



## CHTA Organizational Objectives & Areas of Focus



### Organizational Objectives

- Grow and diversify revenue to support our operations and ensure a positive cash flow to meet the needs of the association’s membership.
- Grow and retain CHTA’s membership base across all segments of the industry
- Develop activities and resources to strengthen our membership
- Be the voice and advocate for the hospitality industry (private sector)

### Areas of focus

- Member retention and acquisition
- Business of the industry– making the industry strong (Human capital development, Marketing & PR)
- Sustainability
- Embedding technology
- Private Public Partnerships (Advocacy)

### Committees and Specialty Sub-Committees



## ADVOCACY – Giving Voice and Representation

### Areas of Focus

- Research
- Recovery
- Training
- Collaboration and Partnerships
- Communications and Public Awareness

### Achievements

- **Research**
  - *Conducted Annual Industry Performance and Outlook Survey* – Results supported advocacy and program outreach to regional bodies, NHTAs, local governments, multi-lateral organizations
  - *Industry Issues Research* – Highlighted degree to which industry is affected by labour shortages, higher operating costs, digital shifts, recovery policies, travel costs and constraints



- *World Travel & Tourism Council EIR* – Worked with WTTC on development of special [Caribbean Tourism Economic Impact Report](#) showing ten-year growth potential if region successfully addresses identified growth impediments
- *Accelerating SMTE Recovery from Crisis Situations* – With the Organization of American States, CHTA surveyed over 600 small tourism-related businesses and conducted interviews to identify policy and support challenges impacting their recovery.
- *Sargassum Impact* – Survey revealed extent to which businesses are affected by sargassum.

- **Recovery**

Advocacy Efforts Focused on:

- *Relaxation of Travel Requirements and Protocols and Greater Clarity and Consistency to Support Safe Travel*
- *Supporting the Return of Intra-Caribbean Travel*
- *Addressing Imposition of Travel Advisories, particularly by the US, UK and Canada*
- *Safely Dismantling Restrictions and Travel Barriers as Severity of Pandemic Diminishes*
- *Stimulating the Return of Airlift, with Emphasis on Intra-Regional Lift* – advancing the regional Multi-Lateral Air Service Agreement and promoting travel packages and discounted rates for Caribbean residents through policy briefs and presentations to Caribbean governments
- *Patronizing and Presenting at the Caribbean Hotel and Resort Investment Summit to support and reinforce investor confidence*
- *Organizing and Presenting at [Regional High Level Policy Forum](#) to support and advance policies and programs benefiting the growth and viability of small tourism related businesses*

- **Training**

- *Conducted Series of Webinars to Support Members/Destinations* with local Advocacy efforts to benchmark destination and company performance against others and to stimulate [Intra-Regional Travel](#)

- **Collaboration and Partnerships**

- *Policy Briefs Presented to CARICOM and Caribbean Governments urging Stepped Up Actions to Stimulate Inter-Caribbean Travel and International Airlift and stepped up support efforts for small and medium sized tourism businesses*
- *Collaborated with the Caribbean Public Health Agency, the Caribbean Tourism Organization, the Inter-American Development Bank, the World Travel and Tourism Council and other organizations on recovery matters*



- **Communications and Public Awareness**

- *Continuously Profiled the Caribbean* in Statements to Trade, Regional and International Media Highlighting Region's Health Safety Commitments and Readiness to Welcome Travelers
- *Conducted Briefings to Companies, Destinations and Organizations* to highlight health safety measures and advance the region's recovery

**Looking Ahead...**

- Continued Thrust to Advance Intra-Caribbean Travel thru promotional offers and policy changes
- Advocate for Regional and Global Solutions to Sargassum Threats
- Renew Focus on Crime Prevention through Webinar and Monitoring of Possible Emerging Challenges to Safety and Security
- Work with the OAS, NHTAs and Local Governments to Put in Place Programs and Policies to Support the Development of Small Tourism Enterprises
- Build a Case for Dynamic Taxation to help reduce travel costs during low-demand periods
- Explore Reactivation of a Caribbean Credentialing Program for Travel Advisors
- Address Rising Transaction Costs with Major Credit Cards Due to Changes in Tour Operator Payment Practices
- Build Stronger Bonds with NHTA Presidents and Leadership to Support Advocacy Efforts
- Advance Stronger Partnerships and Collaboration with regional entities and region's Governments

## MARKETING

- Created CHTA Marketing Committee 2022 – 23 in January and held nine monthly virtual working meetings (October 28) (fourth Friday of each month).
- Finalize guidelines and establish baseline KPI's for:
  - [Quarterly newsletter](#),
  - [virtual learning events](#), and
  - social media posts
- Worked with MPE (Marketplace Excellence) to build 2022 communications action plan to focus initially on CTM and then CHTA; and distribute newsletter and incorporate non-member databases.
- CHTA and parallel events during 2022 Caribbean Travel Marketplace (CTM)
  - Select Hosted Buyers third party for destination wedding planners and MICE buyers
  - Finalize Caribbean Travel Forum format and agenda.
- Step up buyer engagement for tour operators with a niche focus as well as purchasing
- Develop in conjunction with MPE communications strategy to focus on CHTA membership benefits and beyond CTM
- Re-structure marketing sub-committees post 2023 Caribbean Travel Marketplace to reflect updated marketing priorities:
  - Buyer engagement
  - Technology development to revamp CHTA Portal and [www.Caribbeantravel.com](http://www.Caribbeantravel.com)



