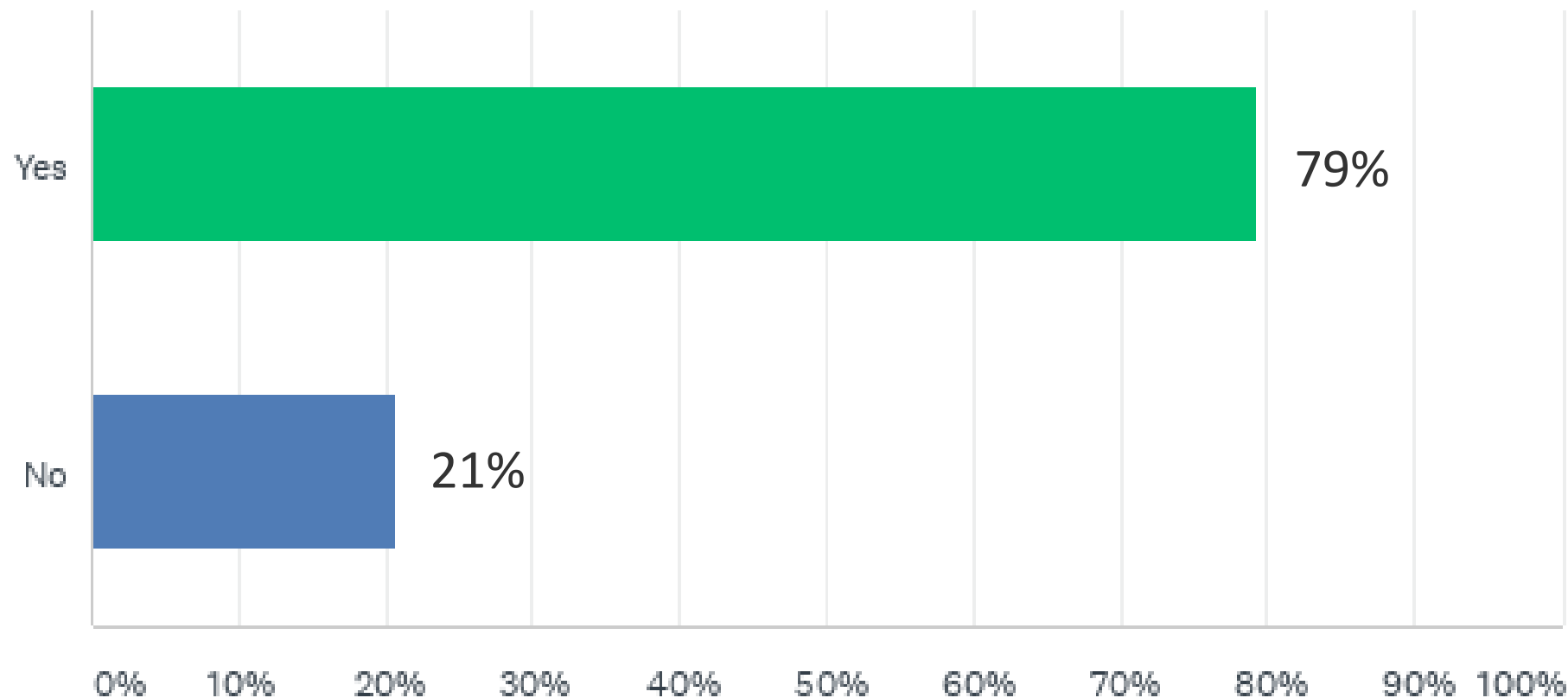
Has your company attempted to renegotiate future contracts with those tour operators still allowing for reimbursement after the departure of visiting guests vs. providing advanced payment or payment prior to the guests' departure from the property?

Yes	43%
No	57%

If Yes, did you succeed?

71% Reported Some Success

Are you willing to participate in a collective effort with other hotels in your destination to advocate collectively for new contract terms requiring that payment be made for guest stays at the point of arrival on property or at the latest, prior to their departure from the property?



Prior to the pandemic, what percentage of your business was generated from the following:

ANSWER CHOICES	RESPONSES
Direct Bookings	19.30%
Online Tour Operators	18.42%
Tour Operators	16.67%
Membership Organizations(i.e. Interval Int'l, Travelzoo...)	11.40%
Affiliated Brand	8.77%
Travel Advisors (i.e.Virtuoso)	7.89%
Travel Agents	11.40%
Other	6.14%

Looking ahead to 2021 and beyond, what percentage of your business do you anticipate will be generated from the following:

ANSWER CHOICES	RESPONSES
Direct Bookings	21.83%
Online Tour Operators	16.90%
Tour Operators	16.90%
Membership Organizations(i.e. Interval Int'l, Travelzoo...)	9.86%
Affiliated Brand	8.45%
Travel Advisors (i.e.Virtuoso)	9.15%
Travel Agents	11.27%
Other	5.63%

Actions by Companies to Prepare and Support Employee Health Safety?

