



MEMBERSHIP IN THE CARIBBEAN HOTEL & TOURISM ASSOCIATION IS AN INVESTMENT IN YOUR FUTURE

WHY JOIN?

Representing 32 Caribbean destinations and over 1,000 hospitality and tourism businesses and their employees, we are The Voice of the Caribbean Hospitality Industry!



ADVOCACY

- Representing and amplifying your voice on key issues impacting your business, your destination, our region
- Supporting and advancing international airlift and intra-regional travel
- Addressing imposition of travel advisories from source markets
- Addressing issues of taxation and tourism funding
- Working with regional and international partners such as WTTC, IATA, IDB, World Bank, CTO, CARPHA, UWI, GTRCMC on joint initiatives to benefit Caribbean Tourism
- Ongoing support provided to national hotel associations to aid local advocacy efforts
- Proactively spreading messages through all channels on issues that matter most to our industry

MARKETING

- www.CaribbeanTravel.com consumer travel website with booking links for members
- Exposure through CHTA Annual events to regional and international buyers
- PR exposure for members by raising awareness of your destination, your business and the region through global, national, and regional media coverage

EVENTS AND WEBINARS

- Caribbean Travel Marketplace
 - the region's annual buyer-to-supplier event to match demand with your hotel, resort, or tourism business
- CHIEF – Caribbean Hospitality Industry Exchange Forum annual event to facilitate best practice sharing, networking, on-going education
- Taste of the Caribbean culinary competition to foster food & beverage talents and provide regional recognition
- Complementary access to informational webinars, master classes, and information-sharing virtual meetings
- Caribbean Travel Forum: Annual event where the business of tourism from a global, regional and destination perspective is discussed with key leaders and strategic partners from both the public and private sector



INFORMATION AND NETWORKING

- Opportunities to serve on CHTA's Executive, Board and Sub-committees
- A seat at the table for critical policy discussions with influencers and decision-makers
- Networking opportunities with thousands of colleagues and industry leaders
- Regular CHTA email updates
- Dedicated newsletter to share important and relevant news and information
- Access to Members Only website and data portal
- Assistance with crisis management and issue key talking points

ALLIED MEMBER PROGRAMS

- Provide exposure for Allied members to network and connect with wider membership
- Member discounts and special services with special CHTA member pricing
- Access to preferential rates and exposure at CHTA events
- Provide data and intelligence on new openings, renovations and expansion projects

DATA AND RESOURCES

- Provide extensive local and regional performance data to help benchmark performance, forecast and make data driven decisions
- Business-level resources to support operations and training
- Cost-saving member benefits for products and services from our data partners
- Education on emerging technologies to improve revenues and efficiencies
- Partnership with HFTP and other strategic partners for member discounts and access to tools, resources and events

HUMAN RESOURCES AND PEOPLE DEVELOPMENT

- Health safety protocols, resources, and training
- Young Leaders program to recognize and cultivate talent
- Caribbean Tourism Job Bank to post and seek positions in the region
- Affordable and accessible training and professional development opportunities addressing the needs of your workforce

SUSTAINABILITY PROGRAMS

- Extensive support through Caribbean Alliance for Sustainable Tourism (CAST) programs for property-level sustainability
- Partnerships with Nature Conservancy, WTTC, United National Environmental Program and other initiatives providing tools and resources to support your business

JOIN THE CHTA COMMUNITY!

FOR MORE INFORMATION AND MEMBER BENEFITS

SCAN
HERE:



VISIT:

www.caribbeanhotelandtourism.com

CONTACT:

membership@caribbeanhotelandtourism.com

"The Caribbean Hotel and Tourism Association (CHTA) has played a pivotal role in my career since I became a member in 1974. The events, seminars, and tradeshows have offered invaluable knowledge, and CHTA's advocacy and lobbying efforts have benefited our tourism sector greatly. Without hesitation, I highly recommend CHTA membership to anyone in the Caribbean tourism industry." – Ewald Biemans, Bucuti & Tara Beach Resort, Aruba

"Membership in CHTA has been invaluable for our global hotel company, both for our individual hotels and our corporate level. CHTA's advocacy, education, marketing, networking, and resources are proven in bringing strong, measurable, region-specific benefits to our hotels. From a corporate perspective, the contacts, business intelligence, and advocacy programs have opened doors for us and made doing business across the Caribbean much easier. CHTA membership is an investment that pays off many times over for BWH Hotels as we grow our Caribbean presence!" – Bill Clegg, BWH Hotels (WorldHotels, Best Western, and SureStay Hotels)

"The often behind-the-scenes advocacy and research work that CHTA does is priceless and has had a direct and positive impact on Secret Bay and Fort Young's ability to navigate the many challenges we face. Combined with programs like Caribbean Travel Marketplace which connect us to opportunity and growth, membership is really no brainer." – Gregor Nassief, Fort Young Hotel and Secret Bay, Dominica

CHTA appreciates our strategic partners' support to the industry

