

FOR IMMEDIATE RELEASE



CHTA, CHTA EDUCATION FOUNDATION AND JHTA LAUNCH JOINT RECOVERY INITIATIVES TO SUPPORT JAMAICA'S TOURISM SECTOR AFTER HURRICANE MELISSA

Miami, Fla. – Nov. 11, 2025 – The **Caribbean Hotel & Tourism Association** (CHTA), the **CHTA Education Foundation** (CHTAEF), and the **Jamaica Hotel and Tourist Association** (JHTA) have activated coordinated disaster response efforts to support Jamaica's tourism communities following Hurricane Melissa. Acting together as a unified tourism relief task force, the three organizations are aligning industry support, deploying funds and mobilizing direct assistance for affected workers, small tourism operators and community partners across the island.

"As Jamaica begins to recover from the impacts of Hurricane Melissa, the Caribbean tourism sector is once again demonstrating its unity and resilience," said CHTA CEO Vanessa Ledesma. "We are working hand-in-hand with our partners and the JHTA to support affected communities and the tourism professionals whose dedication sustains our industry. Together, we will help our region rebuild stronger."

United Tourism Relief & Recovery Initiatives

In partnership with JHTA, CHTA and CHTAEF have activated the following coordinated initiatives to support tourism-related recovery:

Strategic deployment of the CHTA Disaster Response Fund

Funds will be allocated to support short- and intermediate-term recovery needs for tourism employees, tourism-related businesses, and affected community partners. In addition, resources will assist members of CHTA's Young Leaders program in Jamaica and their families, ensuring emerging industry professionals receive meaningful support during this recovery period.

CHTA Education Foundation Relief Efforts

CHTAEF is launching a raffle-based fundraiser featuring hotel stays donated by members, with proceeds supporting hurricane-impacted hospitality workers, their families and children – helping restore stability and maintain access to education, training and essential services. Donations to this initiative are tax-deductible.

"One Caribbean" Solidarity Initiative this month

CHTA is reactivating its "One Caribbean" pledge program, inviting hotels and tourism service

providers to contribute a set amount from bookings through December 15, 2025, toward Jamaica's recovery. Contributions will support small and independent tourism businesses, community-based operators and workforce needs.

“Adopt a Family” Hospitality Relief Program

This program has been established to connect donors with affected hospitality families, prioritizing households with newborns, expectant mothers and individuals with disabilities. The initiative will offer direct financial and in-kind support and leverage local sourcing wherever possible.

All initiatives will be implemented in close collaboration with tourism leaders and local partners to ensure support reaches the workers, businesses and communities most affected.

The JHTA will also implement other programs at the local level towards the relief effort.

Support in Collaboration with Jamaica Tourism Cares

This coordinated relief effort supports and complements Jamaica Tourism Cares, the official tourism relief channel. Jamaica Tourism Cares focuses on urgent, on-the-ground humanitarian needs, while CHTA, JHTA and CHTAEF will concentrate on short- and intermediate-term recovery for Jamaica's tourism workforce and small tourism operators.

CHTAEF is one of the registered 501(c)(3) nonprofit organizations under Jamaica Tourism Cares through which contributions can be directed toward impacted tourism communities, including education and training support for the local workforce.

Jamaica Tourism Cares has identified three priority areas of high-impact need for immediate support including **emergency supplies** like non-perishable food items, water, baby food and diapers, hygiene products, adult diapers and batteries; **building materials** including tarpaulins, mattresses, pillows, bed linens, mobile Starlink devices, solar lights, solar panels and generators less than 5,000 watts; **household products** including kitchen utensils, cleaning supplies, light-weight clothing, baby clothes, blankets and school supplies.

How to Support

Urgent Relief — Jamaica Tourism Cares

For immediate relief donations and in-kind contribution requirements, contact jamaicatourismcares@mot.gov.jm or visit supportjamaica.gov.jm.

Short- to Intermediate-Term Tourism Recovery (CHTA, CHTAEF and JHTA)

CHTA Disaster Response Fund:

<https://caribbeanhotelandtourism.com/commitment-initiatives/disaster-response-fund>

CHTA Education Foundation Relief Campaign (U.S. 501(c)(3)): <https://chtaef.com>

JHTA: www.jhta.org or email info@jhta.org

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About the Caribbean Hotel & Tourism Association (CHTA)

The Caribbean Hotel and Tourism Association (CHTA) is the leading organization representing the interests of the Caribbean hospitality and tourism industry for more than 60 years. With 32 National Hotel Associations as well as 1,000 diverse members spanning hotels, resorts, tourism providers, and allied partners across the region and beyond, CHTA serves as a powerful voice, resource, and connector for the Caribbean's most vital industry. Through ongoing advocacy, professional development, industry insights, and market intelligence, CHTA helps its members thrive in today's competitive global marketplace. Organizations worldwide with interest in the Caribbean that want to increase their presence and connectivity in the Caribbean Hospitality and tourism industry are invited to join this dynamic community. To learn more about membership benefits and upcoming virtual and in-person events, please visit www.caribbeanhotelandtourism.com

About CHTA Education Foundation (CHTAEF)

The CHTA Education Foundation is an independent regional charity established in 1986 with a mandate to improve and elevate the quality and professionalism of the hospitality and tourism industry in the Caribbean through education and training. The Education Foundation has supported various scholars in their pursuit of academic and technical qualifications and partnered to deliver various on-island training workshops where we enjoy engaging with diverse hospitality & tourism professionals in a lively manner. Follow CHTAEF on Facebook @CHTAEducation Foundation, Instagram @chtaef and Twitter @CHTAEDuFound.

About the Jamaica Hotel & Tourist Association (JHTA)

Established in 1961, the Jamaica Hotel & Tourist Association (JHTA) represents Jamaica's hotels, visitor accommodations, and tourism suppliers, promoting the sustainable growth of the island's hospitality industry. The Association advocates for its members locally, regionally, and internationally, working closely with government, private sector, and regional tourism partners to strengthen Jamaica's position as a world-class destination.