**2022 Activity Report**

- Develop marketing tools for members
- Expand hosted buyer program to a third audience Caribbean Certified Travel Agents
- Create host program during CTM for each of the hosted buyer audiences: MICE, Destination Weddings Caribbean Certified Travel Agents, and also assign dedicated host for Press participants



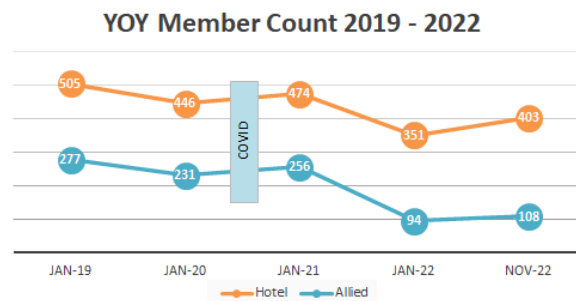
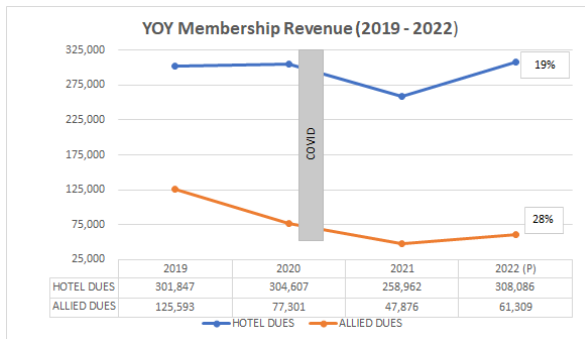
**124** International tour operators including MICE and destination wedding specialists representing 23 markets

**159** Caribbean suppliers representing 25 member destinations

**9,268** Business appointments

**MEMBERSHIP**

- Created and facilitated survey of members and non-members in Q1 to benchmark importance and effectiveness of programs, services, and deliverables, and to foster recommendations for enhanced value proposition
- Gathered and created draft value proposition document
- Assisted in growth of hotel membership by 12%, with 391 members now vs. 351 EOY 2021
- Assisted in growth of allied membership by 15%, with 108 members now vs. 94 EOY 2021
- Presented to Jamaica HTA a proposed program for increasing ratio of joint membership





## PEOPLE DEVELOPMENT

- Launch of the mentorship program for the CHTA Young Leaders Forum
- Review of existing platform for the [Caribbean Tourism Job Bank](#) to understand opportunities for job seekers and employers and potential revenue opportunities. Currently CHTA members receive free job postings. Working on the expansion of the job seekers database to expand throughout the Caribbean.
- Work in progress to establish education partnerships with UWI, FIU, Les Roches Global Hospitality Education and ACF.
- Evaluating guidelines, criteria and structure for internships for employees and students.
- Working on the establishment of an online community for HR professionals to facilitate exchange of best practices and connectivity between HR representatives.

## TECHNOLOGY TASK FORCE

### Activities

- Develop Terms of Reference and Priority Areas
- Negotiate MOU with HFTP
  - April 26, 2022 – Groundbreaking 3 year MOU between HFTP and CHTA Signed - <https://www.hospitalitynet.org/news/4110159.html>
  - MOU Key Benefits Include
    - CHTA-HFTP Member Discounts (Reciprocal)
    - Discounts on HFTP Designations – CHTP and CHAE
    - Complimentary show passes to HiTec North Americas to CHTA Members
- Content Development for CHTA Technology Master Classes
  - [Cybersecurity What Can go Wrong](#) – June 21, 2022
  - Web3 & The Metaverse: Explaining the Basics - November 15, 2022
- Attendance at HFTP HiTec in Orlando
- Caribbean Travel Forum Participation
- CHTA Marketplace Tech Village



***Helping to Shape a More Sustainable Future for Caribbean Tourism....***

- Recognize best practices and leadership on sustainable matters
  - Reactivate the CHIEF Award for Sustainability and Recognize Industry Best Practice
  - Bestowed Director Emeritus Distinction on CAST Founders Frank Rainieri and the late Sir Royston Hopkin
  - Advance the Caribbean tourism industry's participation in the World Travel and Tourism Council's Basic Sustainability Program
  - Identify, Recognize and Promote Sustainable Practices and Best Practices by the Industry through Profiling in Webinars, Publications, Websites, Quarterly Newsletter and Other
  - Create and Disseminate a Quarterly Publication, CAST Currents, to Share Sustainable-Related Information and Recognize Best Practices - First issue set for release in November, 2022 and ongoing
- Broaden industry awareness on sustainability matters
  - Conduct Virtual Learning Sessions for the Industry and Stakeholders
    - [2022 Hurricane Outlook and Readiness Plan](#) – June 30, 2022
    - [Sargassum – Managing the Threat/Outlook and Best Practices](#) – September 8 and 15, 2022
  - Update and Expand the CAST/CHTA Online Knowledge/Resource Center and Promote its Use
- Expand upon existing partnerships and build new partnerships to support research, education and training, advocacy and leverage partner and CAST/CHTA impact and value
  - National Hotel & Tourism Associations – Engage. Assess and catalogue their sustainability efforts. - Planned for 2023
  - Multi-Lateral Orgs – Engage, Collaborate, Seek New Opportunities for Collaboration
  - Companies – Build Database of Member Companies Engaged in Sustainable Matters - Planned for 2023
- Broaden industry awareness on sustainability matters
  - Conduct Sustainability Session at Caribbean Travel Forum on achieving carbon neutral status.
  - Update and Expand the CAST/CHTA Online Knowledge/Resource Center and Promote its Use