	YES	NO	PLANNED	CONSIDERING
Require One-Time COVID-19 Testing Prior to Employees Returning to Work	18.18%	60.61%	3.03%	18.18%
Require COVID-19 Testing for Employee Suspected of Being Exposed to Covid-19	78.79%	9.09%	6.06%	6.06%
Conduct Regular Temperature Checks of Employees	72.73%	24.24%	0.00%	3.03%
Require Daily Self-Attestation Via App or other Questionnaire to Assess Symptoms and Exposure	21.21%	66.67%	3.03%	9.09%
Provide Employees with Personal Protective Equipment (PPE) such as face coverings	87.88%	12.12%	0.00%	0.00%
Reconfigure Work Spaces to Maintain Social Distancing	78.79%	21.21%	0.00%	0.00%
Reassign Duties of High At-Risk Employees to Lower-Risk Functions or Areas	48.48%	42.42%	3.03%	6.06%
Distribute Workplace COVID-19 Health Safety Information	90.91%	9.09%	0.00%	0.00%
Train Employees on Health Safety Protocols	90.91%	6.06%	3.03%	0.00%
Increase Labor Costs to Cover Added Expenses Due to New Cleaning and Health Safety Measures	51.52%	36.36%	0.00%	12.12%



CARIBBEAN
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ASSOCIATION

CHTA Annual General Meeting CEO/DG Report

Friday, October 16th, 2016

Highlights: 2020 CHTA Activities





Started Program Year With Great Optimism

- Moved Towards Implementation of Remaining Unmet Goals from 2018-21 CHTA Strategic Plan
- Reorganization/Transition Task Force Formed by President to Plan and Implement New Organizational and Financial Strategies
- Successful 2020 Caribbean Travel Marketplace – New Components
- Anticipated Organizational Financial and Operational Improvements
- Financial Impacts of 2017 Hurricanes and 2019 Bahamas Hurricane Remained. 2017 Impacted Destinations Nearly Recovered.
- Finalized Hiring of New Development Director to Support Product Development and Revenue Generation
- By End of Q2, Planned to Add Two New Team Members to Support Member Servicing



CHTA Areas of Focus Since Start of Pandemic....

- **Information Sharing** – *Keeping partners, 33 NHTA federations, members, Governments, media informed.*
- **Research** – *Surveying industry on practices, impact, mitigation efforts, and recommendations on way forward. Being a clearinghouse for industry data and Covid-19 matters important to industry.*
- **Coordination/Collaboration/Engagement** – *At local, regional, global levels - sharing information and resources. Ongoing consultations with National Hotel and Tourism Association Executives.*
- **Health Safety Protocols** - *Developing and sharing comprehensive guidelines and checklists.*
- **Advocacy** – *Providing input to regional health safety (CARICOM) efforts; collating and sharing mitigation and best practice efforts; advancing cancellation policies; addressing inequitable practices by some global tour operators; advancing regional protocols for testing and other health safety efforts.*
- **Communications/PR** – *Ongoing trade and consumer media updates. Created COVID-19 Resource Center with various tools/info to assist industry with training and awareness; current status on all Caribbean destination travel advisories, entry requirements, and health safety protocols. Caribbean Fireworks PPP press conference series.*
- **Training** – *Resilience Series, and Health Safety Training reaching thousands of employees and industry stakeholders and partners.*
- **Capacity Shortfalls** – *Helping to address challenges and solutions for NHTAs and CHTA to sustain operations in a fiscally challenged environment. In partnership with CTO, support grant approved by IDB to assist with health safety efforts.*



A Unique Partnership by the Caribbean Tourism COVID-19 Task Force:

Caribbean Public Health Agency
Caribbean Tourism Organization
Caribbean Hotel and Tourism Association
Organization of Eastern Caribbean States
Global Tourism Resiliency and Crisis Management Centre

- **Formalized in 2015 by CARPHA with the Caribbean Tourism Organization and Caribbean Hotel and Tourism Association**
- **Goal: To Collaborate on Health Safety Prevention and Mitigation Efforts**
- **Most Active Work Prior to Covid-19 Was With Zika**
- **Convened Covid-19 Industry Briefing on February 4th, 2020 – Over 400 Attendees**
- **Covid-19 Task Force Formalized March 8th, 2020**
- **Mandate: Info Sharing; Develop Protocols; Training; Monitoring; Recognition**

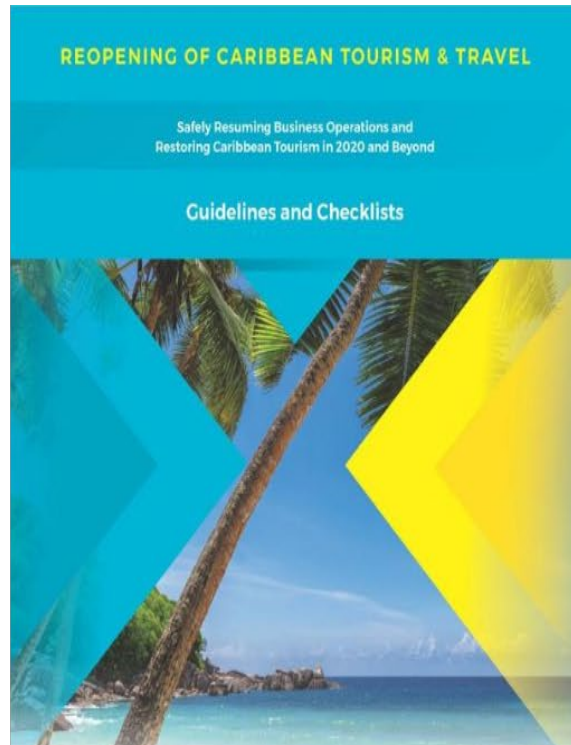


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Highlights: 2020 Program Year Activities



New Member Tools, Engagement Opportunities, Support Efforts Implemented....



Health & Safety Guidelines & Checklists

For Reopening of Caribbean Tourism & Travel



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ASSOCIATION

Highlights: 2020 Program Year Activities



New Member Tools, Engagement Opportunities, Support Efforts Implemented....

