

The 2022 CHIEF Awards

A Call for Best Practices by Caribbean Hoteliers and Tourism-Related Businesses

About the CHIEF Awards...

The Caribbean Hotel and Tourism Association (CHTA) is committed to advancing the quality, sustainability and profitability of the tourism industry in the region. The CHIEF Awards have been established to recognize successful practices which CHTA member hotels and tourism-related enterprises have adopted in any of the following four categories in the post-pandemic period:

- BUSINESS OPERATIONS
- ENVIRONMENTAL SUSTAINABILITY
- HUMAN RESOURCES AND STAFFING
- SALES AND MARKETING

Who May Submit Nominations:

Nominations may be submitted by:

- A company that is a current active CHTA member or that of a fellow member of as National Hotel & Tourism Association
- Ministry and Departments of Tourism
- Travel Industry Partners (i.e. OTAs, Travel Intermediaries, trade press, etc.)
- CHTA Strategic Partners and Sponsors
- The General Public

What is the Selection Criteria?

A panel of judges representing top industry professionals in their respective areas will review all nominations and make their selections. A three stage judging process is as follows:

1. Nominations are submitted to CHTA and subsequently endorsed by respective National Hotel and Tourism Association.
2. A panel of judges reviews each nomination.
3. Submissions are rated and three finalists with the overall winner are identified for each category.

Submissions will be rated on:

- Approach Undertaken
- Results Achieved
- Application of Approach as a Best Practice

Note: *We encourage visuals, videos, charts, graphs, etc. to be included to support the nomination.*

How Will Finalists and Winners Be Recognized?

The top three finalists in each category will highlighted at the Awards Luncheon during Caribbean Travel Marketplace in Puerto Rico on Monday, October 3rd, and the winner in each category will be recognized.

Submit your nomination [here](#)

Deadline for nominations is Wednesday, September 7, 2022

For more information contact CHTA at information@caribbeanhotelandtourism.com

CHIEF Awards Nomination Form

Deadline for Submission: Friday, September 9, 2022

Are you the Nominee?

☐ I am the nominee ☐ I have a company I want to nominate

Your Email:

Your Name:

Contact information for nominee:

Company Name: _____

Contact Person: _____ Title: _____

Email: _____ Phone: _____

Country: _____

Are you a member of your national hotel and tourism association? ☐ Yes ☐ No

Nomination Category (select one category and identify the area best appropriate to your submission):

☐ BUSINESS OPERATIONS

☐ ENVIRONMENTAL SUSTAINABILITY

☐ SALES AND MARKETING

☐ HUMAN RESOURCES AND STAFFING

Briefly Describe Your Initiative:

How Did the Pandemic Alter Your Approach?

How Are you Measuring the Success of Your Initiative?

What Lessons Have You Learned?

What role has innovation played in this initiative?

Attach file (maximum size 20mb). Note: visual presentations must be 10 slides or fewer; video presentations must be no longer than two minutes in length.