



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

For Immediate Release

Source: Caribbean Hotel and Tourism Association (CHTA)

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EXPERTS TO EXAMINE CARIBBEAN TOURISM AND ECONOMIC RECOVERY THIS FRIDAY

MIAMI, Florida (December 8, 2020) – Strategies for the quick recovery of Caribbean economies from the devastation wrought by the Coronavirus Disease 2019 (COVID-19) pandemic will be discussed by regional and global stakeholders at a virtual forum hosted by the Caribbean Hotel and Tourism Association (CHTA), Caribbean Tourism Organization (CTO), and the Global Tourism Resilience and Crisis Management Centre (GTRCMC) on Friday, December 11, 2020.

Moderated by veteran Caribbean journalist Julian Rogers, “Tourism: The Key to the Caribbean’s Economic Recovery” will bring together public and private sector leaders, the international tourism development community, members of civil society and the media to identify lessons learned from the pandemic and to address how the highly tourism-dependent region can harness the economic power of tourism to mitigate the impact of the pandemic and revitalize the region’s economies.

Panelists include Lisa Cummins, Barbados’ Minister of Tourism and Chairman of CTO; Edmund Bartlett, Minister of Tourism of Jamaica and Co-Chair of GTRCMC; CHTA’s CEO and Director General Frank Comito; Michel Julian, Senior Programme Officer with the World Tourism Organization (UNWTO); and Virginia Messina, Managing Director of the World Travel & Tourism Council (WTTC). Other Caribbean leaders are expected to join the discussion.

A key goal of the forum is assessing tourism’s impact on Caribbean economies and identifying joint actions which can facilitate tourism’s recovery and strengthen the region’s economies. The forum will draw upon the thinking of the participating organizations as well as the desire of many Caribbean Heads of Government as expressed recently at a CARICOM meeting for the region to take a collaborative and comprehensive approach to stimulating and accelerating tourism’s recovery.

During the online forum, participants will examine the resilience of the sector and how the Caribbean’s dependence on tourism for economic stimulation will increase in the post-COVID future as tourism is likely to bounce back sooner and faster than other segments of the economy.



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National, regional and global policy stakeholders are encouraged to attend the forum.

To reserve a space for the forum on Friday, December 11 at 10 a.m. ET, visit <https://member.caribbeanhotelandtourism.com/link.asp?ymlink=648160603>

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 55 years, CHTA has been the backbone of the Caribbean hospitality industry. Working with some 1,000 hotel and allied members, and 33 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.

About the Caribbean Tourism Organization

The Caribbean Tourism Organization (CTO), which is headquartered in Barbados, is the Caribbean's tourism development agency, comprising membership of the region's finest countries and territories including Dutch, English, French and Spanish-speaking, as well as a myriad of private sector allied members. The CTO's vision is to position the Caribbean as the most desirable, year-round, warm weather destination, and its purpose is Leading Sustainable Tourism – One Sea, One Voice, One Caribbean. Among the benefits to its members the organization provides specialized support and technical assistance in sustainable tourism development, marketing, communications, advocacy, human resource development, event planning & execution, and research & information technology. For more information, visit www.OneCaribbean.org.

About the Global Tourism Resilience & Crisis Management Centre

The vision of the Global Tourism Resilience and Crisis Management Centre is to assist global tourism destinations with destination preparedness, management and recovery from disruptions and/or crises that impact tourism and threaten economies and livelihoods globally. For more information, visit www.gtrcmc.org.

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