ROUNDTABLES

Keeping You Informed
Imparting Intelligence & Data

CHTA LIVE
RESILIENCE SERIES

20+ Webinars
Over 10,000 Webinar Participants
Every Thursday 2:00PM – 3:15PM ET

- Interactive discussions and exchange with industry professionals
- Recent sessions and partners:
 - Digital Media Strategies
 - Contactless Technology
 - Consumer Travel Data
 - Liability Waivers

Partners: amadeus, Google Partner, str, IATA, ECOLAB, MMGY Global, TRAVELZOO, ForwardKeys

CARIBBEAN HOTEL & TOURISM ASSOCIATION

Build Traveler Confidence With CARPHA Recognition Showing Commitment to Guest/Employee Safety

- Unique – Provided by Regional Health Authority – CARPHA, endorsed by CHTA
- Have Undergone Special Training
- Participating in Online Monitoring Program
- Opportunity for Added Marketing
- Pledge Commitment to Highest Health Safety Standards

MEMBER EXCLUSIVE TRAVEL PROTECTION PLAN ADMINISTERED BY TRIP MATE





Communications and Public Relations Efforts Stepped Up Considerably....

- **CHTA Media Consultant, Marketplace Excellence, Supports Expansion of Outreach With Focus On....**
 - **Creation of Online Caribbean Tourism Covid-19 Resource Center**
 - **Online Daily Updates of Destination Travel/Entry Requirements and Protocols**
 - **Consumer and Trade Media Outreach and Coverage**
 - **Destination Press Conferences – Caribbean Fireworks**
 - **Social Media Outreach**
 - **Interviews with Major Travel Trade and Consumer Media**
 - **Health Safety Awareness Activities with Young Leaders**
 - **Regular CHTA Feature on Weekly Caribbean Report**

CARIBBEAN HOTEL & TOURISM ASSOCIATION
ROUND TABLES

Giving You Voice and Representation

With Europe off limits, US travelers look to the Caribbean

The New York Times
5 Caribbean Destinations Reopening This Summer

Caribbean comeback: A guide to when travelers can return to the islands

Raising Awareness of the Region and Your Business in the Media

Gaining non-stop news coverage

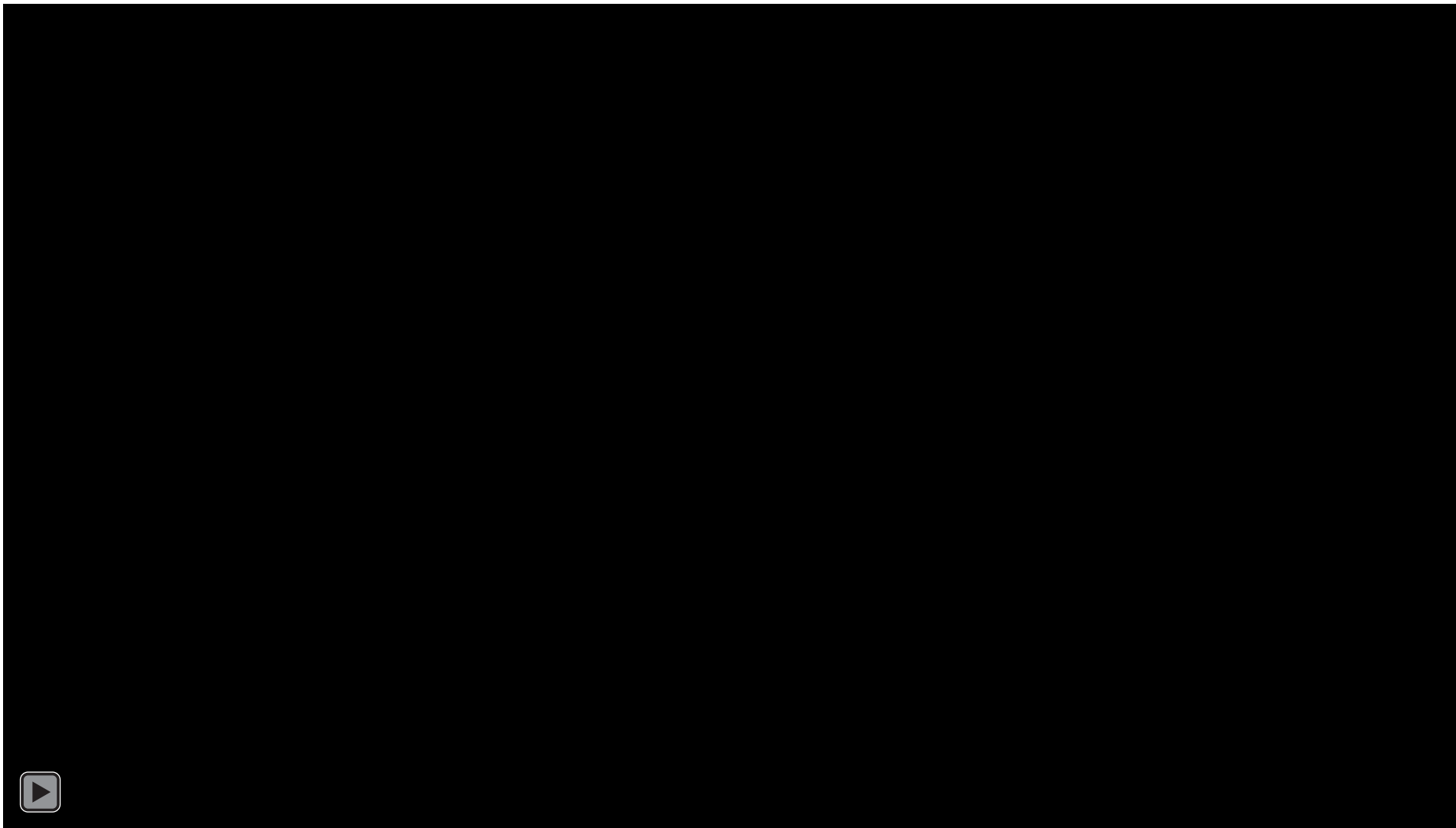
- 3,463 Placements Reached More than 10 Billion Individuals
- Advertising Value \$819,921,843
- PR value \$2,459,765,530

