



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

## COVID-19 Weekly Update

### **CHTA Covid-19 Update to Members April 18, 2020**

#### **Dear Industry Partners:**

While the tourism industry and the region's governments face immense recovery challenges, there is growing recognition that the very industry which is impacted the greatest also is critical to the speed with which Caribbean jurisdictions can recover. ***The industry's impact on employment, tax revenues, and spin-off economic activity in most other areas of economic life has only been heightened with the onslaught of the pandemic.***

This has been reinforced and validated this past week as we've seen reports emerge from organizations like the Inter-American Development Bank and the United Nations World Tourism Organization which underscore the critical importance of the sector's recovery and the need for mitigation strategies to help facilitate that.

CHTA is presently compiling the results of its just completed impact and recovery survey which received a high level of member participation. Those results, coupled with input from others will help drive a number of ***recovery strategies***, some which are already underway at the local and regional levels, focused on bolstering industry and jurisdictional health safety measures, employment and business support, training, public relations and data and information sharing. Increasingly, as the region moves from the pandemic's containment and mitigation, focus will also include matters related to additional fiscal strategies and relief, airlift, public relations and marketing. Underscoring much of this ***is creating an environment of collaboration and coordination amongst public and private sector stakeholders at a level beyond which we've seen.***

***An essential recovery consideration as well is the financial and resource capacity of organizations like CHTA and the local hotel and tourism associations.*** CHTA's recent survey

of local associations revealed anticipated considerable financial challenges, as private sector financial support from member dues and event support has dwindled. The very organizations regionally and locally which need to play a proactive role in stimulating and managing recovery to the benefit of all are likely to be seriously hamstrung unless some measure of support is forthcoming in the coming months from the industry, and possibly thru governments and multi-lateral organizations – tied to recovery-specific efforts. Candid discussions around this have begun.

CHTA's Covid-19 Resource Center is one of many resources which are available to provide up to date information, expert advice, resources and insights. Information is updated and added regularly at [www.caribbeanhotelandtourism.com/covid-19](http://www.caribbeanhotelandtourism.com/covid-19) With this weekly update, we wish to bring your attention to several areas of focus and information sharing:

### **Travel Advisories**

- [\*\*One-Stop Doc for Caribbean Advisory/Airport Status\*\*](#) – Now on CHTA's Resource Center, this is a good resource for travel industry partners, advisors, agents seeking to understand the status of travel advisories and airport openings into the region's destinations.

### **Training**

- **Food Safety Training and Education** - Accredited, Online **ServSafe Food Handler training program** (available in English and Spanish) provided by AHLEI is available FREE of charge through April 30, 2020. As we prepare to welcome guests back to the Caribbean, it will be paramount to ensure restaurants, hotels, airports and all guest activities adhere to the most complete cleanliness and hygiene standards. The module is mobile friendly.
- [\*\*Human Resource Strategies and Solutions\*\*](#) – For those who missed CHTA's webinar this week, it can be viewed and shared. The session presenters addressed a number of matters which are key to addressing Covid-19 induced staffing challenges. Great insights.
- [\*\*COVID-19 and Insurance Claims\*\*](#) – While the reality is that most policies won't cover Business Interruption claims in the event of a pandemic, the exceptions will be discussed. Expert presenters will explain how BI is largely treated with a pandemic, share possible cost saving measures with your coverage, and take a look at considerations for your future coverage. The interactive session is set for Wednesday, April 22nd at 2:00 p.m.

### **Data and Research**

- [\*\*UNWTO Report: Supporting Jobs and Economies Through Travel and Tourism\*\*](#). The global tourism body which is led and supported primarily by the public sector has issued this comprehensive report with a call to action to mitigate the Socio-Economic Impact of COVID-

19 and accelerate recovery thru tourism. This can help guide policies and practices at the local level.

- **Tourism Economics Latest Report** -Released this week and while focused on US travel, it gives an indication of their propensity to travel internationally.
- **IDB Report: The Impact of COVID-19 on the Economies of the Caribbean** - This document analyzes the impact of the COVID-19 pandemic in the Caribbean countries: Barbados, Guyana, Jamaica, Suriname, The Bahamas and Trinidad and Tobago. It has broader applicability to other areas in the region as well.



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