

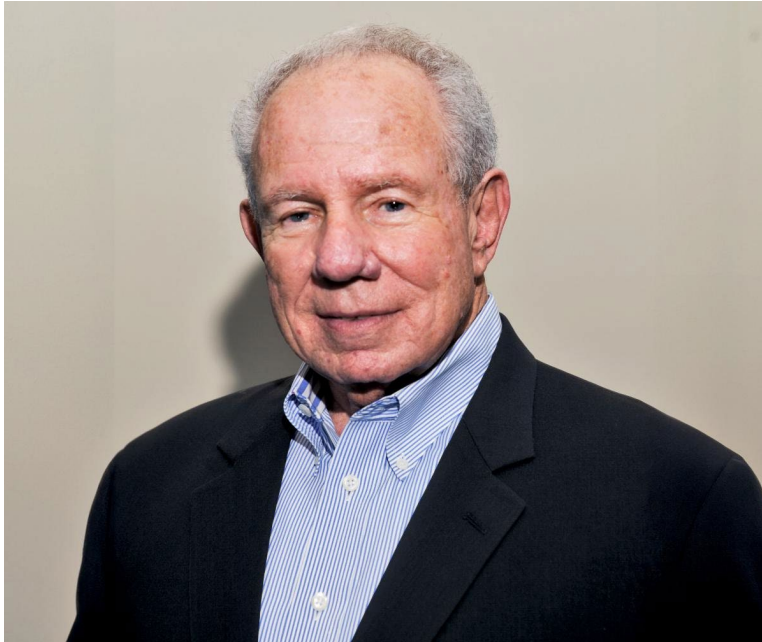


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For Immediate Release

Source: Caribbean Hotel and Tourism Association (CHTA)

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Warren Binder

CHTA Remembers Warren Binder, a Champion of Caribbean Tourism

FORT LAUDERDALE, FL (April 11, 2024) – The Caribbean Hotel and Tourism Association (CHTA) is deeply saddened by the loss of Warren Binder, a cherished board member, who recently passed away at his home in Florida.

Over the decades, Binder, who was named CHTA's Caribbean Allied Member of the Year in 1999, made stellar contributions to the Caribbean tourism industry, leaving an indelible mark on the region's hospitality landscape.

He began his journey as a tour operator with Lee Cygelman in Cavalcade Tours. He later established Certified Tours, showcasing his entrepreneurial spirit and commitment to advancing the sector. Binder's passion for promoting the Caribbean led him to various roles within CHTA where he played a vital part in contributing to the organization's strategic direction.



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Vanessa Ledesma, CHTA's Acting CEO and Director General, said Binder – a long-time member of the Executive Committee and former chairman of the Caribbean Travel Marketplace Governing Committee – was a dedicated volunteer and consummate professional who “will forever endure in the hearts of those who had the privilege of working with him.”

“Warren was a long-standing supporter of CHTA; he was a witty character that was very engaged and committed to the Caribbean, the industry, and CHTA,” said Ledesma. “He was a committed and passionate volunteer at all levels across the organization and always available to support and lend his voice as a mentor. He was involved in major decisions across the organization over the years,” she added.

Ledesma recalled Binder did not need to be front and center to have his voice heard and was always working tirelessly behind the scenes.

During the '60s and '70s, he worked closely with the legendary hotelier George Myers on marketing initiatives for The Bahamas. Together, they helped establish the Nassau Paradise Island Promotion Board and the Paradise Island Tourism Development Board, which set new standards for destination marketing, management and development in the Caribbean.

“Warren’s legacy lives on through his countless contributions to Caribbean tourism and his enduring commitment to excellence. His wit, wisdom and unparalleled dedication will be sorely missed,” reflected CHTA President Nicola Madden-Greig.

In lieu of flowers, Binder’s family requests donations to the Caribbean Hotel and Tourism Education Foundation (CHTAEF) in his memory. Contributions can be made online at <https://chtaef.com/index.php/2024/04/02/support-chtaef-in-memory-of-tourism-expert-warren-binder/>.

About the Caribbean Hotel and Tourism Association (CHTA)

The Caribbean Hotel and Tourism Association (CHTA) is the Caribbean’s leading association representing the interests of national hotel and tourism associations. For more than 60 years, CHTA has been the backbone of the Caribbean hospitality industry. Working with some 1,000 hotel and allied members, and 32 National Hotel Associations, CHTA is shaping the Caribbean’s future and helping members to grow their businesses. Whether helping to navigate critical issues in sales and marketing, sustainability, legislative issues, emerging technologies, climate change, data and intelligence or, looking for avenues and ideas to better market and manage businesses, CHTA is helping members on issues which matter most.

For further information, visit www.caribbeanhotelandtourism.com.

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