As of Sept 16, 2020

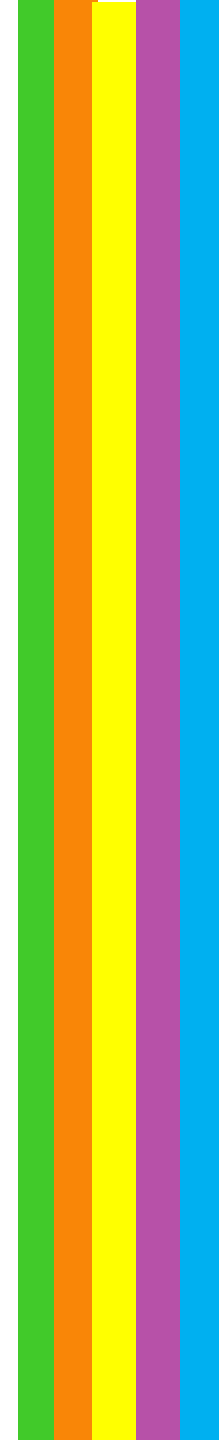
CARIBBEAN HOTEL & TOURISM ASSOCIATION



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CARIBBEAN™





Collaboration at a Whole New Level....Public-Private; Public-Public; Public-Private-Public; Regional Organizations; With Multi-Laterals.....

- **By Local Example....**

- Jamaica – Developing Safe Corridors, Health Safety Protocols
 - Curacao – CHATA and Government on Health Safety Training
 - Barbados – Protocols, Incentives for Employee Retention
 - St. Lucia – Development of Protocols
 - Aruba – Training, Travel Insurance
 - Turks and Caicos – Health Safety Assurance Initiatives
 - Most Destinations Report Unprecedented Level of Collaboration
- ***CHTA – Working with WTTC, UNWTO, IATA, GTCMRC, OAS, IDB, CARPHA, CTO, CARICOM, OECS, Local Associations, Local Tourist Boards, Industry Partners....***



Collaboration and Innovative Approaches to Health Safety....

The U.S. Virgin Islands Dept of Tourism Partnership With Health, the USVIHTA, Ports, Travel Partners, Media, Airlines, Cruiselines, Community

- **Development, Implementation and Promotion of Tools and Resources Including:**

- Innovative Travel Screening Portal
- COVID-19 Communications Center
- COVID-19 Call Center
- Dedicated Covid-19 Website - www.usviupdate.com
- Ongoing Updates, Dialogue with Partners
- Multi-Media Strategy Support Efforts

ROUND TABLES

Sharing Our Story,
Your Story with the World

Caribbean Tourism Fireworks - USVI

Caribbean Tourism Fireworks

- 156 Placements Reached More than 35.9 Million Individuals
- Advertising Value: \$1,006,607
- PR Value: \$3,019,821
- Facebook Reach: 55,700

As of Sept 16, 2020

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Operational and Financial Challenges and Adjustments

- **Freeze on Planned New Hires, March**
- **Reduction in Staffing and Contract Worker, April**
- **Salary Reduction for All Remaining Staff, April**
- **Downward Adjustment to all Revenue and Expense Line Items, March**
- **Additional Revenue Sources and Grant Support Sought, Ongoing**
- **President Broadens Remit of Nominating Committee to Review and Address with Staff 2020 and 2021 Fiscal and Operational Strategies, June and Ongoing**



Transitions

- **Financial and Operational Plans for 2021 Have Been Underway Over Past Several Months and Will be Finalized By Early December With the New Leadership Team and Board**
- **Plans Similar to What Was Developed by President's Task Force During Summer/Fall, 2019**
- **CEO/Director General Will Transition to Advisory Role in 2021, Continuing to Support the Work of CHTA Throughout 2021**
- **Change is Aligned with Original Intention Nearly Six Years Ago When CEO/DG Was Hired and Made Commitment for Five Years**



Transitions

- **Wish to Reiterate My Ongoing Commitment to the Work of CHTA, the Caribbean and the Industry**
- **My New Role Is an Extension of 18 Years of Service to CHTA, as a Board Member, Member of the Executive Committee, Advocacy Committee, President of CSHAE....Intrigued with CHTA since 1988**
- **Have Worked with CAST and CHTAEF During Most of That Time**
- **Wish to Express Appreciation to All Who Have Supported My Work as CEO/DG, Particularly Three Incredible Presidents – Emil Lee, Karolin and Patricia and so many Great Volunteers. Special Thank You**
- **Our Staff Are Incredibly Dedicated Professionals and a Joy to Work With**



Transitions and Appreciations

- **Pleased to Announce that 21 Year Employee Vanessa Ledesma Will Assume Role of Acting CEO/Director General Effective January 2, 2021**
- **I Have Complete Faith in Vanessa Ledesma and Her Skills, Knowledge, Passion for This Organization, Love of the Region, and Willingness to Continually Learn. She Brings a Rich History to our Work and a Vision for the Future. I've Watched Her Grow and Develop for 17 of her 21 Years at CHTA and Look Forward to Continuing to Work With Her, the Incoming President and Leadership, and the CHTA Family.**
- **This is Not Farewell...Certainly All Cylinders to End of Year. I Look Forward to a Redefined Role With CHTA and More Time with Family, Friends, and Other Interests I've Wanted to Pursue**