- Promote and Disseminate Findings from [Coral Reef Management Research Conducted by CHTA/CAST and The Nature Conservancy](#)
- Release First Issue of Quarterly Newsletter [CAST Currents](#) and broadly distribute

**Upcoming focus** - In Addition to the Priority Focus Described Previously, CAST Will Advance the following:

- Finalizing an Action Plan as Part of CHTA's Commitment to the Glasgow Agreement for Tourism
- Conducting Education and Training Activities to Support Industry's Movement Towards Achieving Zero Carbon Emissions
- Disseminating and Training with The Nature Conservancy the Guidelines Developed as Part of Our Joint Coral Reef Management Project and Guide
- Exploring Possible Renewable Energy Solar Financing Project for the Industry
- Provide Additional Training on Sargassum Management and Advance Advocacy Efforts
- Develop Funding Resources to Support Implementation of CAST Activities

## OPERATIONS

- Adapting operations to manage personnel transitions without impacting level of service to the membership
- Supporting our national hotel and tourism associations with continuous updates and opportunities to share best practices and provide resourceful knowledge and tools
- Strengthening partner relations
- Identifying and connecting with global industry organizations to expand resources available to members
- Continuous monitoring of the financial projections and cash flow management





October 1, 2021 to September 30, 2022.pdf 1 / 1 - 75% +

**Public Relations Report**  
October 1, 2021 to September 30, 2022

Metric	Value
IMPRESSIONS	17,356,809,639
ADVERTISING VALUE	\$520,852,164
PUBLIC RELATIONS VALUE	\$1,562,540,765

marketplace EXCELLENCE

### Partners







Affiliate Organizations



2022 Fundraising Activities

<p>RAFFLE CHTAEF Raffle for Jade Mountain, St Lucia AMOUNT RAISED <b>\$17,855</b></p>	<p>RAFFLE Support CHTAEF to win a stay in the Beach House at Anse... AMOUNT RAISED <b>\$5,518</b></p>	<p>RAFFLE 5-nights at O2 Beach Club &amp; Spa Supports the CHTA Education... AMOUNT RAISED <b>\$4,499</b></p>
<p>RAFFLE Round Hill, Jamaica Raffle for CHTA Education Foundation AMOUNT RAISED <b>\$1,850</b></p>	<p>RAFFLE Curtain Bluff Raffle to Support Haiti &amp; CHTA Education... AMOUNT RAISED <b>\$16,110</b></p>	

Raffles

- Round Hill, Jamaica
- Anse Chastanet, St Lucia
- Jade Mountain, St Lucia
- O2 Beach Club & Spa, Barbados
- Curtain Bluff, Antigua (Haiti Fund)*

Fundraising Auction

New York Intl Travel Show Oct 22  
\$73,971

Currently Underway

- Corporate Sponsorship Outreach
- Black Friday Auction





### Promotional & Media Update

#### Facebook

- Designed new Facebook Covers and manage all images and videos and posts increasing reach significantly

#### Instagram

- Relaunched Account using on-island training for content, videos and posts

#### Press Releases

- Four releases written and distributed to radio, TV and digital media

#### Rebuilding CHTAEF.com website



### Scholarship Update

- **Caribbean Professional Development Program with Les Roches**

- First class graduated in July
- Second class of 19 candidates began in September representing 10 islands
  - Antigua and Barbuda
  - Bahamas
  - Barbados
  - Jamaica
  - Guyana
  - Saint Lucia
  - St Martin
  - St Vincent & the Grenadine
  - Trinidad
  - Turks and Caicos

- **Relaunching Undergraduate Scholarship program***(paused during COVID)*





**Training Update**

**Caribbean Employee Empowerment Training**

- Turks & Caicos, 5-weeks Oct-Nov – 415 trainees
- Aruba, 3-weeks Nov-Dec – 330 trainees

**Haiti**

- English as a Hospitality Language & Market Trends in Hospitality - 30 students
- Culinary Arts & F&B Practical short courses - 2-students



**2023 Schedule will be finalized in early January**

*Turks & Caicos out islands (deferred due to Hurricane Fiona*

*Barbados, Bonaire Grenada, St Lucia Bermuda, Puerto Rico, St Maarten, USVI, Guyana*

**Corporate Sponsors**

