



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

August 13, 2021

To CHTA Board of Directors:

Dear Colleagues,

Thank you to those of you who were able to attend our Board of Directors briefing today. Further to my announcement at the Board meeting and for the benefit of those who were unable to attend, please note the following.

Nearly one year ago I was approached by several fellow CHTA Board members and asked to consider accepting the nomination to serve as President of CHTA. Having served as President of the Puerto Rico Hotel and Tourism Association during the very difficult period around hurricanes Irma and Maria, I was well aware of the critical role which our associations play and the importance of business leadership to guide the industry through a crisis situation. While wanting to accept the nomination, I was also aware of the possibility that my role with Hilton International might change and informed the CHTA Nominating Committee of that possibility. I advised the Committee that should that occur, I would need to assess over time my ability to continue to serve as President. With that understanding, the Committee recommended to the Board and membership my nomination and with much appreciation I was elected President.

My primary goals as President were two-fold. First, to help steer the organization through its most difficult period financially in its 58 year history resulting from the pandemic. Second, was to ensure a successful Caribbean Travel Marketplace to help jumpstart the industry's recovery. During the past ten months we've successfully tackled those two goals and with much appreciation to our staff and volunteer leadership, we've accomplished that and so much more. Some of this was shared with you at the Board meeting.

Several months after assuming the Presidency, I assumed the role with Hilton Worldwide as Area Vice President – Full & Focus Service Hotels Caribbean, Mexico and Central America, with a portfolio of 24 hotels as part of my responsibilities. Over the past several months I have found it increasingly difficult to dedicate the time to CHTA which I believe is needed, due to my expanded company responsibilities. Therefore, regrettably I find I must resign as President effective at the next Annual General Meeting when a new President will be announced.

While leaving with some trepidation, I'm confident in the incredible depth of volunteer talent and dedicated leadership of our officers and Executive Committee, and the continued financial support of most of our members, despite the financial challenges they are facing. The organization has made great strides in recent years: providing relevance and value during various crisis; building strong partnerships locally, regional and internationally; providing intelligence and information to our members; expanding our marketing and public relations efforts; and serving as an effective advocate for policies and practices which protect and advance our industry.



MAILING ADDRESS: 501 East Las Olas Blvd, 2nd and 3rd Floor Fort Lauderdale, FL 33301
PHONE: 305-443-3040
www.caribbeanhotelandtourism.com



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

We've also been fortunate to have the services and passion of a small, but extremely talented and dedicated staff, led by Vanessa Ledesma, with continuing part-time support from Frank Comito.

A Transition/Nominating Committee has been established which will provide recommendations to you in the coming weeks for the way forward. Much of our organizational growth and development work was in play prior to Covid-19, so considerable groundwork has already been completed.

Like you, I am an ardent believer in the power of organizations like ours to make a difference, as is my company, Hilton International. While stepping down from the Presidency, I remain fully supportive of CHTA and intend to support the organization in any way I can in the future. With great appreciation for your support, I remain humbly yours.

Pablo



MAILING ADDRESS: 501 East Las Olas Blvd, 2nd and 3rd Floor Fort Lauderdale, FL 33301
PHONE: 305-443-3040
www.caribbeanhotelandtourism.com