Transitions and Appreciations

- **Thank You to Our Members, Who Are This Organization. Your Time, Talent and Treasure Makes a Difference. CHTA Needs Your Continued Support Going Forward...To Help Accelerate our Recovery**
- **Special Thanks As Well to Our Strategic Partners and Sponsors including: Interval, Mastercard, STR, Travelzoo, Amadeus, MPE, the USVI Dept of Tourism, Figment Design, and the Law Firm of HMB.**
- **I'd Also Like to Acknowledge and Thank One of Our Long-Standing Allied Members, Stan Smith from Smith Orloff. He Touched Our Hearts Earlier This Year, Knowing Our Fiscal Challenges, With a Very Generous Donation. Thank You Stan.**



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Thank You!

CEO/Director General Report

Frank J. Comito





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CHTA FINANCIAL UPDATE

October 16 2020





Agenda

- Review 2019
- Update 2020
- Financial strategy 2021
- Update on financial reviews

			CHANGE	
	2018	2019	%	Absolute
Income				
Dues	\$440,119.00	\$427,440.00	-2.9%	-\$12,679.00
Events	\$851,896.00	\$830,231.00	-2.5%	-\$21,665.00
Partners	\$633,077.00	\$676,024.00	6.8%	\$42,947.00
Other	\$10,000.00	\$24,409.00	144.1%	\$14,409.00
Income	\$1,935,092.00	\$1,958,104.00	1.2%	\$23,012.00
Expenses				
Staff Related	\$887,638.00	\$816,131.00	-8.1%	-\$71,507.00
Operations Related	\$168,896.00	\$173,589.00	2.8%	\$4,693.00
Business Related	\$46,410.00	\$50,145.00	8.0%	\$3,735.00
Contracts	\$121,194.00	\$89,887.00	-25.8%	-\$31,307.00
Activities Related	\$144,737.00	\$75,786.00	-47.6%	-\$68,951.00
Other	\$42,501.00	\$15,071.00	-64.5%	-\$27,430.00
Events Related	\$667,244.00	\$769,116.00	15.3%	\$101,872.00
Expenses	\$2,078,620.00	\$1,989,725.00	-4.3%	-\$88,895.00
Operating Surplus/Deficit	-\$143,528.00	-\$31,621.00	-78.0%	\$111,907.00



Overview

- In 2019 the CHTA reported income of \$1,958,104 with expenses of \$1,989,725 to yield a small operating deficit of \$31,621.
- In 2020, in response to the pandemic certain management decisions were taken which had a substantial impact upon the projected year-end financial results.



Income

- Income is projected to fall by 24% in 2020 compared with 2019, falling from \$1,958,104 in 2019 to an estimated \$1,479,407 in 2020, consequent upon
 - A drop of \$298,682 (-44.2%) in income from new strategic partners and event sponsorships, falling from \$676,024 in 2019 to an estimated \$420,742 in 2020.
 - A drop of \$180,327 (-21.7%) in income from events, falling from \$830,231 in 2019 to an estimated \$649,904 in 2020. While Marketplace did take place in 2020, Taste of the Caribbean, CHIEF and Caribbean305 did not.
 - A drop of \$43,759 (-11%) in membership dues, falling from \$427,440 in 2019 to an estimated \$383,681 in 2020.



Expenses

- Management responded to these projected declines by reducing expenses. Expenses are projected to fall by 49.6% in 2020 compared with 2019, falling from \$1,989,725 in 2019 to an estimated \$1,004,330 in 2020. The major reductions include:
 - A reduction of \$411,414 (-50.4%) in staff related expenses (mostly payroll and contract labor) which fell from \$816,131 in 2019 to an estimated \$404,717 in 2020.
 - A reduction of \$475,980 (-61.9%) in event related expenses, which fell from \$769,116 in 2019 to \$293,136 in 2020. This was due to the cancellation of CHIEF, Taste of the Caribbean and Caribbean305.

Expenses

- A reduction of \$59,425 (-78.4%) in activities related expenses (mostly staff travel, and expenses related to Board and Committee meetings) which fell from \$75,786 in 2019 to \$16,361 in 2020.
- A reduction of \$13,894 (-15.5%) in Contracts, which fell from \$89,887 in 2019 to \$75,993 in 2020.



Cash Flow

Cash Flow	2018	2019	2020	2021
January 1	\$355,394.16	\$202,581.75	\$198,281.81	\$4,197.31
December 31	\$202,581.75	\$198,281.81	\$4,197.31	-\$135,028.00
Cash Gain/Loss	-\$152,812.41	-\$4,299.94	-\$194,084.50	-\$139,225.31
			Projected	Projected



The Situation as of Today

1. CHTA has activated \$75,000 from the line of credit from the reserves and has forecasted that before end of year, we will borrow \$35,000 more. If this happens it will need to be paid before the renewal date of April 2021.
2. Has investments of \$152,627.
3. The CHTA needs to replenish its reserves for line of credit by April 2021 and while the loan towards the investments does not have a due date, however, the risk increases as we continue to pay interest and should the value of the investment decrease (which is the collateral on the loan) beyond the outstanding amount, we would be required to pay the loan and difference.



The difference between the P&L and Cash Flow for 2020

- The P&L statement for 2020 shows income of \$1,479,407. However, of this \$681,000 was received in 2019 and used to fund operations in 2019.
- Income for 2020 which has been/will be received in 2020 will therefore actually be $\$1,479,407 - \$681,000 = \$798,407$.
- The expenses for 2020 shown on the P&L will be \$1,004,330. 94% of these expenses will be incurred in 2020 with \$60,565 being paid in 2019 – 6% of total 2020 expenses.
- This means we have a deficit on operations of $\$798,407 - \$943,765 = \$145,358$



We do not have next year's Marketplace money this year

- Normally CHTA would cover this operating deficit with cash received in the last five months of the year as pre-payment for attendance at Marketplace, including dues revenue particularly for hotels.
- This will NOT happen in 2020 as income from 2021 Marketplace will not be received until 2021 and will be far lower than in past years.

We do not have next year's Marketplace money this year

- Therefore, the operating deficit for 2020 has to be addressed by having a negative cash flow and a net cash spend is currently projected to be \$194,084.
- This is why there is such a difference between the projected operating surplus of \$457,076 for 2020 shown on the P&L and the negative cash flow projected for the year.



Our reliance on Marketplace has left us very vulnerable

- In simple terms, in years past we always had the same problem but were able to cover the operating deficit in the last half of the year by spending cash received in the last five months of the year which was booked as income in the following year.
- We cannot do that in 2020 as we will not be receiving that Marketplace income.



CHTA's Financial Strategy for 2021

1. To maintain the CD it holds with Banco Popular in the amount of \$144,000 so that the CHTA can use that CD as collateral to establish a line of credit which it can use to fund operations as required. To be able to do this in 2021 will require the CHTA to repay the full line of credit no later than April 2021.
2. To pay the balance on the loan from the investments and maintain the investments it has in the stock market valued at about \$142,161.37 which will act as collateral for any loan the CHTA may need for cash to support operating costs as required.
3. To ensure that any project does not require investment by the CHTA.



CHTA's Financial Strategy for 2021

4. To realign the CHTA's Human Resources to facilitate the development, implementation and fulfilment of programs, membership benefits and partnerships which will all yield incremental revenue.
5. That the CHTA will at least break even on operations.
6. That, to the degree possible, any surplus on operations is invested in a savings account.
7. To have a financial contingency plan to implement in the event there are changes in the CHTA's circumstances.



Financial Reviews

- Given the situation the CHTA has postponed the annual reviews of its accounts until early 2021 when we expect sufficient funds will be available.



- Thank you
- I would be happy to answer any questions



Tourism is Our Key What's going on?

We are creating a brand new identity for our campaign and will be establishing a digital presence across all relevant social media platforms. In the process, we will harness CHTA's digital clout and build a community to strengthen the bond between the Caribbean and its tourists.



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Here's a peek at Caribbeantravel.com
revamped...





DESTINATIONS

HOTELS

TRAVEL LOG

HOT NEWS

EVENTS

HONEYMOON REGISTRY



Life Needs The Caribbean

Click Here For More →



CARIBBEAN TRAVEL UPDATE

Stay Up-To-Date with Travel Advisories and
Caribbean Destination Policies.

[GET UPDATE NOW](#)

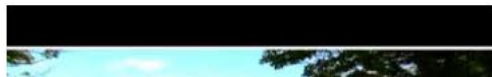
STORIES ABOUT THE CARIBBEAN

EXPLORE THE BEAUTY OF THE CARIBBEAN



Caribbean Travel

Official YouTube Channel of the Caribbean, You've always known the islands of the Caribbean for their beauty. Now know them by name.





Trinidad and Tobago | Welcome to Trinidad and Tobago | CA...

8/29/2012

Trinidad and Tobago make up the Caribbean's most untampered-with natural beauty, yet together they make up the most...

1.6K Views • 14 Likes • 0 Comments

DESTINATIONS

HOTELS

TRAVEL LOG



British Virgin Islands | Welcome to the British Virgin Islands |...

8/27/2012

British Virgin Islands cater to the sun worshiper, the fisherman and the sailor, with various resorts and villas located along the coast ...

648 Views • 1 Likes • 0 Comments

HOT NEWS

EVENTS

HONEYMOON REGISTRY



St Martin | Welcome to St Martin | CARIBBEANTRAVEL.COM

8/25/2012

St Martin's tropical allure, beautiful beaches and inviting scenery will keep you coming back. It's a great vacation spot for families...

1.4K Views • 4 Likes • 0 Comments

Free Youtube Gallery widget

Luxury Resorts in the Caribbean



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor!

EXPLORE MORE

STORIES ABOUT THE CARIBBEAN

TRAVEL LOG





OCEAN HOTELS BARBADOS: A TRIO OF RESORTS ON THE SOUTH COAST

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[READ MORE](#)

JADE MOUNTAIN AND ANSE CHASTANET: DOUBLE YOUR PLEASURE IN SAINT LUCIA

Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit.

[READ MORE](#)

CLASSIC CARIBBEAN: A FAMILY AFFAIR IN BERMUDA AND NEVIS

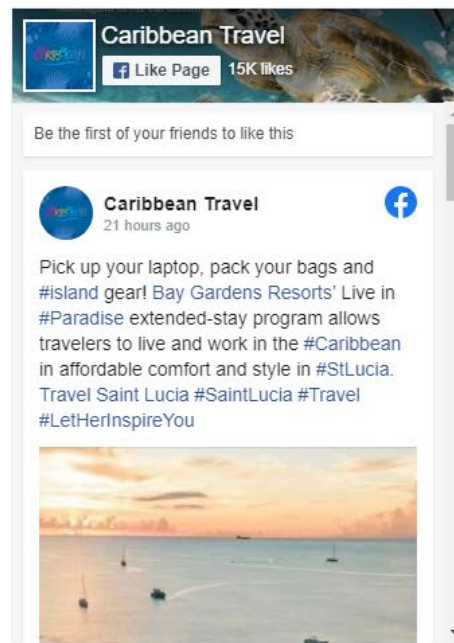
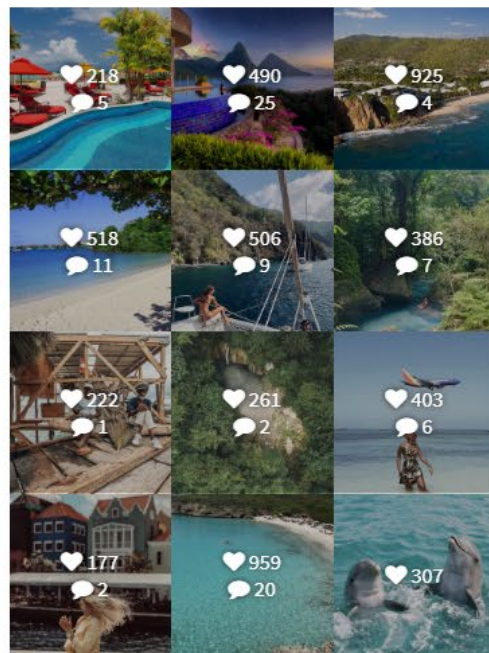
Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit.

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STORIES ABOUT THE CARIBBEAN



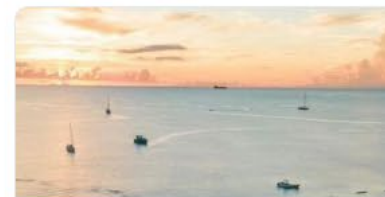
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Caribbean Travel
@CaribbeanTrav

Pick up your laptop, pack your bags and #island gear! @baygardenshotel's Live in #Paradise extended-stay program allows travelers to live and work in the #Caribbean in affordable comfort and style in #StLucia. @Travel_StLucia #Travel #LetHerInspireYou caribbeantravel.com/blog/hot-news/...



Hot News | caribbeantravel.com
Bay Gardens Resorts' Live in Paradise extend...
caribbeantravel.com



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CARIBBEAN

HOME

ACCOMMODATIONS

All Accommodations
All Inclusive Resorts
Bed & Breakfast
Bed & Breakfast
Hotels & Resorts
Timeshares & Villas
Timeshares & Villas
Vacation Rentals

TRAVEL LOG

Authors

DESTINATIONS

Anguilla
Antigua And Barbuda
Aruba
Bahamas
Barbados
Belize
Bermuda
Bonaire
British Virgin Islands
Cancun
Cayman Islands
Curaçao

Dominica
Dominican Republic
Grenada
Guadeloupe
Guyana
Haiti
Jamaica
Martinique
Puerto Rico
St Barthelemy
St Kitts And Nevis
St Lucia

St Maarten
St Martin
St Vincent And The Grenadines
Suriname
Trinidad And Tobago
Turks And Caicos Islands
United States Virgin Islands

PROMOTIONS, OFFERS AND NEWS SIGN UP

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Thank you!





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EDUCATION FOUNDATION

presentation to
CHTA Annual General Meeting
October 2020





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EDUCATION FOUNDATION

Meet Our Scholars

Anguilla	Cenita Liddie	University West Indies
Bahamas	Jasmine Bain	Johnson & Wales
Bahamas	Forjee Jackson	Johnson & Wales
Barbados	Olivia Chee-A-Tow	Vatel Hotel & Tourism School
Bermuda	Rayquon Woodley	Les Roches, Marbella
British Virgin Is	Shamorie Glasgow	Les Roches, Switzerland
Jamaica	Jada Smith	Johnson & Wales
Jamaica	Lauren Tomlinson	Les Roches, Marbella
St Lucia	Venessa Richardson	Monroe College
Trinidad	Darius Campbell	Johnson & Wales
USVI	Micaya Tuitt	Culinary Institute of America

Bahamas Savion R. Bethell Johnson & Wales



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2020 Auction Success



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# Donations	Island	Win Bid	# Donations	Island	Win Bid
1	ANGUILLA	\$1,155	8	MEX	\$7,345
6	ANTIGUA	\$10,750	1	NEVIS	\$300
1	ARUBA	\$925	2	PUERTO RICO	\$865
7	BAHAMAS	\$4,870	1	SANDALS	\$1,480
14	BARBADOS	\$11,020	2	ST KITTS	\$1,900
2	CAYMAN	\$1,470	16	ST LUCIA	\$26,361
1	CURACAO	\$1,520	2	ST MAARTEN	\$1,410
2	DOMINICA	\$2,145	1	ST VINCENT	\$290
5	DOMINICAN REPUBLIC	\$6,015	1	SURINAME	\$100
4	GRENADA	\$2,345	2	TOBAGO	\$2,035
1	GUADELOUPE	\$860	5	TURKS & CAICOS	\$7,100
8	JAMAICA	\$6,600	8	USVI	\$6,065
101		Grand Total	\$104,926		

2021 Fundraising and Auction Plan

- The 2021 fundraising goal is a minimum of \$60k to support the current scholars and training programs
- NY Times Travel Show has been cancelled, impacting our largest annual fundraiser
- Similarly, all Travel & Adventure Shows for the Fall of 2020 have been cancelled for in person attendance
- The 2021 schedule has been announced and we propose dividing our fundraising into 2-3 new shows seasonally and geographically

Chicago, 13-Feb

Los Angeles, 6-Mar

Washington, 13-Mar

San Francisco, 27-Mar

Dallas, 10-Apr

Philadelphia, 17-Apr

Atlanta, 24-Apr

Boston, 9-Oct

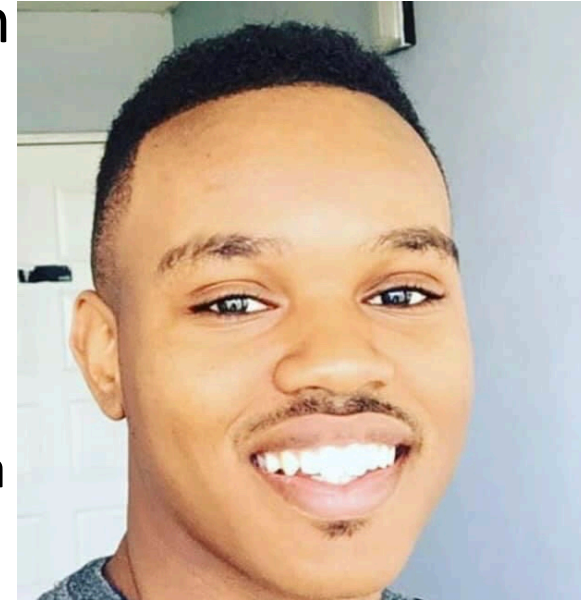
San Diego, 16-Oct

Tampa, 23-Oct

Denver, 6-Nov

New Fundraisers - Raffle

- Created a new fund raiser in October 2019 to raise funds for school children in Abaco and Grand Bahama with a donation from Jade Mountain, St Lucia
 - This was very well supported, raising \$36,630
 - Some of these funds have been allocated to assist *Savion R. Bethell* from Abaco at Johnson & Wales, which is matching the \$5,000 scholarship
 - Savion is a Junior and he aspires to be Bahamas Minister of Tourism and “put in place strategic tourism policies to give us an increased edge”
 - Several programs for these funds have been reviewed including creating a computer lab for students
- First of our general raffle fundraisers was generously supported by Secret Bay, Dominica and raised \$3,050 this month
- The plan will be to launch one raffle every 4-6 weeks



Training Programs

- In 2018 the Trustees agreed to allocate 25% of annual funds to staff training programs.
- An on-island training program was rolled out in Q4, 2018 and continued throughout 2019
 - The program was halted due to COVID-19 but included training over over 850 staff members across six islands
- 2020 training was focused on free and vastly discounted online programs once COVID-19 halted in person training

AHLA / AHLEI
eHotelier
Topsy

Florida Atlantic University
Florida International University
Johnson & Wales

Cornell University
Harvard University

Status Update 2020

CAST will serve to be financially viable, produce tangible results and create motivating incentives for participation and completion of programs

Those who have gone before

Former Chairpersons

Frank Rainieri

- Founder of Punta Cana, DR

Sir Royston Hopkin

- Spice Island, Grenada

Karolin Troubetzkoy

- Jade Mountain & Anse Chastanet Resort, St Lucia

Former Directors & Managers

- Kelly Robinson
- Deirdre Shurland
- Adolfo Lopez
- Natalie de Caires
- Denayne Hinds
- Loreto Duffy-Mayers (CHENACT)

The Post Covid Role

- Waste & Waste Water management
- Agro-Tourism development
- Energy efficiencies & renewables
- Biodiversity & Climate Change
- Culture & Heritage embodiment
- Social & Economic enhancement
- New Developments & Sustainability Standards
- Sustainability reporting for countries and the region

Refine organisational priorities

Create a long-term platform for CAST

Create updated objectives based upon the principles of

- a. **Maximum Visibility**: Be viewed on the international stage as the preferred private sector vehicle in Caribbean tourism sustainability
- b. **Efficient Delivery**: Be known for the contributions of practical, solutions providing ongoing, value to regional hospitality & tourism
- c. **Effective Collaboration**: Be seen to embrace partnerships when working with other local, regional, and international organizations on common sustainability matters
- d. **Never-ending Commitment**: Be unyielding in support of the ongoing CHTA goals for Caribbean tourism
- e. **Unrivalled Excellence**: Be dedicated to the introduction of modern 21st century sustainability standards across the regional tourism frontier
- f. **Cutting-edge Information**: Be recognised as the gathering point and informational data-centre on all matters relating to Caribbean hospitality & tourism sustainability

Next Steps

- Reconfigure the Board of Directors – More regionally centric
- Execute a *virtual planning retreat* to consider develop CAST objectives
- Identify regional businesses *and* any other interests to provide funding support for the CAST objectives
- Research *technical support* resources for CAST
- Identify *project opportunities* for CAST by reaching out to international funding agencies & related organisations/institutions



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Introduction: Marci Eggers

Deputy Director, Caribbean Division

The Nature Conservancy





2020 - 2022 Slate of Officers for Election

- **Treasurer** - Jim Hepple, Tourism Analytics, Aruba*
- **5th Vice President** - Bill Clegg, Best Western/World Hotels, At-Large*
- **4th Vice President** - Leo Garbutt, Calabash Resort, Grenada
- **3rd Vice President** - Sanovnik Destang, Bay Gardens Resorts, St. Lucia
- **2nd Vice President**- Gregor Nassief, Secret Bay, Dominica
- **1st Vice President**- Nicola Madden-Greig, Courtleigh Group, Jamaica
- **President** - Puerto Rico - Pablo Torres, Caribe Hilton



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HOTEL & TOURISM
ASSOCIATION

Quick Break for CHTA Board of Director's to Vote via the Provided Electronic Ballot

If you are CHTA Board of Director and have not received the Electronic Ballot via email, please private chat Vanessa Ledesma

Timer: 3 Minutes

